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

[Keep Learning]

GRADE
83.33%

Test your knowledge on data-driven stories

TOTAL POINTS 3

1. Data storytelling involves which of the following elements? Select all that apply.

   1 / 1 point

   ☑ Communicating the meaning of a dataset with visuals

   > ✓ **Correct**
   > Data storytelling involves communicating the meaning of a dataset with visuals and using a narrative that is customized to your audience.

   ☐ Selecting only the data points that support your case

   ☑ Using a narrative that is customized to your audience

   > ✓ **Correct**
   > Data storytelling involves communicating the meaning of a dataset with visuals and using a narrative that is customized to your audience.

   ☐ Describing the steps of your analysis process

2. A data analyst presents their data story to an audience. They aim to capture and hold the audience members' interest and attention. Which data storytelling concept does this describe?

   1 / 1 point

   ⦿ Engagement

   ◯ Visuals

   ◯ Narrative

   ◯ Primary message

   > ✓ **Correct**
   > Engagement involves capturing and holding the audience members' interest and attention.

3. Which of the following activities would a data analyst do while spotlighting? Select all that apply.

   0.5 / 1 point

   ☐ Search for broad, universal ideas and messages

   ☑ Focus on the details of the analysis and results

   > ✗ **This should not be selected**
   > Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.

   ☑ Identify ideas or concepts that arise repeatedly

   > ✓ **Correct**
   > Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.

   ☑ Write notes on a white board that contain the data analysis insights

   > ✓ **Correct**
   > Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.