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Chapter 3 - Data Collection Short Questions

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

Question 1:

What are the key steps of the data collection workflow? (2 marks)

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1. Define the problem
2. Data collection plan
3. Collecting data
4. Documenting the data

Question 2:

Imagine you work as a data analyst for a clothing brand. You work in a team on a project trying to forecast future sales. From the list below, select if the person is a **stakeholder** in your project. Select **all** that apply. (1 mark)

☒ Your manager

☐ A customer of your brand

☒ The CEO of the company you work for

☐ A machine learning engineer building the forecasting model

Question 3:

If you are unsure if you have asked a good analytics question, what methodology could you refer to? (1 mark)

I could refer to SMART framework to ask good analytics questions.

SMART stands for:
  I)   Specific
  II)   Measurable
  III)   Action-based
  IV)   Relevant
  V)   Time-bound

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Question 4:

Discuss the advantages and disadvantages of carrying out your own data collection. (2 marks)

Advantages: Our collected data is probably of higher quality, more trustworthy and easier to understand.

Disadvantages: It might take more time and cost to collect them via manual collecting, or programming.

Question 5:

Provide **four** examples of how data can be collected. (2 marks)

1. Web scraping
2. questionnaires
3. tracking cookies
4. interviews

Question 6:

Give **one** reason why you should document your data collection? (1 mark)

The data collected will then be more trusted by other people, especially third party as they know where and how the data is collected.