✅ **Congratulations! You passed!**

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1. **Scenario 1, questions 1-9**   1 / 1 point

   You have been working as a junior data analyst at Bowling Green Business Intelligence for nearly a year. Your supervisor, Kate, tells you that she believes you are ready for more responsibility. She asks you to lead an upcoming client presentation. You will be responsible for creating the data story, identifying the right tools to use, building the slideshow, and delivering the presentation to stakeholders.

   Your client is Gaea, an automotive manufacturer that makes eco-friendly electric cars. For the past year, you have been working with the data team in Gaea's Bowling Green, Kentucky, headquarters. For the presentation, you will engage the data team, as well as its regional sales representatives and distributors. Your presentation will inform their business strategy for the next three-to-five years.

   You begin by getting together with your team to discuss the data story you want to tell. You know the first step in data storytelling is to engage your audience.

   Fill in the blank: A big part of engagement is knowing how to eliminate less important details. So, you use spotlighting to _____ the data in order to identify the most important insights.

   ◉ scan

   ○ recheck

   ○ research

   ○ study

   ☑ **Correct**

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

   After you identify the most important insights, it's time to create your primary message. Your team's analysis has revealed three key insights:

   1. Electric vehicle sales demand is expected to grow by more than 400% by 2025.

   2. The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations.

   3. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of survey respondents report they will not buy an electric car until the battery range is at least 300 miles per charge.

   Based on these insights, you create your primary message. Which of the following reflect the expectations of a primary message?

   ○ Electric vehicle sales demand is expected to grow by more than 400% by 2025. However, the number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of people say they will not buy an electric car until the battery range is at least 300 miles per charge.

   ○ Electric vehicle demand is skyrocketing.

   ○ The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Therefore, Gaea must begin building vehicle charging stations.

   ◉ Although electric vehicle sales demand is on the rise, low availability of charging stations and short battery range are significant hurdles that Gaea must overcome.

   ☑ **Correct**

3. **Scenario 1, continued**

Next, you decide on your data narrative's characters, setting, plot, big reveal, and aha moment. During the narrative, you want to communicate to your stakeholders about the challenges associated with the current lack of vehicle charging stations and why it's important for Gaea to increase its cars' battery range by 2025.

In which part of your data narrative would you include information about charging stations, the need to increase battery range, and why it's important for Gaea to increase its cars' battery range?

○ Plot

◉ Setting

○ Aha moment

○ Big reveal

⊗ **Incorrect**
Review the video that discusses data narrative.

4. **Scenario 1, continued**

Now, it's time to consider which tools to use to create data visualizations that will clearly communicate the results of your analysis. You and your team decide to make both spreadsheet charts and Tableau data visualizations. In addition, you agree to build a dashboard to share live, incoming data with your stakeholders. This will help them achieve the following goals:

- Organize multiple datasets about electric vehicle battery ranges into a central location

- Enable tracking and analysis of electric vehicle data

- Simplify data visualizations about the number of available charging stations using maps of the different geographies

Another key benefit of dashboards is that they enable you to maintain control of your data narrative.
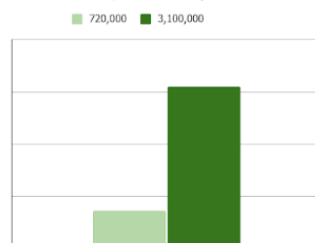
○ True

◉ False

5. **Scenario 1, continued**

Now that you have finished planning the data story with your team, it's time to create data visualizations. First, you consider electric vehicle sales worldwide in 2015 compared to 2020. You use a spreadsheet to create the following bar graph to compare the two values:

Electric Vehicle Sales, 2015 Compared to 2020

720,000 3,100,000

You want to add labels so the graph is easier to interpret. Where on the graph do you label the time periods?

○ The x-axis

◉ The y-axis

○ The vertical bars

○ The colors

⊗ **Incorrect**
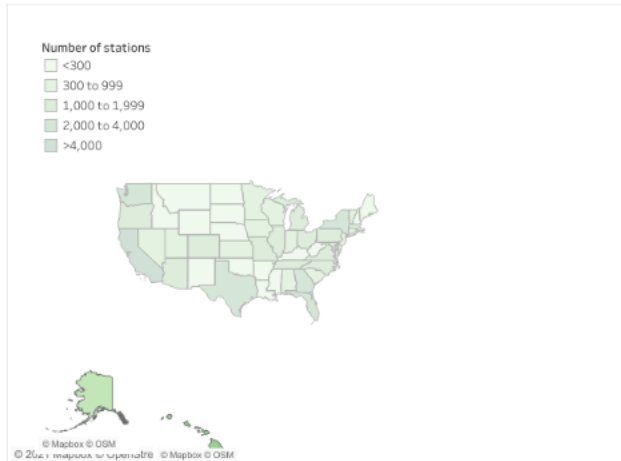Review the video that discusses bar graphs.

6. **Scenario 1, continued**

Next, you explore how access to public car-charging stations is influencing electric vehicle purchases. As your analysis has revealed, there are many areas without enough places for people to plug in and charge their cars. This lack of charging stations has a negative impact on demand for electric cars and overall vehicle sales.

You use Tableau to create the following draft of a visualization, which organizes the charging station data geographically:

Where People Can Charge Their Electric Cars, 2020

Number of charging stations by U.S. state

Number of stations
- ☐ <300
- ☐ 300 to 999
- ☐ 1,000 to 1,999
- ☐ 2,000 to 4,000
- ☐ >4,000

© Mapbox © OSM
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Source: U.S. Department of Energy, Vehicle Technologies Office

After reviewing your draft, you realize that it could be improved.

