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1. Scenario 1, questions 1-9

1 / 1 point

You have been working as a junior data analyst at Bowling Green Business Intelligence for nearly a year. Your supervisor, Kate, tells you that she believes you are ready for more responsibility. She asks you to lead an upcoming client presentation. You will be responsible for creating the data story, identifying the right tools to use, building the slideshow, and delivering the presentation to stakeholders.

Your client is Gaea, an automotive manufacturer that makes eco-friendly electric cars. For the past year, you have been working with the data team in Gaea's Bowling Green, Kentucky, headquarters. For the presentation, you will engage the data team, as well as its regional sales representatives and distributors. Your presentation will inform their business strategy for the next three-to-five years.

You begin by getting together with your team to discuss the data story you want to tell. You know the first step in data storytelling is to engage your audience.

Fill in the blank: A big part of engagement is knowing how to eliminate less important details. So, you use spotlighting to _____ the data in order to identify the most important insights.

- ☒ scan
- ☐ recheck
- ☐ research
- ☐ study



Correct

You use spotlighting to scan through data to quickly identify the most important insights. Spotlighting enables data analysts to identify broad, universal ideas and messages.

2. **Scenario 1, continued**

1 / 1 point

Your team's analysis has revealed three key insights:

1. Electric vehicle sales demand is expected to grow by more than 400% by 2025.
2. The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations.
3. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of survey respondents report they will not buy an electric car until the battery range is at least 300 miles per charge.

Fill in the blank: Based on these insights, you create a clear and direct _____, which will guide your data story.

- ☐ problem statement
- ☒ primary message
- ☐ specific question
- ☐ business case



Correct

You create a clear and direct primary message, which will guide your data story. This aligns with best practices for writing a primary message.

3.

0 / 1 point

Scenario 1, continued

Next, you decide on your data narrative's characters, setting, plot, big reveal, and aha moment. During the narrative, you want to communicate to your stakeholders about the challenges associated with the current lack of vehicle charging stations and why it's important for Gaea to increase its cars' battery range by 2025.

Information about charging stations and the need to increase battery range will be part of the setting of your data story.

- ☒ True
- ☐ False

 **Incorrect**

Review [the video that discusses data narrative](#) for a refresher.

4. Scenario 1, continued

1 / 1 point

Now, it's time to consider which tools to use to create data visualizations that will clearly communicate the results of your analysis. You and your team decide to make both spreadsheet charts and Tableau data visualizations. In addition, you agree to build a dashboard to share live, incoming data with your stakeholders. This will help them achieve the following goals:

- Organize multiple datasets about electric vehicle battery ranges into a central location
- Enable tracking and analysis of electric vehicle data
- Simplify data visualizations about the number of available charging stations using maps of the different geographies

Another key benefit of dashboards is that they enable you to maintain control of your data narrative.

- ☐ True
- ☒ False

 **Correct**

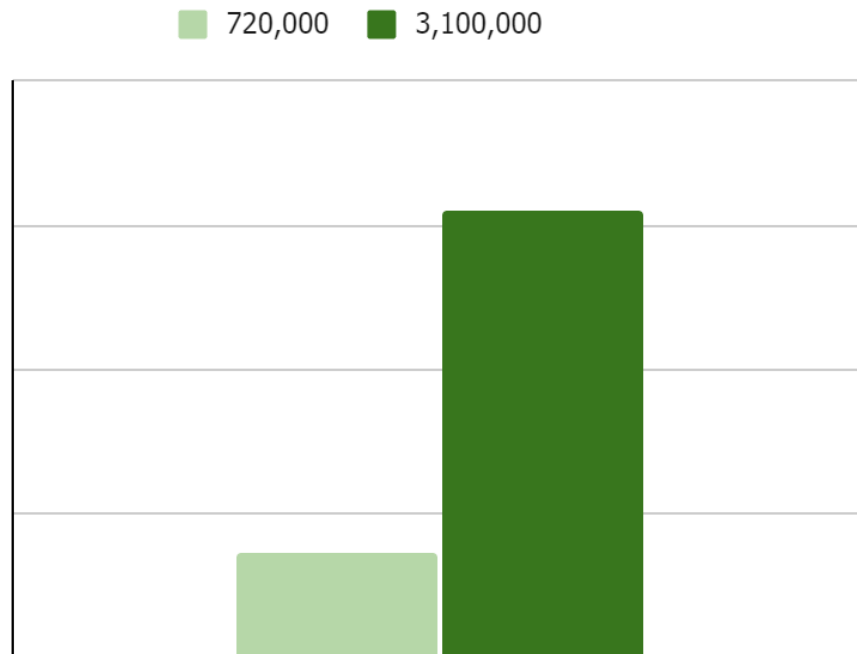
Sharing dashboards with stakeholders likely means that you will lose control of the narrative. This is because you won't be there to tell the story of your data and share your key message.

