✓ **Congratulations! You passed!**

Grade received 92.50%	Latest Submission Grade 92.50%	To pass 80% or higher	**Go to next item**

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

   You've just started a job as a data analyst at a small software company that provides data analytics and business intelligence solutions. Your supervisor asks you to kick off a project with a new client, Athena's Story, a feminist bookstore. They have four existing locations, and the fifth shop has just opened in your community.

   Athena's Story wants to produce a campaign to generate excitement for an upcoming celebration and introduce the bookstore to the community. They share some data with your team to help make the event as successful as possible.

   Your task is to review the assignment and the available data, then present your approach to your supervisor. Click the link below to access the email from your supervisor:

   📎 **Course 2 Scenario 1 Email from Supervisor.pdf**
   PDF File

   After reading the email, you notice that the acronym WHM appears in multiple places. You look it up online, and the most common result is web host manager. That doesn't seem right to you, as it doesn't fit the context of a feminist bookstore. You email your supervisor to ask. **When writing your email, what do you do to ensure it sounds professional? Select all that apply.**

   ☑ Respect your supervisor's time by writing an email that's short and to the point.

   > ✓ **Correct**
   > Professional emails use a polite greeting and closing, are free of typos, and are concise.

   ☑ Use a polite greeting and closing.

   > ✓ **Correct**
   > Professional emails use a polite greeting and closing, are free of typos, and are concise.

   ☐ Write a clear subject line that gets a fast response so you can keep working: "WHM? NEED TO KNOW WHAT THAT IS RIGHT AWAY."

   ☑ Read your email aloud before sending to catch any typos or grammatical errors and to ensure the communication is clear.
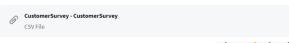
2. **Scenario 1 continued**   `0.5 / 1 point`

   Now that you know WHM stands for Women's History Month, you continue reviewing the datasets. You notice that the Customer Survey dataset contains both qualitative and quantitative data.

   To use the template for the dataset, click the link below and select "Use Template."
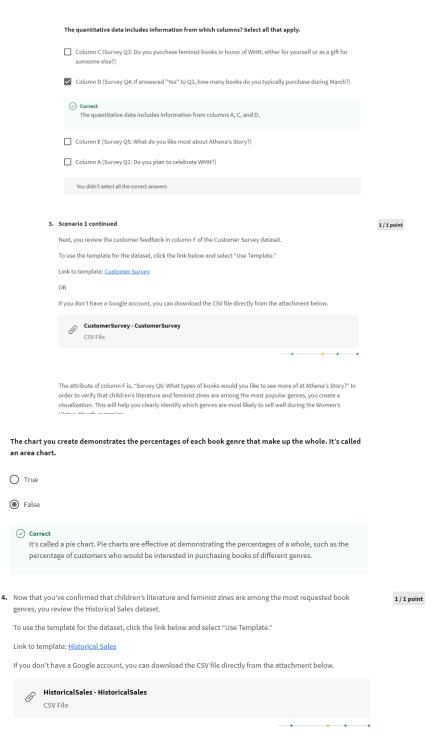
   Link to template: <u>Customer Survey</u>

   OR

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

   📎 **CustomerSurvey - CustomerSurvey**
   CSV File

   The quantitative data includes information from which columns? Select all that apply.

   ☐ Column C (Survey Q3: Do you purchase feminist books in honor of WHM, either for yourself or as a gift for someone else?)

   ☑ Column D (Survey Q4: If answered "Yes" to Q3, how many books do you typically purchase during March?)

The quantitative data includes information from which columns? Select all that apply.

☐ Column C (Survey Q3: Do you purchase feminist books in honor of WHM, either for yourself or as a gift for someone else?)

☑ Column D (Survey Q4: If answered "Yes" to Q3, how many books do you typically purchase during March?)

> ⊘ **Correct**
> The quantitative data includes information from columns A, C, and D.

☐ Column E (Survey Q5: What do you like most about Athena's Story?)

☐ Column A (Survey Q1: Do you plan to celebrate WHM?)

> You didn't select all the correct answers

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

Next, you review the customer feedback in column F of the Customer Survey dataset.

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

Link to template: <u>Customer Survey</u>

OR

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

> 🔗 **CustomerSurvey - CustomerSurvey**
> CSV File

The attribute of column F is, "Survey Q6: What types of books would you like to see more of at Athena's Story?" In order to verify that children's literature and feminist zines are among the most popular genres, you create a visualization. This will help you clearly identify which genres are most likely to sell well during the Women's History Month campaign.

The chart you create demonstrates the percentages of each book genre that make up the whole. It's called an area chart.

◯ True

◉ False

> ⊘ **Correct**
> It's called a pie chart. Pie charts are effective at demonstrating the percentages of a whole, such as the percentage of customers who would be interested in purchasing books of different genres.

4. Now that you've confirmed that children's literature and feminist zines are among the most requested book genres, you review the Historical Sales dataset.   1 / 1 point

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

Link to template: <u>Historical Sales</u>

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

> 🔗 **HistoricalSales - HistoricalSales**
> CSV File

You're pleased to see that the dataset contains data that's specific to children's literature and feminist zines. This will provide you with the information you need to make data-inspired decisions. In addition, the children's literature and feminist zines metrics will help you organize and analyze the data about each genre in order to determine if they're likely to be profitable.

