

Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE
90%

Course challenge

LATEST SUBMISSION GRADE

90%

1. Scenario 1, questions 1-9

1 / 1 point

You have been working as a junior data analyst at Bowling Green Business Intelligence for nearly a year. Your supervisor, Kate, tells you that she believes you are ready for more responsibility. She asks you to lead an upcoming client presentation. You will be responsible for creating the data story, identifying the right tools to use, building the slideshow, and delivering the presentation to stakeholders.

Your client is Gaea, an automotive manufacturer that makes eco-friendly electric cars. For the past year, you have been working with the data team in Gaea's Bowling Green, Kentucky, headquarters. For the presentation, you will engage the data team, as well as its regional sales representatives and distributors. Your presentation will inform their business strategy for the next three-to-five years.

You begin by getting together with your team to discuss the data story you want to tell. You know the first step in data storytelling is to engage your audience.

Fill in the blank: A big part of engagement is knowing how to eliminate less important details. So, you use spotlighting to ___ the data in order to identify the most important insights.

- scan
- research
- recheck
- study

Correct

You use spotlighting to scan through data to quickly identify the most important insights. Spotlighting enables data analysts to identify broad, universal ideas and messages.

2. Scenario 1, continued

1 / 1 point

After you identify the most important insights, it's time to create your primary message. Your team's analysis has revealed three key insights:

1. Electric vehicle sales demand is expected to grow by more than 400% by 2025.
2. The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions.
Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations.
3. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of survey respondents report they will not buy an electric car until the battery range is at least 300 miles per charge.

Based on these insights, you create your primary message. Which of the following reflect the expectations of a primary message?

- The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Therefore, Gaea must begin building vehicle charging stations
- Electric vehicle sales demand is expected to grow by more than 400% by 2025. However, the number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of people say they will not buy an electric car until the battery range is at least 300 miles per charge
- Electric vehicle demand is skyrocketing
- Although electric vehicle sales demand is on the rise, low availability of charging stations and short battery range are significant hurdles that Gaea must overcome

Correct

A primary message should be clear, direct, and succinct. Your primary message states: Although electric vehicle sales demand is on the rise, low availability of charging stations and short battery range are significant hurdles that Gaea must overcome.

3. Scenario 1, continued

1 / 1 point

Next, you decide on your data narrative's characters, setting, plot, big reveal, and aha moment. During the narrative, you want to communicate to your stakeholders about the challenges associated with the current lack of vehicle charging stations and why it's important for Gaea to increase its cars' battery range by 2025.

Information about charging stations and the need to increase battery range will be part of the setting of your data story.

- True
 False

 Correct

This information will be part of the plot. The plot, or conflict, is used to create tension in the data story. For Gaea's situation, it would include two ideas: An explanation of some of the challenges associated with lack of vehicle charging stations and details about why it's important for Gaea to increase its cars' battery range by 2025.

4. Scenario 1, continued

0.5 / 1 point

Now, you consider which tools to use to create data visualizations that will clearly communicate the results of your analysis. You and your team decide to make both spreadsheet charts and Tableau data visualizations. In addition, you build a dashboard to share live, incoming data with your stakeholders.

What are the benefits of using dashboards to tell stories about your data? Select all that apply.

- Simplify data visualizations about the number of available charging stations using maps of the different geographies
 Organize multiple datasets about electric vehicle battery ranges into a central location

 Correct

There are multiple benefits to using dashboards to tell data stories. They include being able to organize information from multiple datasets into one central location and enabling tracking and analysis of data. In addition, dashboards can simplify data visualization using tables, charts, and graphs.