5. **Scenario 1, continued**

1 / 1 point

Now that you have finished planning the data story with your team, it's time to create data visualizations. First, you consider electric vehicle sales worldwide in 2015 compared to 2020. You use a spreadsheet to create the following bar graph to compare the two values:

Electric Vehicle Sales, 2015 Compared to 2020



You want to add a label for the years 2015 and 2020. Where on the graph do you label the time periods?

- ☐ The vertical bars
- ☐ The colors
- ☒ The x-axis
- ☐ The y-axis



Correct

In bar graphs with vertical bars, the x-axis is used to represent time periods, categories, or other variables. The x-axis is the horizontal line of a bar graph usually placed at the bottom.

6. **Scenario 1, continued**

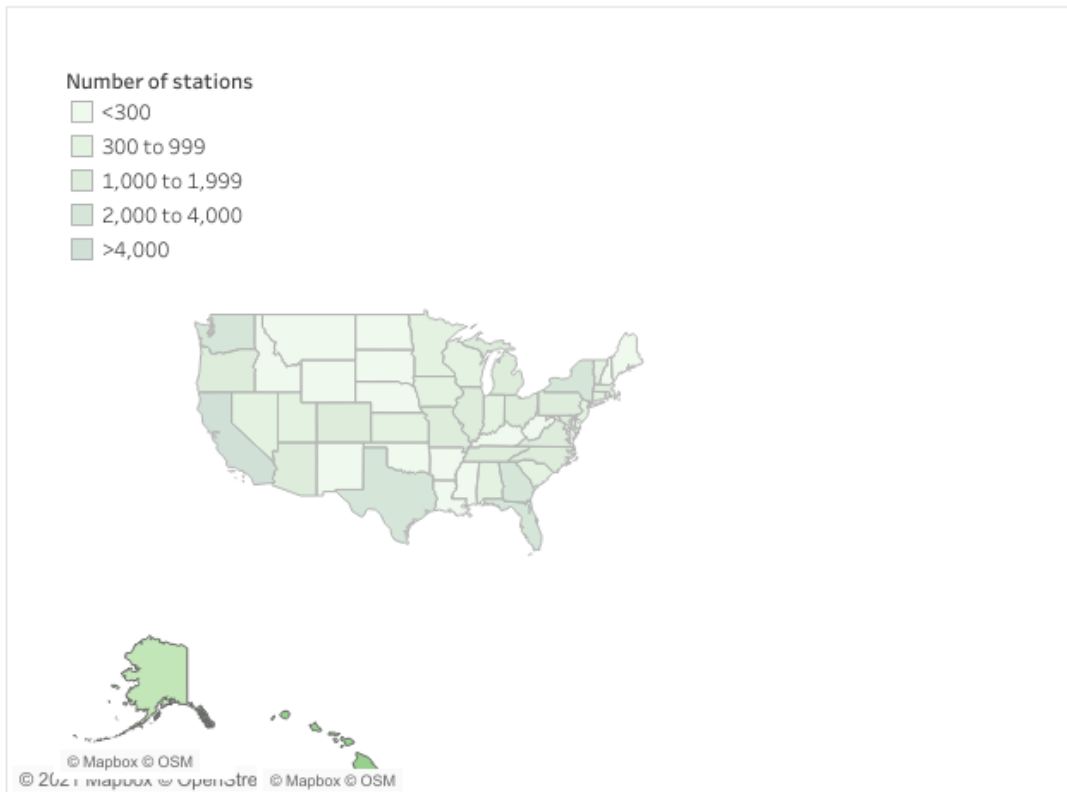
0 / 1 point

Next, you explore how access to public car-charging stations is influencing electric vehicle purchases. As your analysis has revealed, there are many areas without enough places for people to plug in and charge their cars. This lack of charging stations has a negative impact on demand for electric cars and overall vehicle sales.

