✓ **Congratulations! You passed!**

| Grade received 100% | Latest Submission Grade 100% | To pass 80% or higher | **Go to next item** |

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1. **Scenario 1, questions 1-5**   1 / 1 point

   You've been working at a data analytics consulting company for the past six months. Your team helps restaurants use their data to better understand customer preferences and identify opportunities to become more profitable.

   To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

   Currently, you're working with a vegetarian sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

   Before project kickoff, you attend a discovery session with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets.

   Click below to read the email.

Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data is first-party data, which means that it was collected from outside sources.

○ True

◉ False

✓ **Correct**
   First-party data is data collected by an individual or group using their own resources.

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2. **Scenario 1 continued**   1 / 1 point

   Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select "Use Template."

   Link to template: Customer Satisfaction Survey data

   OR

   If you don't have a Google account, download the CSV file directly from the attachment below.

   📎 **CustomerSurveyData - Customer survey data**
   CSV File

The question in column E asks, "Was your order accurate? Please respond yes or no." The responses listed in column E are an example of Boolean data.

◉ True

○ False

✓ **Correct**
   A Boolean data type has only two possible values, such as yes or no.

3. **Scenario 1 continued**   1 / 1 point

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select "Use Template."

Link to template: [Delivery Times/Distance](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

📎 **DeliveryTimes_DistanceData - Delivery times_distance**
CSV File

Fill in the blank: The data in column E is an example of _____ data. Select all that apply.

☑ quantitative

> ✓ **Correct**
> This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

☑ discrete

> ✓ **Correct**
> This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

☐ continuous

☐ qualitative

4. **Scenario 1 continued**   1 / 1 point

The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. **What type of data is this?**

○ Discrete

◉ Unstructured

○ Relational

○ Ordinal

> ✓ **Correct**
> This is unstructured data, which is not organized in an easily identifiable manner.

5. **Scenario 1 continued**   `1 / 1 point`

   Now that you're familiar with the data, you want to build trust with the team at Garden. You decide to impress them by taking the initiative to reach out to your social media followers. You explain that Garden is a new client, and you show them the pictures of Garden's sandwich deliveries from the client file. Then, you ask them if they have any photos of sandwich deliveries that you can evaluate.

   This is an example of going above and beyond expectations and a great way to build trust.

   ○ True

   ◉ False

   > ✓ **Correct**
   > Building trust involves not sharing private or sensitive client information.

6. **Scenario 2, questions 6-10**   `1 / 1 point`

   You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services.

   Click below to review the job description:

   > 📎 **C3 Course Challenge Junior Data Scientist Job Description .pdf**
   > PDF File

   So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sewati Financial Services.

   Click below to read the email from the human resources director:

   > 📎 **Course 3 Scenario 2_Second Interview Email.pdf**
   > PDF File

   You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

   Consider and respond to the following question. Select all that apply.

   Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the process does not cause potential bias?

☑ Give participants enough time to answer each survey question.

> ⊘ **Correct**
> The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

☑ Include clients with disabilities in the survey sample.

> ⊘ **Correct**
> The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

☑ Make sure the wording of the survey question does not encourage a specific response from participants.

> ⊘ **Correct**
> The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

☐ Instruct participants to share their name and contact information.

7. **Scenario 2 continued**   `1 / 1 point`

Consider and respond to the following question. Select all that apply.

Our data analytics team often uses external data. Where can you access useful external data?

☐ Sewati Financial Services website

☑ An open-data website

> ⊘ **Correct**
> Data analysts access external data from open-data websites and public databases.

☑ A public database

> ⊘ **Correct**
> Data analysts access external data from open-data websites and public databases.

☐ Sewati Financial Services database in the cloud

8. **Scenario 2 continued**   1 / 1 point

Consider and respond to the following question. Select all that apply.

Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?

☑ Freeze the header rows

> ⊘ **Correct**
> Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☑ Filter to show only the data that meets a specific criteria

> ⊘ **Correct**
> Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☑ Sort the data to make it easier to understand, analyze, and visualize

> ⊘ **Correct**

9. **Scenario 2 continued**   1 / 1 point

Next, your interviewer wants to better understand your knowledge of basic SQL commands. **He asks: How would you write a query that retrieves only data about people who work in Boise from the Clients table in our database?**

◉
```
SELECT *
FROM Clients
WHERE work_location = 'Boise'
```

○
```
SELECT Clients
WHERE work_location = 'Boise'
```

10. Scenario 2 continued

1 / 1 point

For your final question, your interviewer explains that Sewati Financial Services cares about its clients' trust, and this is an important responsibility for the data analytics team. They do this by:

* protecting clients from unauthorized access to their private data
* ensuring freedom from inappropriate use of client data
* getting consent to use someone's data

He asks: Which data analytics practice does this describe?

○ Encryption

○ Bias

◉ Data privacy

○ Sharing permissions

✓ **Correct**
This describes data privacy, which involves protecting an individual's private data.

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10. Scenario 2 continued

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