Next, you calculate the total sales over 52 weeks for feminist zines. You type =CALCULATE(E2-E53) but get an error. What is the correct syntax?

○ =MAX(E2:E53)

○ =CALC(E2:E53)

⦿ =SUM(E2:E53)

○ =COUNT(E2:E53)

✓ **Correct**
Review the section on spreadsheet functions for a refresher.

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

After familiarizing yourself with the project and available data, you present your approach to your supervisor. You provide a scope of work, which includes important details, a schedule, and information on how you plan to prepare and validate the data. You also share some of your initial results and the pie chart you created.

In addition, you identify the problem type, or domain, for the data analysis project. You decide that the historical sales data can be used to provide insights into the types of books that will sell best during Women's History Month this coming year. This will also enable you to determine if Athena's Story should begin selling more children's literature and feminist zines.

Using historical data to make informed decisions about how things may be in the future is an example of identifying themes.

○ True

⦿ False

✓ **Correct**
Using historical data to make informed decisions about how things may be in the future is an example of making predictions.

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

You've completed this program and are now interviewing for your first junior data analyst position. You're hoping to be hired by an event planning company, Patel Events Plus. Access the job description below:

📎 **Junior Data Analyst Job Description.pdf**
   PDF File

So far, you've successfully completed the first round of interviews with the human resources manager and director of data and strategy. Now, the vice president of data and strategy wants to learn more about your approach to managing projects and clients. Access the email you receive from the human resources director below:

📎 **Human Resources Director Email.pdf**
   PDF File

You arrive Thursday at 1:45 PM for your 2 PM interview. Soon, you're taken into the office of Mila Aronowicz, vice president of data and strategy. After welcoming you, she begins the behavioral interview.

First, she hands you a copy of Patel Events Plus's organizational chart. Access the chart below:

As you've learned in this course, stakeholders are people who invest time, interest, and resources into the projects you'll be working on as a data analyst. Let's say you're working on a project involving data and strategy. **Based on what you find in the organizational chart, if you need information from the primary stakeholder, who can you ask?**

○ Project manager, analytics

○ Director, strategy

◉ Vice president, data and strategy

○ Chief executive officer

✓ **Correct**
If you need information from the primary stakeholder, you can ask the vice president of data and strategy.

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

Next, the vice president wants to understand your knowledge about asking effective questions. Consider and respond to the following question. Select all that apply.

Let's say we just completed a big event for a client and wanted to find out if they were satisfied with their experience. Provide some examples of measurable questions that you could include in the customer feedback survey.

☑ Was this your first time using Patel Events Plus to plan your event? Yes or no?

✓ **Correct**
In the SMART methodology, measurable questions can be quantified and assessed. This might include questions with yes-or-no responses, a 1-to-5 scale, or those with ranked responses.

☑ Did you experience any problems with your event? Yes or no?

✓ **Correct**
In the SMART methodology, measurable questions can be quantified and assessed. This might include questions with yes-or-no responses, a 1-to-5 scale, or those with ranked responses.

☑ How would you rate your overall experience — poor, average, above average, or excellent?

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8. Now, the vice president presents a situation having to do with resolving challenges and meeting stakeholder   0.75 / 1 point
expectations. Consider and respond to the following question. Select all that apply.

You're working with a dataset that the data analytics coordinator should have cleaned, but it turns out it wasn't. Your supervisor thought the dataset was ready for use, but you discover nulls, redundant data, and other issues. The project is due in less than two weeks. Which of the following options would be an appropriate approach?

☑ Provide your supervisor with a proposed revised timeline. Politely explain that you need some additional time to clean the data.

✓ **Correct**
This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

☐ Email the data analytics coordinator to ask if the two of you can work together to clean the data, as the project is on a tight timeline.

☐ Proceed with the project using the available data. You don't want to get the associate data analyst in trouble, and you don't want to miss your deadline.

☑ Email your supervisor and the data analytics coordinator to communicate about the issue. Ask if you can meet to come up with a solution.

  ☐ Email the data analytics coordinator to ask if the two of you can work together to clean the data, as the project is on a tight timeline.

  ☐ Proceed with the project using the available data. You don't want to get the associate data analyst in trouble, and you don't want to miss your deadline.

  ☑ Email your supervisor and the data analytics coordinator to communicate about the issue. Ask if you can meet to come up with a solution.

  ✓ **Correct**
  This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

  You didn't select all the correct answers

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

Your next interview question deals with sharing information with stakeholders. Consider and respond to the following question.

Let's say you want to share information about an upcoming event with stakeholders. It's important that they're able to access and interact with the data in real time. Would you create a report or a dashboard?

○ Report

⊙ Dashboard

✓ **Correct**
Dashboards offer live monitoring of incoming data and enable stakeholders to interact with the data.

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

Your final behavioral interview question involves using metrics to answer business questions. Your interviewer hands you a copy of a Patel Events dataset.

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

Link to template: <u>Patel Events Data</u>

OR

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

📎 **Patel Events Plus dataset**
CSV File

Then, she asks: Recently, Patel Events Plus purchased a new venue for our events. **If we asked you to calculate the return on investment of this purchase, the metrics to consider would be the cost of the investment and what else?**

⊙ Net profit in 2019

○ Average event revenues

○ 2019 events held at new venue

○ Purchase date

✓ **Correct**
Return on investment is made up of two metrics: the net profit over a period of time and the cost of the investment. By comparing these two metrics, you can determine the profitability of the investment.