

# Week 6

LATEST SUBMISSION GRADE

100%

1. According to Urbany et al's Three Circles Strategic Growth Framework, what two things should be driving your strategy?

1 / 1 point

☒ Customer value**Correct**

Correct! Customer value is one of the two things that should be driving your strategy.

☐ Customer perception of your competitors' offerings☐ Unmet needs☒ Customer choice**Correct**

Correct! Customer choice is one of the two things that should be driving your strategy.

2. Which of the following is NOT an example of unstructured data?

1 / 1 point

- ☒ Google Analytics reports
- ☐ Information contained in a spreadsheet on someone's computer
- ☐ Qualitative research results
- ☐ Informal customer feedback

**Correct**

Correct! Google Analytics reports are structured, not unstructured, data.

3. Review the video resource: [Big Think \(2013\)](#).

1 / 1 point

In the video, what sectors does Eric Siegel refer to when giving examples of predictive analytics? Tick all that apply

☒ Justice sector



**Correct**

Correct! But he also referred to some others.

☒ Health sector



**Correct**

Correct! But he also referred to some others.

☒ Corporate sector



**Correct**

Correct! But he also referred to some others.

☒ Education sector



**Correct**

Correct! But he also referred to some others.

4. According to [Laps \(2017\)](#), provided in the resources, a natural environment is:

1 / 1 point

- ☒ When a customer isn't aware they're being monitored
- ☐ When a customer is outside
- ☐ How a customer behaves offline
- ☐ How a customer behaves in spaces they are familiar with like their home and workplace



**Correct**

Correct! "A natural environment would be when a customer isn't aware they're being monitored, including methods like analytics, heat maps, scroll maps, click maps, session recordings, form tracking, mouse movement analysis and A/B testing."

5. This question is based on the resource: [ABC Radio National \(2018\)](#).

1 / 1 point

In Australia, under the General Data Protection Regulation (GDPR), the company that

captures data on a customer is liable for any illegal activity concerning the data. However

<https://www.coursera.org/learn/marketing-analytics-customers/exam/6apIG/week-6/attempt?redirectToCover=true>

captures data on a customer is liable for any illegal activity concerning the data. However, they are not responsible for the actions of any third party companies they sell the data to. True or false?

- ☒ False
- ☐ True



**Correct**

Correct! In Australia, under the General Data Protection Regulation (GDPR), the company that captures data on a customer is liable for any illegal activity concerning the data. They are also responsible for the actions of any third party companies they sell the data to.

6. This question is based on the resource: [TED \(2010\)](#).

1 / 1 point

David McCandless says that data visualisation helps identify odd patterns that otherwise go unnoticed. An example he used (in an American context) was:

- ☒ Peaks in video game violence in the month of April to coincide with the Columbine shooting anniversary
- ☐ People updating their Facebook status more when it stormed in their city
- ☐ Peaks in July for toy aeroplane sales to coincide with the anniversary of man walking on the moon
- ☐ Spikes in rescue dog adoptions when reality tv show, The Bachelor, finished airing



**Correct**

Correct! McCandless says, "Fear has been remembered by the media and echoes through the group mind gradually through the year."

7. This question is based on [Rogers \(2017\)](#).

1 / 1 point

Programmatic is buying digital advertising space \_\_\_\_\_, with computers using data to decide which ads to buy and \_\_\_\_\_.

- ☒ Automatically; how much to pay for them
- ☐ At a low cost; which ads not to buy
- ☐ Efficiently; how much to pay for them
- ☐ Efficiently; which ads to sell



**Correct**

Correct! Programmatic is buying digital advertising space automatically, with computers using data to decide which ads to buy and how much to pay for them.

8. In the resource, [Harvard Business School \(2018\)](#), Ayelet Israeli says that Art Peck (the CEO of Gap) starts the process of identifying trends with:

1 / 1 point

- ☒ Big Data
- ☐ Creative directors
- ☐ Both Big Data and creative directors
- ☐ Small data

**Correct**

Correct! Instead of starting with the creative director, Gap uses Big Data to start their process

9. This question is based on [Hawley \(2009\)](#).

1 / 1 point

The 'Means End Chain' emphasises \_\_\_\_\_ products are important in an individual's life.

- ☒ Why and how
- ☐ Who and what
- ☐ Which
- ☐ When

**Correct**

Correct! The 'Means End Chain' emphasises why and how products are important in an individual's life.

10. What were the takeaways mentioned in the podcast in [Spector \(2018\)](#)?

1 / 1 point

- ☒ Culture can keep your business thriving.

**Correct**

Correct! But there were more.

- ☒ Have a laser focus on service.

**Correct**

Correct! But there were more.

- ☒ Start with the customer and work backwards.



**Correct**

Correct! But there were more.

- ☒ Every customer is precious.



**Correct**

Correct! But there were more.