



✓ **Congratulations! You passed!**

TO PASS 80% or higher

Keep Learning

GRADE
100%

Weekly challenge 1

LATEST SUBMISSION GRADE

100%

1. The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making describes what?

1 / 1 point

- ☐ Data science
- ☒ Data analysis
- ☐ Data life cycle
- ☐ Data analytics

✓ **Correct**

The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making describes data analysis.

2. People analytics is used to create a more productive workplace. It involves collecting and analyzing information about what?

1 / 1 point

- ☐ Stakeholders
- ☐ Customers
- ☒ Employees
- ☐ Competitors

✓ **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. In data analytics, a database is a group of elements that interact with one another.

1 / 1 point

- ☐ True
- ☒ False

✓ **Correct**

In data analytics, a data ecosystem is a group of elements that interact with one another. A database is a collection of data stored in a computer system.

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

1 / 1 point

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

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

5. A furniture manufacturer wants to find a more environmentally friendly way to make its products. A data analyst helps solve this problem by gathering relevant data, analyzing it, and using it to draw conclusions. The analyst then shares their analysis with subject-matter experts from the manufacturing team, who validate the findings. Finally, a plan is put into action. This scenario describes data science.

1 / 1 point

- ☐ True

☒ False

✓ **Correct**

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

6. Fill in the blank: The people very familiar with a business problem are called _____. They are an important part of data-driven decision-making.

1 / 1 point

☒ subject-matter experts

☐ stakeholders

☐ customers

☐ competitors

✓ **Correct**

Subject-matter experts are very familiar with the business problem and can look at the results of data analysis to validate the choices being made.

7. You have just finished analyzing data for a marketing project. Before moving forward, you share your results with members of the marketing team to see if they might have additional insights into the business problem. What practice does this support?

1 / 1 point

☐ Data science

☒ Data-driven decision-making

☐ Data management

☐ Data analytics

✓ **Correct**

Including insights from people who are familiar with the business problem is an example of data-driven decision-making. Data-driven decision-making is using facts to guide business strategy.

8. You have recently subscribed to an online data analytics magazine. You really enjoyed an article and want to share it in the discussion forum. Which of the following would be appropriate in a post?

1 / 1 point

☒ Giving credit to the original author.

✓ **Correct**

Sharing informative articles is an appropriate use of the forum as long as you give credit to the original author. Also, posts should be relevant to data analytics and checked for typos and grammatical errors.

☐ Including an advertisement for how to subscribe to the data analytics magazine.

☒ Checking your post for typos or grammatical errors.

✓ **Correct**

Sharing informative articles is an appropriate use of the forum as long as you give credit to the original author. Also, posts should be relevant to data analytics and checked for typos and grammatical errors.

☒ Including your own thoughts about the article.

✓ **Correct**

Sharing informative articles is an appropriate use of the forum as long as you give credit to the original author. Also, posts should be relevant to data analytics and checked for typos and grammatical errors.