Weekly challenge 1

LATEST SUBMISSION GRADE

93.75%

---

1. Organizing available information and revealing gaps and opportunities are part of what process?

    1 / 1 point

    ◉ Using structured thinking

    ○ Categorizing things

    ○ Identifying connections between two or more things

    ○ Applying the SMART methodology

    ✓ **Correct**

    Organizing available information and revealing gaps and opportunities are part of structured thinking.

2. A data analyst creates data visualizations and a slideshow. Which phase of the data analysis process does this describe?

    1 / 1 point

    ◉ Share

    ○ Prepare

    ○ Process

    ○ Act

    ✓ **Correct**

    This describes the share phase of the data analysis process.

3. If a cooking supply store wants to attract more customers, where can they advertise to better reach their target audience? Select all that apply.

    1 / 1 point

    ☐ In a magazine all about advertising

    ☑ On TV during the season finale of The Best Chef in the Universe

    ✓ **Correct**

    To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

☑ At a bus stop near a local culinary school

✓ **Correct**

To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

☑ On a podcast for foodies

✓ **Correct**

To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

4. Making predictions is one of the six data analytics problem types. It deals with using data to inform decisions about how things may be in the future. Select the scenario that's an example of making predictions.

1 / 1 point

○ A data analyst at a school system uses data to make a connection between home sales and new student enrollment.

○ A data analyst at a gas company uses historical data to analyze which time of year customers use the most gas.

◉ A data analyst at a shoe retailer uses data to inform the marketing plan for an upcoming summer sale.

○ A data analyst at a technology company uses data to identify a unique drop in social media engagement.

✓ **Correct**

A data analyst at a shoe retailer using data to inform the marketing plan for an upcoming summer sale is an example of making predictions.

5. Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes or classifications.

1 / 1 point

◉ True

○ False

✓ **Correct**

Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes or classifications.

6. Which of the following examples are closed-ended questions? Select all that apply.

0.5 / 1 point

☐ What grade did you get on the math test?

☑ Is math your favorite subject?

✓ **Correct**

Closed-ended questions don't encourage people to elaborate and share valuable details.

☐ What are your thoughts about math?

☐ How old are you?

You didn't select all the correct answers

---

7. The question, "Why was the Monday afternoon yoga class successful?" is not measurable. Which of the following questions presents a measurable way to learn about the yoga class?

○ Is yoga a great way to stretch and strengthen your body?

⦿ How many customers responded to our half-price yoga promotion?

○ Why do people like taking yoga classes on Mondays?

○ Do yoga instructors seem more energetic at the beginning of the week?

1 / 1 point

✓ **Correct**

The number of customers who responded to the promotion can be counted, making this question measurable.

---

8. On a customer service questionnaire, a data analyst asks, "If you could contact our customer service department via chat, how much valuable time would that save you?" Why is this question unfair?

⦿ It makes assumptions

○ It is vague

○ It uses slang words that not everyone can understand

○ It is closed-ended

1 / 1 point

✓ **Correct**

A common example of an unfair question is one that makes assumptions. These are questions that assume the answer to the question being asked.