

✓ **Congratulations! You passed!**

Grade received 100% Latest Submission Grade 100% To pass 80% or higher

[Go to next item](#)

1. An online gardening magazine wants to understand why its subscriber numbers have been increasing. What kind of reports can a data analyst provide to help answer that question? Select all that apply.

1 / 1 point

- ☐ Reports that predict the success of sales leads to secure future subscribers
- ☒ Reports that examine how a recent 50%-off sale affected the number of subscription purchases



Analyzing historical data such as weather patterns, social media comments, and past sales would provide useful insights into the increase in subscription numbers.

- ☒ Reports that compare past weather patterns to the number of people asking gardening questions to their social media
- ☒ Reports that describe how many customers shared positive comments about the gardening magazine on social media in the past year



Analyzing historical data such as weather patterns, social media comments, and past sales would provide useful insights into the increase in subscription numbers.

2. A doctor's office has discovered that patients are waiting 20 minutes longer for their appointments than in past years. A data analyst could help solve this problem by analyzing how many doctors and nurses are on staff at a given time compared to the number of patients with appointments.

1 / 1 point

- ☒ True
- ☐ False



Analyzing staffing and patient numbers would likely provide useful insights about why patients are waiting longer for their appointment times and to help solve this problem.

3. Fill in the blank: A problem is an obstacle to be solved, an issue is a topic to investigate, and a _____ is designed to discover information.

1 / 1 point

- ☐ theme
- ☐ breakthrough
- ☒ question
- ☐ business task



A problem is an obstacle or complication to be solved, whereas a question is designed to discover information. These two things are the foundation of business tasks.

4. Fill in the blank: A business task is described as the problem or _____ a data analyst answers for a business.

1 / 1 point

- ☐ comment
- ☐ complaint
- ☒ question
- ☐ solution



A business task is described as the problem or question a data analyst answers for a business.

5. Data-driven decision-making is using facts to guide business strategy. The benefits include which of the following? Select all that apply.

1 / 1 point

- ☐ Making the most of intuition and gut instinct
- ☒ Using data analytics to find the best possible solution to a problem

✓ Correct

Data-driven decision-making enables companies to use data analytics to find the best possible solution to a problem, complement observation with objective data, and get a complete picture of a problem and its causes.

- ☒ Combining observation with objective data

✓ Correct

Data-driven decision-making enables companies to use data analytics to find the best possible solution to a problem, complement observation with objective data, and get a complete picture of a problem and its causes.

- ☒ Getting a complete picture of a problem and its causes

6. Which of the following examples describe fairness in data analysis? Select all that apply.

1 / 1 point

- ☐ Picking and choosing which data to include from a dataset
- ☒ Factoring in social contexts that could create bias in conclusions

✓ Correct

Considering systematic factors that may influence your data, factoring in social contexts that could create bias in your conclusions, and making sure your sample population represents all groups are effective ways to ensure that your analysis is fair and doesn't create or reinforce bias.

- ☒ Making sure a sample population represents all groups

✓ Correct

Considering systematic factors that may influence your data, factoring in social contexts that could create bias in your conclusions, and making sure your sample population represents all groups are effective ways to ensure that your analysis is fair and doesn't create or reinforce bias.

- ☒ Considering systematic factors that may influence data

7. A data analyst is analyzing fruit and vegetable sales at a grocery store. They're able to find data on everything except red onions. What's the best course of action?

1 / 1 point

- ☐ Use the data on white onions instead, as they're both onion varieties.
- ☐ Exclude red onions from the analysis.
- ☒ Ask a teammate for help finding data on red onions.
- ☐ Exclude all onion varieties from the analysis.

✓ Correct

If a data analyst were to analyze all fruits and vegetables except for onions, the outcomes would not be fair because the data is not representative of all fruits and vegetables sold in grocery stores.

8. A gym wants to start offering exercise classes. A data analyst plans to survey 10 people to determine which classes would be most popular. To ensure the data collected is fair, what steps should they take? Select all that apply.

1 / 1 point

- ☒ Ensure participants represent a variety of profiles and backgrounds.

✓ Correct

Ensuring participants represent a variety of profiles and backgrounds, collecting data anonymously, and surveying more than just 10 people would all help ensure the data analysis is fair.

- ☒ Increase the number of participants.

✓ Correct

Ensuring participants represent a variety of profiles and backgrounds, collecting data anonymously, and surveying more than just 10 people would all help ensure the data analysis is fair.

- ☐ Survey only people who don't currently go to the gym.

- ☒ Collect data anonymously.