You use Tableau to create the following draft of a visualization, which organizes the charging station data geographically:

Where People Can Charge Their Electric Cars, 2020

Number of charging stations by U.S. state



Source: U.S. Department of Energy, Vehicle Technologies Office

After reviewing your draft, you realize that it could be improved. To improve your draft, you select more varied hues, choose darker values, and make the color intensity stronger. This will also help clarify the spacing between the states.

- ☐ True
- ☒ False

✗ Incorrect

Review [the section on maps and visualization design](#) for a refresher.

7. **Scenario 1, continued**

1 / 1 point

Now, you want to highlight what your team's analysis discovered about the number of charging stations available compared to the number of cars purchased. Your data has confirmed that the lack of charging stations causes the effect of fewer car sales. To communicate this effectively, you will need to convey causation to the stakeholders.

Fill in the blank: You explain that causation is when an action _____ an outcome. In the case of Gaea's business, causation can be used to discuss the relationship between lack of charging stations and fewer car sales.

- ☐ changes the timing of
- ☒ directly leads to
- ☐ prevents occurrence of
- ☐ moves in relationship to



Correct

Causation is when an action directly leads to an outcome, such as a cause-effect relationship. In the case of Gaea's business, the lack of charging stations directly leads to the outcome of fewer car sales.

8.

1 / 1 point

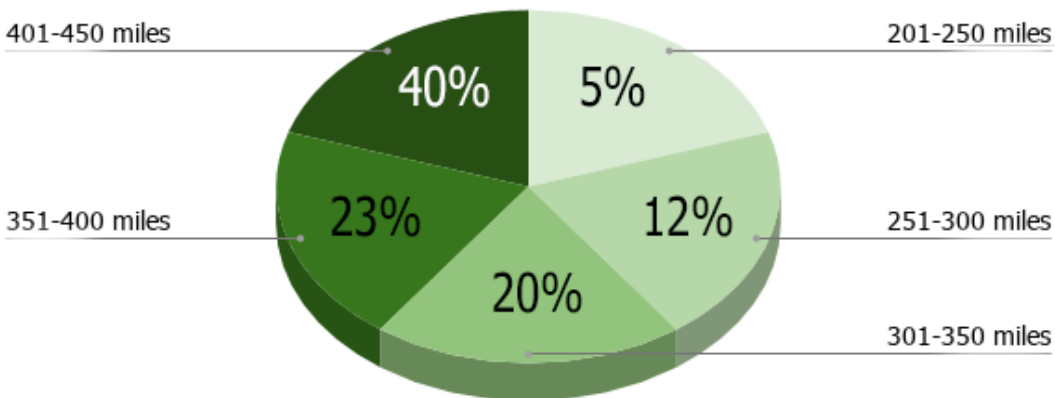
Scenario 1, continued

Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

Your team's data includes feedback from a consumer survey that investigated the importance of longer battery when choosing whether to purchase an electric car. The current average battery range is about 210 miles. By 2025, that range is expected to grow to 450 miles per charge.

You create the following pie chart:

How Many Miles Per Charge Would You Require in Order to Purchase an Electric Vehicle?



After reviewing your pie chart, you realize that it could be improved by resizing the segments. Resizing the segments in proportion to each segment's relative value enables you to visually show the different values.

- ☒ True
- ☐ False



Correct

Resizing the segments enables you to visually show the different values. When the segments are all the same size, even though they represent different values, this will confuse the audience.

Scenario 1, continued

It's time to build your Tableau dashboard for stakeholders. You consider what type of layout to use.

Describe the differences between vertical and horizontal layouts. Select all that apply.

- ☒ Horizontal layouts adjust the width of the views and objects contained



Correct

Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

- ☐ Vertical layouts prevent items from being layered over other objects
- ☐ Horizontal layouts prevent items from being layered over other objects
- ☒ Vertical layouts adjust the height of the views and objects contained



