

## Module 2 Quiz

1.

Question 1

When building KPIs in Tableau, the following is the most fundamental skill:

**1 / 1 point**



Understanding the difference between a worksheet and a story.



Being comfortable with using calculations.



An artistic flair to do beautiful KPIs.



A deep understanding of complex statistical techniques.

**Correct**

KPIs are not direct measurements. You almost always need to create calculations in Tableau in order to accomplish what you need to do.

2.

Question 2

Which of the following is a poor way to design a KPI?

**1 / 1 point**



Using the data that are available and not worrying about whether it is essential because just getting data out there is important.



Designing KPIs through evaluation of an organization's strategic plans.



Through discussion with decision makers.



Getting feedback from stakeholders on early drafts of the KPIs.

**Correct**

It's not unusual for companies to develop KPIs based around what data are available, rather than what data are needed to accomplish a goal.

3.

Question 3

Which of the following Tableau function is used to set thresholds in your visualization?

**1 / 1 point**



Parameters



Totals



Story points



Actions

**Correct**

A parameter is a way to set thresholds and allows the user to select the way that the visualization measures outliers.

4.

Question 4

Indicate the correct calculated field code for when you want to set a threshold in Tableau to indicate if profit is above or below a benchmark.

**1 / 1 point**



if sum([Profit Field]) > 125000 then "Above benchmark" else "Below benchmark"



SUM([Profit field])/SUM([Sales field])



if sum([Profit Field]) > 125000 then "Above benchmark" else "Below benchmark" end



if [Profit Field] > 125000 then "Above benchmark" else "Below benchmark" end

**Correct**

This one is the correct expression as the statement ends with an "end".

5.

Question 5

The way you set colors based on your KPI is by?

**1 / 1 point**



Using Tableau's highlighting feature.



Creating a calculated field with an if...else...end statement.



Using the drop downs in Tableau and selecting "KPI category colors"



Creating a trend line in the analytics tab.

**Correct**

More often than not your data will not have a field that splits the KPI categories in the way that you want, so you have to create the categories in your calculations.

6.

Question 6

Indicate which of the following would NOT be an appropriate KPI from the Sales Superstore dataset.

**1 / 1 point**



A bar chart that shows how quickly products were sent.



A map of the United States illustrating weak and strong profits by regions.



A table of names and addresses used by staff to mail products.



A table of values that show a sales forecast based on last year's and this year's sales.

**Correct**

This is a perfectly acceptable use of Tableau, but it is not a KPI-- but an operational use.

7.

Question 7

A KPI can be used to evaluate \_\_\_\_\_. (Select all that apply).

**1 / 1 point**



Fully qualitative information that is not expressed as data.



Performance based on a single employee's goals.

**Correct**

The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.



Performance based on a department within a corporation but not the corporation itself.

**Correct**

The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.



Large nonprofit organizations.

**Correct**

The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.

8.

Question 8

A Net Promoter Score is \_\_\_\_\_?

**1 / 1 point**



A way to quickly see the profit ratio.



A way to gauge loyalty to your products or company.



The amount it costs to acquire a new promoter.



The percentage of defects in your manufacturing process.

**Correct**

The Net Promoter score measures customer experience and predicts business growth.

9.

Question 9

To get the “shapes” marks card to show up in Tableau, what do you need to do?

**1 / 1 point**



Use the drop-down, click on worksheets, select actions, then add a shapes "action".



Click on the down arrow under "Marks" and select "Shape".



Nothing. It should be there already.



There is no "shapes" marks card.

**Correct**

10.

Question 10

KPIs cannot be \_\_\_\_\_.

**1 / 1 point**



Used to measure customer loyalty.



For an individual to check one's own progress.



The sole way to measure success



Based on a set of measurable criteria.

**Correct**

Don't use KPIs as the be all to end all of ways to evaluate yourself or your organization. And yes, you can definitely use them to measure your own progress even if it's not shared with others.

11.

Question 11

What's a poor way to choose KPIs?

**1 / 1 point**



Based on a vague notion of what a KPI is.



Based on understandable, meaningful, and measurable criteria.



Chosen through examination of a firm's strategic plan.



Based on the SMART goal criteria.

**Correct**

Sadly, this is often the way KPIs are chosen. They shouldn't be chosen this way!