

✓ **Congratulations! You passed!**

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1. Fill in the blank: Data \_\_\_\_\_ refers to the accuracy, completeness, consistency, and trustworthiness of data throughout its life cycle.

1 / 1 point

- ☐ analysis
- ☒ integrity
- ☐ replication
- ☐ sampling

✓ **Correct**

Data integrity is the accuracy, completeness, consistency, and trustworthiness of data throughout its life cycle.

2. A healthcare company keeps copies of their data at several locations across the country. The data becomes compromised because each location creates a copy of the original at different times of day. Which of the following processes caused the compromise?

1 / 1 point

- ☐ Data manipulation
- ☐ Data gathering
- ☒ Data replication
- ☐ Data transfer

✓ **Correct**

Data replication caused the compromise. Data replication is the process of storing data in multiple locations. If not done properly, replication can compromise integrity and cause inconsistencies.

3. A data analyst is given a dataset for analysis. It includes data about the total population of every country in the previous 20 years. Which of the following questions would the analyst need more data to address?

1 / 1 point

- ☐ What was the population of a certain country in 2020?
- ☐ Which country had the smallest population in 2017?
- ☒ What was the reason for the population increase in a certain country?
- ☐ Which country had the greatest population in 2015?

✓ **Correct**

The analyst would need more data to identify the reason for a population increase.

4. A data analyst is given a dataset for analysis. To use the template for this dataset, click the link below and select "Use Template."

1 / 1 point

Link to template: [June 2014 Invoices](#)

OR

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



June 2014 Invoices - Sheet1

CSV File

Which of the following has duplicate data?

- ☐ Data for Valando on 1/1/2014
- ☐ Data for Symteco on 5/20/2014
- ☐ Data for Symteco on 2/21/2014
- ☒ Data for Valando on 2/18/2014

5. A data analyst is working on a project about the global supply chain. They have a dataset with lots of relevant data from Europe and Asia. However, they decide to generate new data that represents all continents. What type of insufficient data does this scenario describe?

1 / 1 point

- ☐ Data that keeps updating
- ☐ Data that's outdated
- ☒ Data that's geographically limited
- ☐ Data from only one source



Correct

This example describes data that is insufficient because it's geographically limited. If the analytics project has a global focus, the dataset should also be global.

6. When gathering data through a survey, companies can save money by surveying 100% of a population.

1 / 1 point

- ☐ True
- ☒ False



Correct

Using 100% of a population is ideal, but it can be very expensive to gather data from an entire population.

7. A restaurant wants to gather data about a new dish by giving out free samples and asking for feedback. Who should the restaurant give samples to?

0 / 1 point

- ☐ Diners who are willing to pay for the samples
- ☐ Diners who spend the most money on their meal
- ☐ All diners
- ☒ 80% of diners

✗ **Incorrect**

Review [the video that covers sampling bias](#) for a refresher.

8. Which of the following processes helps ensure a close alignment of data and business objectives?

1 / 1 point

- ☐ Transferring data multiple times
- ☒ Maintaining data integrity
- ☐ Completing data replication
- ☐ Having data update automatically during analysis

✓ **Correct**

Maintaining data integrity helps ensure a close alignment of data and business objectives because the data is likely to be accurate, complete, consistent, and trustworthy.