- Enable tracking and analysis of electric vehicle data
 Maintain control of your data narrative to keep Gaea stakeholders apprised of your insights

You didn't select all the correct answers

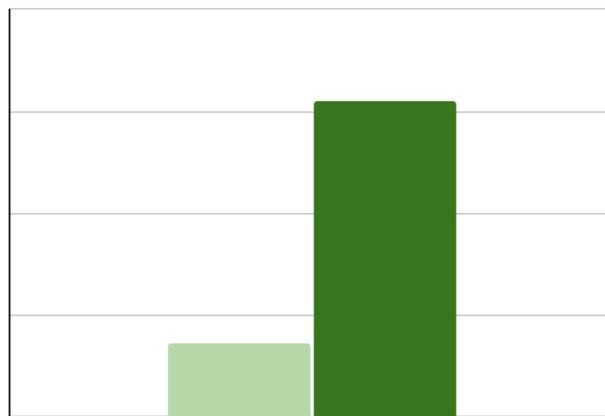
5. Scenario 1, continued

1 / 1 point

Now that you have finished planning the data story with your team, it's time to create data visualizations. First, you consider electric vehicle sales worldwide in 2015 compared to 2020. You use a spreadsheet to create the following bar graph to compare the two values:

Electric Vehicle Sales, 2015 Compared to 2020

 720,000  3,100,000



You want to add a label for the years 2015 and 2020. Where on the graph do you label the time periods?

- The y-axis
 The colors
 The vertical bars
 The x-axis

 Correct

In bar graphs with vertical bars, the x-axis is used to represent time periods, categories, or other variables. The

x-axis is the horizontal line of a bar graph usually placed at the bottom.

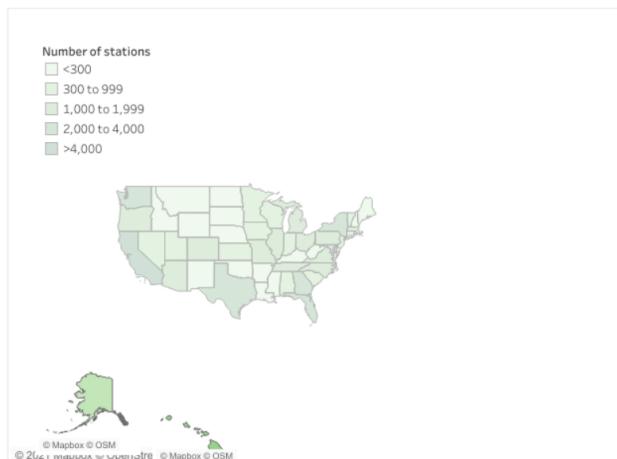
6. Next, you explore how access to public car-charging stations is influencing electric vehicle purchases. As your analysis has revealed, there are many areas without enough places for people to plug in and charge their cars. This lack of charging stations has a negative impact on demand for electric cars and overall vehicle sales.

1 / 1 point

You use Tableau to create the following draft of a visualization, which organizes the charging station data geographically:

Where People Can Charge Their Electric Cars, 2020

Number of charging stations by U.S. state



Source: U.S. Department of Energy, Vehicle Technologies Office

After reviewing your draft, you realize that it could be improved.

Fill in the blank: To improve your draft, you select more varied hues and make the color intensity stronger. In addition, you choose darker ___ in order to reflect more light.

- views
- visuals
- values
- variables

✓ Correct

Value indicates how much light is being reflected.

7. Scenario 1, continued

1 / 1 point

Now, you want to highlight what your team's analysis discovered about the number of charging stations available compared to the number of cars purchased. Your data has confirmed that the lack of charging stations causes the effect of fewer car sales. To communicate this effectively, you will need to convey causation to the stakeholders.

Fill in the blank: You explain that causation is when an action ___ an outcome. In the case of Gaea's business, causation can be used to discuss the relationship between lack of charging stations and fewer car sales.

- changes the timing of
- prevents occurrence of
- directly leads to
- moves in relationship to

✓ Correct

Causation is when an action directly leads to an outcome, such as a cause-effect relationship. In the case of Gaea's business, the lack of charging stations directly leads to the outcome of fewer car sales.

8. Scenario 1, continued

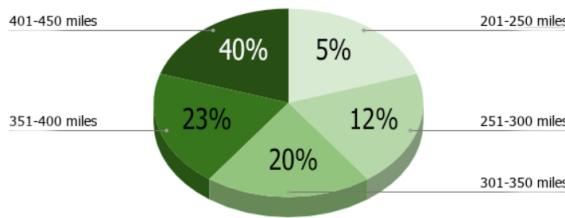
1 / 1 point

Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

Your team's data includes feedback from a consumer survey that investigated the importance of longer battery when choosing whether to purchase an electric car. The current average battery range is about 210 miles. By 2025, that distance is expected to grow to 450 miles per charge.

