

✔ Congratulations! You passed!

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1. Which of the following statements accurately describe feature engineering? Select all that apply.

0.75 / 1 point

☒ Feature engineering may involve transforming the properties of raw data.

✔ Correct

☐ Feature engineering does not involve using a data professional's statistical knowledge.

☒ In feature engineering, feature selection involves choosing the features in the data that contribute the most to predicting the response variable.

✔ Correct

☐ In feature engineering, feature extraction involves taking multiple features to create a new one that will improve the accuracy of the algorithm.

You didn't select all the correct answers

2. A data professional discovers that the dataset they are working with contains a class imbalance. The majority class comprises 90% of the data and the minority class comprises 10% of the data. Which of the following statements best describe the impact of this class imbalance?

1 / 1 point

☐ Major issues should not arise if the majority class makes up 10% or less of the dataset.

☐ Major issues should not arise because the data has a 50-50 split of outcomes.

☒ Major issues will arise because the majority class makes up 90% or more of the dataset.

☐ Major issues will arise if the data professional decides to rebalance the dataset.

✔ Correct

3. Fill in the blank: Customer _____ is the business term that describes how many customers stop using a product or service, or stop doing business with a company altogether, and at what rate this occurs.

1 / 1 point

☐ exchange

☐ retention

☐ transfer

☒ churn

✔ Correct

4. Naive Bayes is a supervised classification technique that assumes independence among predictors. What is the meaning of this concept?

1 / 1 point

☒ The value of a predictor variable on a given class is not affected by the values of other predictors.

☐ The value of a predictor variable on a given class is equal to the values of other predictors.

☐ The value of a predictor variable on a given class is measured by the values of other predictors.

☐ The value of a predictor variable on a given class is dependent upon the values of other predictors.

✔ Correct

5. Fill in the blank: When normalizing the columns in a dataset using MinMaxScaler, the columns' maximum value scales to _____, and the minimum value scales to zero. Everything else falls somewhere in between.

1 / 1 point

☐ .5

☒ 1

☐ 10



☐ 100

✔ Correct

6. A data professional evaluates a model's performance and considers how it can be improved. Which PACE stage does this scenario describe?

0 / 1 point

- ☐ Plan
- ☒ Analyze
- ☐ Execute
- ☐ Construct

 **Incorrect**
Review [the video about modeling and the PACE workflow.](#) 

7. In the model-development process, which type of feature does not contain any useful information for predicting the target variable?

1 / 1 point

- ☐ Relevant
- ☒ Irrelevant
- ☐ Predictive
- ☐ Conducive

 **Correct**

8. Fill in the blank: Log normalization involves reducing _____ in order to make and making the data more effective for modeling.

1 / 1 point

- ☐ normality
- ☒ skew
- ☐ probability
- ☐ continuity

 **Correct**