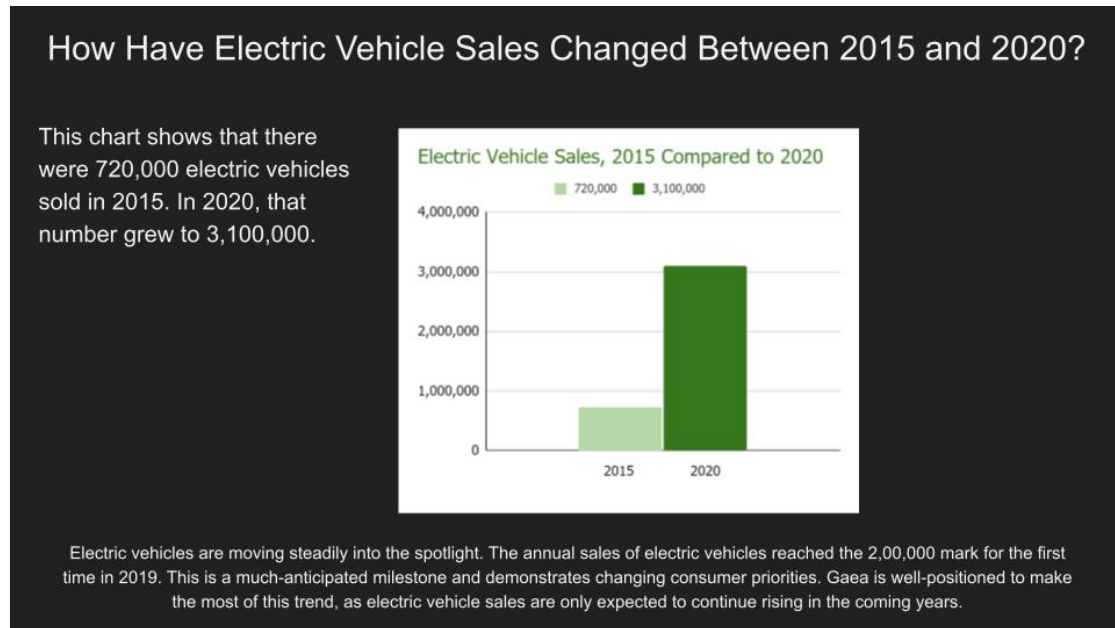
Correct

Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

Scenario 2, questions 10-15

You have created your narrative and visuals, so now it's time to build a professional and appealing slideshow. You choose a theme that matches the tone of your presentation. Then, you create a title slide with a title, subtitle, and the date.

Next, you create the following slide about electric vehicle sales in 2015 compared to 2020:



After reviewing it, you decide to decrease the number of words on your slide. For what reasons will this make your slide more effective? Select all that apply.

☒ The text shouldn't simply repeat the words you say

✓ **Correct**

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

☒ Slide text should be fewer than 25 words total

✓ **Correct**

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

- ☐ Slide text should be no more than 10 lines total
- ☒ The font size is too small for your audience to read