You create the following pie chart:

How Many Miles Per Charge Would You Require in Order to Purchase an Electric Vehicle?



Fill in the blank: After reviewing your pie chart, you realize that it could be improved. You resize the ___ so they visually show the different values.

- segments
- axes
- labels
- values

Correct

To make this chart more effective, you resize the segments so they visually show the different values. When the segments are all the same size, even though they represent different values, this will confuse the audience.

9. Scenario 1, continued

1 / 1 point

It's time to build your Tableau dashboard for stakeholders. You consider what type of layout to use.

You decide that you want to be able to adjust the height of the views and the data visualizations about electric vehicle sales, charging stations, and battery range. Which type of layout will enable you to do that?

- Diagonal layout
- Circular layout
- Horizontal layout
- Vertical layout

Correct

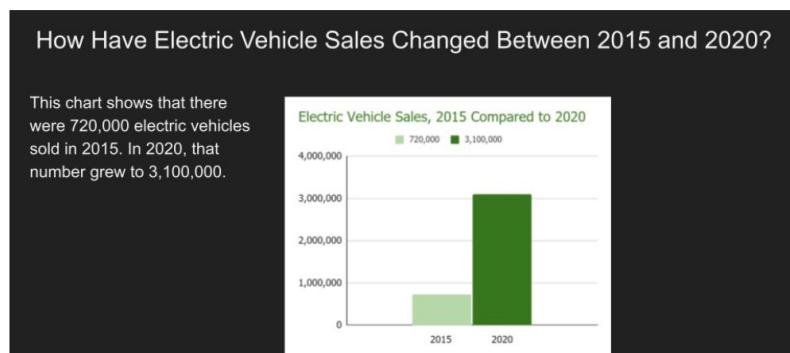
A vertical layout will enable you to adjust the height of the views and objects contained.

10. Scenario 2, questions 10-15

1 / 1 point

You have created your narrative and visuals, so now it's time to build a professional and appealing slideshow. You choose a theme that matches the tone of your presentation. Then, you create a title slide with a title, subtitle, and the date.

Next, you create the following slide to communicate information about electric vehicle sales in 2015 compared to 2020:



Electric vehicles are moving steadily into the spotlight. The annual sales of electric vehicles reached the 2,000,000 mark for the first time in 2019. This is a much-anticipated milestone and demonstrates changing consumer priorities. Gaea is well-positioned to make the most of this trend, as electric vehicle sales are only expected to continue rising in the coming years.

To improve the slide, you remove the text box at the bottom. For what reasons will this make your slide more effective? Select all that apply.

- The font size is too small for your audience to read

Correct

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

- The text shouldn't simply repeat the words you say

✓ Correct

Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

- Slide text should be fewer than 25 words total

✓ Correct

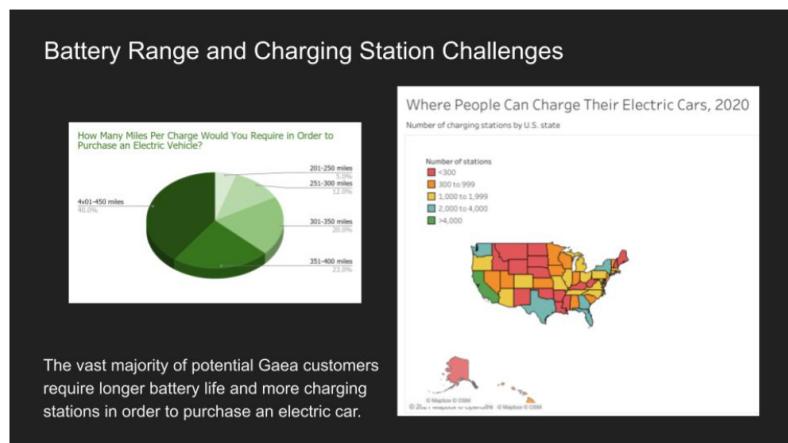
Removing the text box at the bottom improves your slide in three ways: First, it eliminates text with a font size that is too small to read. Second, it reduces the slide's word count to fewer than 25 words. Third, it ensures that the text does not simply repeat the words you say.

