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)

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| 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)

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| I could refer to SMART framework to ask good analytics questions.  SMART stands for:   1. Specific 2. Measurable 3. Action-based 4. Relevant 5. Time-bound |

Question 4:

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

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| 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)

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

Question 6:

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

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