Congratulations! You passed!

Grade received 100% To pass 80% or higher

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1. A data analyst uses the SMART methodology to create a question that encourages change. This type of question can be described how? 1 / 1 point

- (●) Action-oriented
- ( ) Stimulating
- ( ) Results-focused
- ( ) Motivational

Correct
In the SMART methodology, questions that encourage change are action-oriented.

2. A time-bound SMART question specifies which of the following parameters? 1 / 1 point

- ( ) The metrics or measures related to the analysis
- (●) The era, phase, or period of analysis
- ( ) The topic or subject of the analysis
- ( ) The desired change the analysis should produce

Correct
A time-bound SMART question specifies the era, phase, or period of analysis.

3. A data analyst working for a mid-sized retailer is writing questions for a customer experience survey. One of the questions is: "Do you prefer online or in-store?" Then, they rewrite it to say: "Do you prefer shopping at our online marketplace or shopping at your local store?" Describe why this is a more effective question. 1 / 1 point

- ( ) The first question contains slang that might not make sense to everyone, whereas the second question is easily understandable.
- ( ) The first question is leading, whereas the second question could have many different answers.
- ( ) The first question is closed-ended, whereas the second question encourages the respondent to elaborate.
- (●) The first question is vague, whereas the second question includes important context.

Correct
Vague questions do not provide context. The second question clarifies that the data analyst wants to learn exactly how and where customers prefer to shop.

4. A data analyst at a social media company is creating questions for a focus group. They use common abbreviations such as PLS for "please" and LMK for "let me know." This is fair because the participants use social media a lot and are likely to be technically savvy. 1 / 1 point

- ( ) True
- (●) False

Correct
Fairness means asking questions that make sense to everyone. Even if a data analyst suspects people will understand abbreviations, slang, or other jargon, it's important to write questions with simple wording.