



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

Keep Learning

GRADE
90.62%

Weekly challenge 5

LATEST SUBMISSION GRADE

90.62%

1. An online gardening magazine wants to understand why its subscriber numbers have been increasing. What kind of reports can a data analyst provide to help answer that question? Select all that apply.

1 / 1 point

- ☒ Reports that describe how many customers shared positive comments about the gardening magazine on social media in the past year

✓ **Correct**

Analyzing historical data such as weather patterns, social media comments, and past sales would provide useful insights into the increase in subscription numbers.

- ☒ Reports that compare past weather patterns to the number of people asking gardening questions to their social media

✓ **Correct**

Analyzing historical data such as weather patterns, social media comments, and past sales would provide useful insights into the increase in subscription numbers.

- ☐ Reports that predict the success of sales leads to secure future subscribers

- ☒ Reports that examine how a recent 50%-off sale affected the number of subscription purchases

✓ **Correct**

Analyzing historical data such as weather patterns, social media comments, and past sales would provide useful insights into the increase in subscription numbers.

2. A doctor's office discovers that patients are waiting 20 minutes longer for their appointments than in past years. In what ways could a data analyst help solve this problem? Select all that apply.

0.75 / 1 point

- ☐ Analyze how many doctors and nurses are on staff at a given time compared to the number of patients with appointments.

- ☐ Analyze a recent change in the average rating for the doctor's office on social media.

- ☒ Analyze the average length of an appointment this year compared to past years.

✓ **Correct**

Analyzing appointment length, staffing numbers, and patient numbers are likely to provide useful insights to illustrate why this is happening and help solve this problem.

- ☒ Analyze the number of patients seen per day compared to past years.

✓ **Correct**

Analyzing appointment length, staffing numbers, and patient numbers are likely to provide useful insights to illustrate why this is happening and help solve this problem.

You didn't select all the correct answers

3. A problem is an obstacle to be solved, an issue is a topic to investigate, and a question is designed to discover information.

1 / 1 point

- ☒ True

- ☐ False

✓ **Correct**

A problem is an obstacle or complication to be solved, whereas a question is designed to discover information. These two things are the foundation of business tasks.

4. What is a question or problem that a data analyst answers for a business?

0.5 / 1 point

- ☐ Hypothesis
- ☐ Business task
- ☐ Mission statement
- ☒ Complaint

✗ **This should not be selected**

Review [the video on the power of data in business](#) for a refresher.

5. What is the process of using facts to guide business strategy?

1 / 1 point

- ☐ Data visualization
- ☒ Data-driven decision-making
- ☐ Data ethics
- ☐ Data programming

✓ **Correct**

Data-driven decision-making is using facts to guide business strategy.

6. It's possible for conclusions drawn from data analysis to be both true and unfair.

1 / 1 point

- ☒ True
- ☐ False

✓ **Correct**

Sometimes, a conclusion may be true, but it's unfair because it doesn't represent all groups or it ignores social context and other systemic factors.

7. A data analyst is analyzing fruit and vegetable sales at a grocery store. They're able to find data on everything except red onions. What's the best course of action?

1 / 1 point

- ☐ Exclude all onion varieties from the analysis.
- ☐ Use the data on white onions instead, as they're both onion varieties.
- ☐ Exclude red onions from the analysis.
- ☒ Ask a teammate for help finding data on red onions.

✓ **Correct**

If a data analyst were to analyze all fruits and vegetables except for onions, the outcomes would not be fair because the data is not representative of all fruits and vegetables sold in grocery stores.

8. A large hotel chain sees about 500 customers per week. A data analyst working there is gathering data through customer satisfaction surveys. They are anxious to begin analysis, so they start analyzing the data as soon as they receive 50 survey responses. This is an example of what? Select all that apply.

1 / 1 point

- ☐ Failing to reward customers for participating in the survey
- ☒ Failing to include diverse perspectives in data collection

✓ **Correct**

This is an example of failing to include diverse perspectives and failing to have a large enough sample size. The first 50 survey responses are unlikely to represent the general population and may produce biased results.

- ☒ Failing to have a large enough sample size

✓ **Correct**

This is an example of failing to include diverse perspectives and failing to have a large enough sample size. The first 50 survey responses are unlikely to represent the general population and may produce biased results.

- ☐ Failing to collect data anonymously