- Slide text should be no more than 10 lines total

11. Scenario 2, continued

1 / 1 point

You then create the following slide to demonstrate the challenges associated with battery range and charging stations:



After reviewing your slide, you realize that the visual elements could be improved. You do this by first choosing one data visualization to share on this slide, then create another slide for the second data visualization.

In addition, you make sure to use ___ font sizes and colors for all of your data visualization titles.

- consistent
- different
- unique
- colorful

✓ Correct

To make the visual elements more effective, you use a consistent font size and color for data visualization titles.

12. Scenario 2, continued

0.25 / 1 point

You complete your slideshow and share it with your team. Once it is approved by your supervisor, you prepare to give your presentation. You consider presentation best practices: maintaining good posture, being aware of nervous habits, and making eye contact. In addition, you think about how you will present your data visualizations.

What strategies can help you explain the data visualizations effectively? Select all that apply.

- Speak quickly to save time and cover all important data points
- Channel your excitement
- Start with the broader ideas
- Use the five-second rule

You didn't select all the correct answers

13. Scenario 2, continued

0.75 / 1 point

Next, you prepare for the question-and-answer session that will follow your presentation. What methods help you predict what questions your audience may ask? Select all that apply.

Do a test-run, or colleague test, or your presentation

 **Correct**

To predict what questions stakeholders may ask, make sure you have a clear understanding of Gaea stakeholder objectives. You should also do a test-run of your presentation and consider and describe any limitations of your data.

- Make sure you have a clear understanding of Gaea stakeholder objectives
- Add automotive jargon to your presentation to demonstrate that you understand these industry terms.
- Be prepared to consider and describe any limitations of your data

 **Correct**

To predict what questions stakeholders may ask, make sure you have a clear understanding of Gaea stakeholder objectives. You should also do a test-run of your presentation and consider and describe any limitations of your data.

You didn't select all the correct answers

14. Scenario 2, continued

1 / 1 point

Now that you have some idea of the questions the stakeholders may ask, you consider potential objections. How do you ensure you are prepared for any potential objections? Select all that apply.

- Keep a detailed log of your data-cleaning process

 **Correct**

To ensure you are prepared to respond to objections, include information on where the data came from in an appendix. You should also keep a detailed log of your data-cleaning process and include numerous perspectives during analysis.

- Be sure to include numerous perspectives during the analysis process

 **Correct**

To ensure you are prepared to respond to objections, include information on where the data came from in an appendix. You should also keep a detailed log of your data-cleaning process and include numerous perspectives during analysis.

- Assure stakeholders that your analysis process is private so it cannot be reproduced by others
- Include information on where the data came from in an appendix

 **Correct**

To ensure you are prepared to respond to objections, include information on where the data came from in an appendix. You should also keep a detailed log of your data-cleaning process and include numerous perspectives during analysis.

15. Scenario 2, continued

1 / 1 point

The big day has arrived, and you have just finished giving your presentation to the Gaea team. It's now time for the question-and-answer session, and a stakeholder asks you a very detailed question about one specific electric vehicle charging station initiative.

You listen to the whole question, then repeat it. For what reasons is this important? Select all that apply.

- It helps you confirm that you understand the question

 **Correct**

Listening to the whole question and repeating it helps you confirm that you understand the question. It also gives the stakeholder a chance to correct you if you are misunderstanding and ensures the entire audience has heard the question.

- It enables you to rephrase it in a way that is easier to answer
- It gives the stakeholder a chance to correct you if you misunderstand

 **Correct**

Listening to the whole question and repeating it helps you confirm that you understand the question. It also gives the stakeholder a chance to correct you if you are misunderstanding and ensures the entire audience has heard the question.

- It ensures the entire audience has heard the question, in case they did not when it was originally asked

 **Correct**

Listening to the whole question and repeating it helps you confirm that you understand the question. It also gives the stakeholder a chance to correct you if you misunderstand and ensures the entire audience has heard the question.