



The Final Deliverable

TOTAL POINTS 5

1. According to the reading, what is the ultimate purpose of analytics? 1 point
 - ☒ To communicate findings to stakeholders to formulate policy or strategy.
 - ☐ To evangelize data science.
 - ☐ To facilitate meetings between sales and marketing.
 - ☐ To efficiently store big data with minimum storage requirements.
2. The reading mentions a common role of a data scientist is to use analytics insights to build a narrative to communicate findings to stakeholders. 1 point
 - ☐ False.
 - ☒ True.
3. The United States Economic Forecast is a publication by McKinsey University Press. 1 point
 - ☐ True.
 - ☒ False.
4. The report discussed in the reading successfully did the job of: 1 point
 - ☐ Convincing the leadership team to act on an initiative.
 - ☐ Summarizing pages and pages of research.
 - ☐ Calculating projections for the economy.
 - ☒ Using data and analytics to generate the likely economic scenarios.
5. According to the reading, in order to produce a compelling narrative, initial planning and conceptualizing of the final deliverable is of extreme importance. 1 point
 - ☒ True.
 - ☐ False.

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