



✓ **Congratulations! You passed!**
TO PASS 80% or higher

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GRADE
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Weekly challenge 1

LATEST SUBMISSION GRADE

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1. Data analysis is the various elements that interact with one another in order to provide, manage, store, organize, analyze, and share data.

1 / 1 point

- ☐ True
☒ False

✓ **Correct**

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

2. In data analytics, what term describes a collection of elements that interact with one another?

1 / 1 point

- ☒ A data ecosystem
☐ A modelling system
☐ The cloud environment
☐ A database

✓ **Correct**

Data ecosystems are made up of elements that interact to produce, manage, store, organize, analyze, and share data.

3. Fill in the blank: The primary goal of a data ____ is to create new questions using data.

0 / 1 point

- ☐ designer
☒ analyst
☐ engineer
☐ scientist

✗ **Incorrect**

Review the section on the [data ecosystem](#) for a refresher.

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

0.75 / 1 point

- ☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.
☐ Use their knowledge of how their company works to better understand a business need.
☐ Focus on intuition to choose which data to collect and how to analyze it.
☒ 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.

You didn't select all the correct answers

5. A company defines a problem it wants to solve. Then, a data analyst gathers relevant data, analyzes it, and uses it to draw conclusions. The analyst shares their analysis with subject-matter experts, who validate the findings. Finally, a plan is put into action. What does this scenario describe?

1 / 1 point

- ☒ Data-driven decision-making
☐ Customer service
☐ 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. To get the most out of data-driven decision-making, it's important to include insights from people very familiar with the business problem. Identify what these people are called.

1 / 1 point

- ☐ Competitors
- ☒ Subject-matter experts
- ☐ Customers
- ☐ Stakeholders

✓ **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 before that presentation?

1 / 1 point

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

✓ **Correct**

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

8. You have recently subscribed to an online data analytics magazine. You really enjoyed an article and want to share it in the discussion forum. Which of the following would be appropriate in a post? Select all that apply.

0.75 / 1 point

- ☒ Checking your post for typos or grammatical errors

✓ **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.

- ☐ Including your own thoughts about the article

- ☒ Giving credit to the original author

✓ **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.

- ☐ Including an advertisement for how to subscribe to the data analytics magazine

You didn't select all the correct answers