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Grade received 87.50% To pass 80% or higher

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## \*Weekly challenge 1\*

Latest Submission Grade 87.5%

1. Structured thinking involves which of the following processes? Select all that apply.

1 / 1 point

✔ Organizing available information

✔ Correct

Structured thinking involves recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying the options.

✔ Revealing gaps and opportunities

✔ Correct

Structured thinking involves recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying the options.

☐ Asking SMART questions

✔ Recognizing the current problem or situation

✔ Correct

Structured thinking involves recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying the options.

2. A data analyst creates data visualizations and a slideshow. Which phase of the data analysis process does this describe?

1 / 1 point

☐ Prepare

☐ Process

☒ Share

☐ Act

✔ Correct

This describes the share phase of the data analysis process.

3. If a cooking supply store wants to attract more customers, where can they advertise to better reach their target audience? Select all that apply.

1 / 1 point

✔ On a podcast for foodies

✔ Correct

To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

✔ At a bus stop near a local culinary school

✔ Correct

To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

☐ In a magazine all about advertising

✔ On TV during the season finale of The Best Chef in the Universe

✔ Correct

To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

4. A data analyst is working for a local power company. Recently, many new apartments have been built in the community, so the company wants to determine how much electricity it needs to produce for the new residents in the future. A data analyst uses data to help the company make a more informed forecast. This is an example of which problem type?

1 / 1 point

- ☐ Discovering connections
- ☒ Making predictions
- ☐ Spotting something unusual
- ☐ Identifying themes



Correct

This is an example of making predictions. Making predictions deals with making informed decisions about how things may be in the future.

5. Fill in the blank: Categorizing things involves assigning items to categories, whereas \_\_\_\_ takes those categories a step further, grouping them into broader classifications.

1 / 1 point

- ☐ Finding patterns
- ☐ Discovering connections
- ☒ Identifying themes
- ☐ Making predictions



Correct

Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes.

6. Which of the following examples are closed-ended questions? Select all that apply.

1 / 1 point

- ☒ What grade did you get on the math test?



Correct

Closed-ended questions don't encourage people to elaborate and share valuable details.

- ☒ Is math your favorite subject?



Correct

Closed-ended questions don't encourage people to elaborate and share valuable details.

- ☒ How old are you?



Correct

Closed-ended questions don't encourage people to elaborate and share valuable details.

- ☐ What are your thoughts about math?

7. The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented.

1 / 1 point

- ☒ True
- ☐ False



Correct

The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented because it's likely to result in specific answers that would lead to change.

8. On a customer service questionnaire, a data analyst asks, "If you could contact our customer service department via chat, how much valuable time would that save you?" Why is this question unfair?

0 / 1 point

- ☐ It makes assumptions
- ☒ It is vague
- ☐ It uses slang words that not everyone can understand

⌂ It is closed-ended

✖ **Incorrect**

Review [the video on writing effective questions](#) for a refresher.