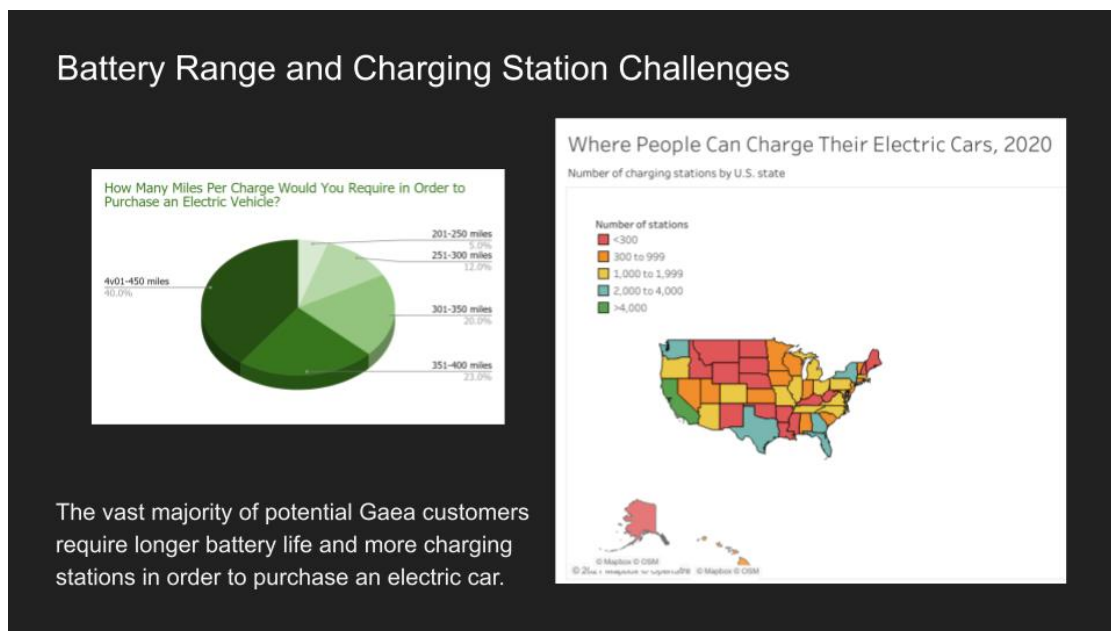
Correct

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

11. Scenario 2, continued

1 / 1 point

You then create the following slide to demonstrate the challenges associated with battery range and charging stations:



After reviewing your slide, you realize that the visual elements could be improved. Which of the following options would help you make the visual elements on this slide more effective? Select all that apply.

- ☐ Provide a detailed written explanation of both data visualizations
- ☐ Use more colors in the map
- ☒ Use a consistent font size and color for data visualization titles

Correct



Correct

To make the visual elements more effective, you should choose one data point to share, then create another slide for the second data visualization. In addition, you should use a consistent font size and color for data visualization titles.



Choose one data visualization to share on this slide, then create another slide for the second data visualization



Correct

To make the visual elements more effective, you should choose one data point to share, then create another slide for the second data visualization. In addition, you should use a consistent font size and color for data visualization titles.

12. Scenario 2, continued

0.75 / 1 point

You complete your slideshow and share it with your team. Once it is approved by your supervisor, you begin preparing to give your presentation. You consider maintaining good posture, being aware of nervous habits, and making eye contact. In addition, you think about how you will speak.

What strategies can help you speak effectively? Select all that apply.



Speaking quickly so you are sure to have time to include all important data points



Keeping the pitch of your sentences level so that your statements are not confused for questions



Correct

To speak effectively, you should practice using short words and sentences, keeping the pitch of your sentences level, and building in intentional pauses.



Using short words and sentences



Correct

To speak effectively, you should practice using short words and sentences, keeping the pitch of your sentences level, and building in intentional pauses.

- ☐ Building in intentional pauses to give your audience time to think about what you have just said

You didn't select all the correct answers

13. Scenario 2, continued

1 / 1 point

Next, you prepare for the question-and-answer session that will follow your presentation. To predict what questions they may ask, you do a colleague test of your presentation. You should choose a colleague who has deep expertise in the electric vehicle industry.

- ☐ True
- ☒ False



Correct

You choose a colleague who has no previous knowledge of the industry. This will help you confirm that you aren't making any assumptions or including jargon your audience might not understand.

14. Scenario 2, continued

0.75 / 1 point

Now that you have some idea of the questions the stakeholders may ask, you consider potential objections. How do you ensure you are prepared for any potential objections? Select all that apply.

- ☒ Include information on where the data came from in an appendix



Correct

To ensure you are prepared to respond to objections, include information on where the data came from in an appendix. You should also keep a detailed log of your data-cleaning process and include numerous perspectives during analysis.

- ☒ Keep a detailed log of your data-cleaning process

Correct



Correct

To ensure you are prepared to respond to objections, include information on where the data came from in an appendix. You should also keep a detailed log of your data-cleaning process and include numerous perspectives during analysis.



Assure stakeholders that your analysis process is private so it cannot be reproduced by others



Be sure to include numerous perspectives during the analysis process

You didn't select all the correct answers

15. Scenario 2, continued

0.75 / 1 point

The big day has arrived, and you finish your presentation to the Gaea team. In the question-and-answer session, a stakeholder asks you a very detailed question about a car battery range project that's still in development.

What strategies do you use in order to respond effectively? Select all that apply.



Involve the whole audience when you respond to the stakeholder



Keep your response short and to the point, then add detail if there are follow-up questions



Correct

To respond to questions effectively, you should listen to the whole question. It is also important to understand the context of the question and involve the whole audience. Finally, keep your response short and to the point.



Be certain that you understand the context of the question that the stakeholder is asking



Correct

To respond to questions effectively, you should listen to the whole question. In addition, it's important to understand the context of the question and involve the whole audience. Finally, Keep your response short and to the point.

- ☐ Give yourself extra time by planning your thoughtful response when the stakeholder begins speaking

You didn't select all the correct answers