! **Try again once you are ready**
TO PASS 80% or higher

[Try again]

Weekly challenge 1

LATEST SUBMISSION GRADE
71.87%

1. Data analysis is the various elements that interact with one another in order to provide, manage, store, organize, analyze, and share data.

0 / 1 point

- ◉ True
- ○ False

  ! **Incorrect**
  Review the section on the data ecosystem for a refresher.

2. A business collects and analyzes information about its employees in order to gain insights that unlock potential and create a more productive workplace. What practice does this describe?

1 / 1 point

- ◉ People analytics
- ○ Employee retention
- ○ Team collaboration
- ○ Workforce observation

  ✓ **Correct**
  People analytics — also known as human resources or workforce analytics — involves collecting and analyzing information on a company's employees in order to gain insights that unlock potential and create a more productive workplace.

3. Fill in the blank: Data ecosystems are made up of elements that _____ with each other. This makes it possible for them to produce, manage, store, organize, analyze, and share data.

1 / 1 point

- ○ gain insights
- ○ unite
- ○ problem-solve
- ◉ interact

  ✓ **Correct**
  Data ecosystems are made up of various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data.

4. What tactics can a data analyst use to effectively blend gut instinct with facts? Select all that apply.

1 / 1 point

- ☑ Use their knowledge of how their company works to better understand a business need.

  ✓ **Correct**
  At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.

- ☑ Apply their unique past experiences to their current work, while keeping in mind the story the data is telling.

  ✓ **Correct**
  At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Focus on intuition to choose which data to collect and how to analyze it.

5. A company defines a problem it wants to solve. Then, a data analyst gathers relevant data, analyzes it, and uses it to draw conclusions. The analyst shares their analysis with subject-matter experts, who validate the findings. Finally, a plan is put into action. What does this scenario describe?

1 / 1 point

- ○ Data science

○ Identification of trends

○ Customer service

◉ Data-driven decision-making

✓ **Correct**
This company has put data at the heart of its business strategy in order to achieve data-driven decision-making.

6. What do subject-matter experts do to support data-driven decision-making? Select all that apply. `0.75 / 1 point`

☑ Review the results of data analysis and identify any inconsistencies

✓ **Correct**
Subject-matter experts can offer insights into the business problem, identify inconsistencies in the analysis, and validate the choices being made.

☐ Offer insights into the business problem

☑ Validate the choices made as a result of the data insights

✓ **Correct**
Subject-matter experts can offer insights into the business problem, identify inconsistencies in the analysis, and validate the choices being made.

☐ Collect, transform, and organize data

You didn't select all the correct answers

7. A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings to the client and ask for conclusions and recommendations. What should they have done first? `1 / 1 point`

○ Archived the datasets in order to keep them secure

○ Surveyed customers about results, conclusions, and recommendations

○ Created a model based on the results of the analysis

◉ Shared the results with subject-matter experts from the marketing team for their input

✓ **Correct**
Including insights from people who are familiar with the business problem is an example of data-driven decision-making.

8. You read an interesting article in a magazine and want to share some ideas from the article in the discussion forum. In your post, you include the author and a link to the original article. This would be an inappropriate use of the forum. `0 / 1 point`

◉ True

○ False

❗ **Incorrect**
Review the section on discussion forums for a refresher.