Week 1 Quiz

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

1 / 1 point

○ True

● False

Correct

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

2.
Question 2
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.

3.
Question 3

Fill in the blank: The primary goal of a data _____ is to create new questions using data.

0 / 1 point

○ analyst

○ scientist

○ engineer

○ designer

Incorrect

Review the section on the [data ecosystem](#) for a refresher.

4.
Question 4
Select the best description of gut instinct.

1 / 1 point

○ Manipulating data to match your intuition

○ Choosing facts that complement your personal experiences

○ Using your innate ability to analyze results

○ An intuitive understanding of something with little or no explanation

Correct

Gut instinct is an intuitive understanding of something with little or no explanation.

5.
Question 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-driven decision-making

◯ Data science

◯ Identification of trends

◯ Customer service

Correct

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

6.
Question 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

◯ stakeholders

◯ customers

◯ competitors

◉ subject-matter experts

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.
Question 7
A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings and recommendations to the client. What should they have done before that presentation?

1 / 1 point

○ Surveyed customers about results, conclusions, and recommendations

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

○ Created a model based on the results of the analysis

○ Archived the datasets in order to keep them secure

Correct

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

8.
Question 8
You read an interesting article in a magazine and want to share it in the discussion forum. What should you do when posting? Select all that apply.

1 / 1 point

☐ Take credit for creating the article.

☑ Check your post for typos or grammatical errors.

Correct

Posts should be relevant to data analytics and checked for typos and grammatical errors.

☐ Include your email address for people to send questions or comments.

☑

Make sure the article is relevant to data analytics.

Correct

Posts should be relevant to data analytics and checked for typos and grammatical errors.