Fill in the blank: To improve your draft, you select more varied hues and make the color intensity stronger. In addition, you choose darker _____ in order to reflect more light.

Fill in the blank: To improve your draft, you select more varied hues and make the color intensity stronger. In addition, you choose darker _____ in order to reflect more light.

- 🔘 values
- ⚪ views
- ⚪ visuals
- ⚪ variables

✓ **Correct**
Value indicates how much light is being reflected.

7. **Scenario 1, continued**

Now, you want to highlight what your team's analysis discovered about the number of charging stations available compared to the number of cars purchased. Your data has confirmed that the lack of charging stations causes the effect of fewer car sales. To communicate this effectively, you will need to convey causation to the stakeholders.

You explain that causation is the measure of the degree to which two variables move in relationship to each other.
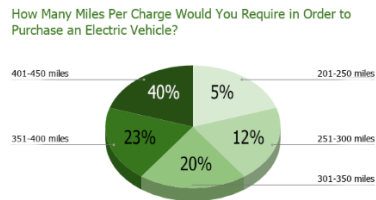
- ⚪ True
- 🔘 False

✓ **Correct**

Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

Your team's data includes feedback from a consumer survey that investigated the importance of longer battery when choosing whether to purchase an electric car. The current average battery range is about 210 miles. By 2025, that range is expected to grow to 450 miles per charge.

You create the following pie chart:

How Many Miles Per Charge Would You Require in Order to Purchase an Electric Vehicle?

After reviewing your pie chart, you realize that it could be improved by resizing the segments. Resizing the segments in proportion to each segment's relative value enables you to visually show the different values.

◉ True

◯ False

⊘ **Correct**

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9. **$cenario 1, continued**   1 / 1 point

It's time to build your Tableau dashboard for stakeholders. You consider what type of layout to use.

You decide that you want to be able to adjust the width of the views and the data visualizations about electric vehicle sales, charging stations, and battery range. Which type of layout will enable you to do that?

◯ Diagonal layout

◉ Horizontal layout

◯ Circular layout

◯ Vertical layout

⊘ **Correct**

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10. **$cenario 2, questions 10-15**   1 / 1 point

You have created your narrative and visuals, so now it's time to build a professional and appealing slideshow. You choose a theme that matches the tone of your presentation. Then, you create a title slide with a title, subtitle, and the date.

Next, you create the following slide about electric vehicle sales in 2015 compared to 2020:
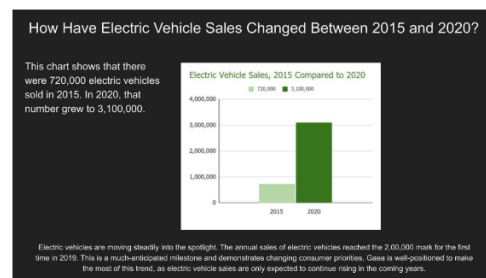
Alt-text: Slideshow with bar chart of electric vehicle sales from 2015 and 2022. 2022 had higher sales. There are also multiple sentences at the bottom of the slide and another piece of descriptive text near the chart.

After reviewing it, you decide to decrease the number of words on your slide. For what reasons will this make your slide more effective? $elect all that apply.

☐ Slide text should be no more than 10 lines total

☑ The text shouldn't simply repeat the words you say

⊘ **Correct**

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font

☑ Slide text should be fewer than 25 words total

✓ **Correct**
Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

☑ The font size is too small for your audience to read

✓ **Correct**
Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

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11. $cenario 2, continued   1 / 1 point

You then create the following slide to demonstrate the challenges associated with battery range and charging stations:

After reviewing your slide, you realize that the visual elements could be improved. A good solution would be for you to choose one data visualization to share on this slide, then create another slide for the second data visualization.

◉ True

◯ False

✓ **Correct**

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12. $cenario 2, continued   1 / 1 point

You complete your slideshow and share it with your team. Once it is approved by your supervisor, you begin preparing to give your presentation. You consider maintaining good posture, being aware of nervous habits, and making eye contact. In addition, you think about how you will speak.

What strategies can help you speak effectively? $elect all that apply.

☑ Building in intentional pauses to give your audience time to think about what you have just said

✓ **Correct**

☑ Keeping the pitch of your sentences level so that your statements are not confused for questions

✓ **Correct**

☑ Using short words and sentences

✓ **Correct**

☐ Speaking quickly so you are sure to have time to include all important data points

13. Scenario 2, continued   1 / 1 point

Next, you prepare for the question-and-answer session that will follow your presentation. What methods help you consider any limitations of your data? Select all that apply.

☑ Look at the context

✓ **Correct**

☑ Understand the strengths and weaknesses of the tools

✓ **Correct**

☐ Eliminate the outliers

☑ Critically analyze the correlations

✓ **Correct**

14. Scenario 2, continued   1 / 1 point

Now that you have some idea of the questions the stakeholders may ask, you consider potential objections. How do you ensure you are prepared for any potential objections? Select all that apply.

☑ Keep a detailed log of your data-cleaning process

✓ **Correct**

☑ Be sure to include numerous perspectives during the analysis process

✓ **Correct**

☑ Include information on where the data came from in an appendix

✓ **Correct**

☐ Assure stakeholders that your analysis process is private so it cannot be reproduced by others

15. Scenario 2, continued   1 / 1 point

As a final step in the data-sharing process, you think about how to respond during the Q&A session. What strategies will you employ when answering questions? Select all that apply.

☑ Listen to the whole question, and repeat it, if necessary

✓ **Correct**

☐ Provide detailed, comprehensive responses

☑ Involve your whole audience

✓ **Correct**

☑ Understand the context of the question

✓ **Correct**