



✓ **Congratulations! You passed!**

TO PASS 80% or higher

Keep Learning

GRADE  
100%

## \*Weekly challenge 1\*

LATEST SUBMISSION GRADE

100%

1. The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making describes what?

1 / 1

- ☐ Data science
- ☒ Data analysis
- ☐ Data analytics
- ☐ Data life cycle

✓ **Correct**

The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making describes data analysis.

2. People analytics is used to create a more productive workplace. It involves collecting and analyzing information about what?

1 / 1

- ☒ Employees
- ☐ Stakeholders
- ☐ Customers
- ☐ Competitors

✓ **Correct**

People analytics — also known as human resources or workforce analytics — involves collecting and analyzing information on a company's employees in order to gain insights that unlock potential and create a more productive workplace.

3. Fill in the blank: Data ecosystems are made up of elements that \_\_\_\_ with each other. This makes it possible for them to produce, manage, store, organize, analyze, and share data.

1 / 1

- ☒ interact
- ☐ gain insights
- ☐ unite
- ☐ problem-solve

✓ **Correct**

Data ecosystems are made up of various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data.

4. What tactics can a data analyst use to effectively blend gut instinct with facts? Select all that apply.

1 / 1

- ☒ Apply their unique past experiences to their current work, while keeping in mind the story the data is telling.

✓ **Correct**

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.

- ☐ Focus on intuition to choose which data to collect and how to analyze it.

- ☒ Use their knowledge of how their company works to better understand a business need.

✓ **Correct**

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

5. Billings Upholstery has defined a problem it needs to solve: Find a more environmentally friendly way to produce its furniture. A data analyst gathers relevant data, analyzes it, and uses it to draw conclusions. The analyst then shares their analysis with subject-matter experts from the manufacturing team, who validate the findings. Finally, a plan is put into action. This scenario describes what process?

1 / 1

- ☐ Customer service
- ☒ Data-driven decision-making
- ☐ Data science
- ☐ Identification of trends



Correct

This company has put data at the heart of its business strategy in order to achieve data-driven decision-making.

6. Fill in the blank: The people very familiar with a business problem are called \_\_\_\_\_. They are an important part of data-driven decision-making.

1 / 1

- ☐ competitors
- ☐ stakeholders
- ☒ subject-matter experts
- ☐ customers



Correct

Subject-matter experts are very familiar with the business problem and can look at the results of data analysis to validate the choices being made.

7. A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings and recommendations to the client. What should they have done first?

1 / 1

- ☐ Surveyed customers about results, conclusions, and recommendations
- ☐ Archived the datasets in order to keep them secure
- ☐ Created a model based on the results of the analysis
- ☒ Shared the results with subject-matter experts from the marketing team for their input



Correct

Including insights from people who are familiar with the business problem is an example of data-driven decision-making.

8. You read an interesting article about data analytics in a magazine and want to share some ideas from the article in the discussion forum. In your post, you include the author and a link to the original article. This would be an inappropriate use of the forum.

1 / 1

- ☐ True
- ☒ False



Correct

Sharing informative articles is an appropriate use of the forum as long as you give credit to the original author. Also, posts should be relevant to data analytics and checked for typos and grammatical errors.