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TO PASS 80% or higher

Try again

GRADE
73.33%

Course challenge

LATEST SUBMISSION GRADE

73.33%

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.

A big part of audience engagement is knowing how to eliminate less important details. What practice do you use to scan quickly through the data in order to identify the most important insights?

- Filtering
- Spotlighting
- Ranking
- Balancing

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

0 / 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?

- 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
- Electric vehicle demand is skyrocketing
- 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
- The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions.
Therefore, Gaea must begin building vehicle charging stations

Incorrect

Review [the video that discusses the primary message](#) for a refresher.

3. Scenario 1, continued

0 / 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

X Incorrect

Review [the video that discusses data narrative](#) for a refresher.

4. Scenario 1, continued

0.25 / 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
- Maintain control of your data narrative to keep Gaea stakeholders apprised of your insights

X This should not be selected

Review [the video on telling a story with dashboards](#) for a refresher.

- 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

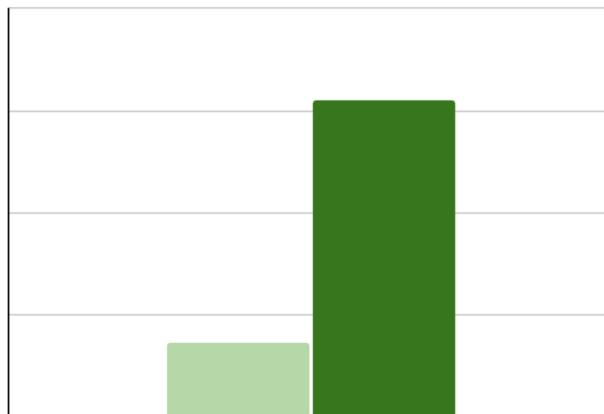
5. Scenario 1, continued

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 x-axis
- The colors
- The vertical bars
- The y-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. Scenario 1, continued

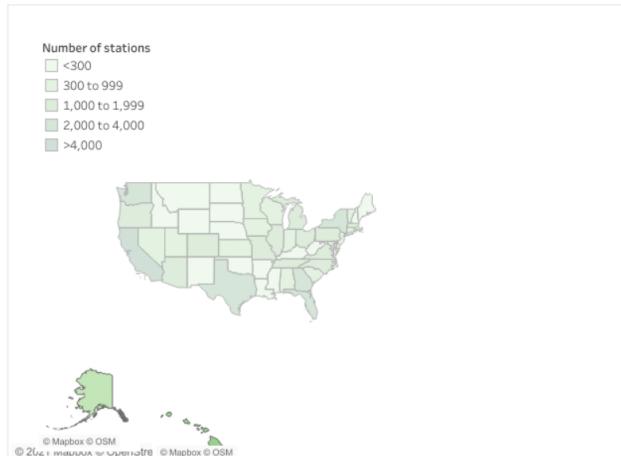
1 / 1 point

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.

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. To improve your draft, you select more varied hues, choose darker values, and make the color intensity stronger. This will also help clarify the spacing between the states.

- True
 False

 Correct

A map's colors should be used to help the audience understand the data it contains. Stronger color intensity will help to brighten the colors and clarify the spacing between the states.

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.

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

 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

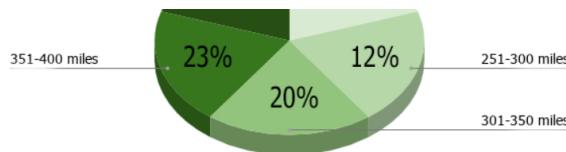
Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

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 range 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?





After reviewing your pie chart, you realize that it could be improved by resizing the segments. Resizing the segments in proportion to each segment's relative value enables you to visually show the different values.

- True
- False

Correct

Resizing the segments enables you to 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.

Describe the differences between vertical and horizontal layouts. Select all that apply.

- Horizontal layouts prevent items from being layered over other objects
- Horizontal layouts adjust the width of the views and objects contained

Correct

Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

- Vertical layouts prevent items from being layered over other objects
- Vertical layouts adjust the height of the views and objects contained

Correct

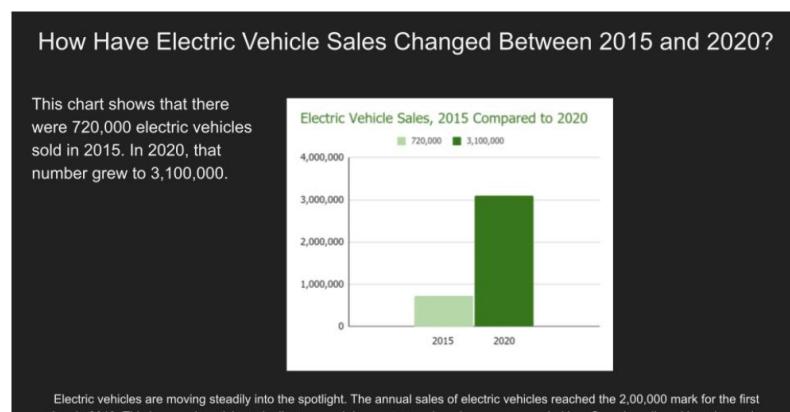
Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

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 that compares electric vehicle sales in 2015 and 2020:



After reviewing your slide, you realize that it could be improved. What steps do you take to make the two text boxes beneath the header more effective? Select all that apply.

- Edit the text to fewer than 25 words total

Correct

To make the text more effective, you should edit it to fewer than five lines and 25 words. You should also ensure the text on the slide does not simply repeat the words you say.

- Ensure the text does not simply repeat the words you plan to say

Correct

To make the text more effective, you should edit it to fewer than five lines and 25 words. You should also ensure the text on the slide does not simply repeat the words you say.

- Edit the text to fewer than five lines total

 **Correct**

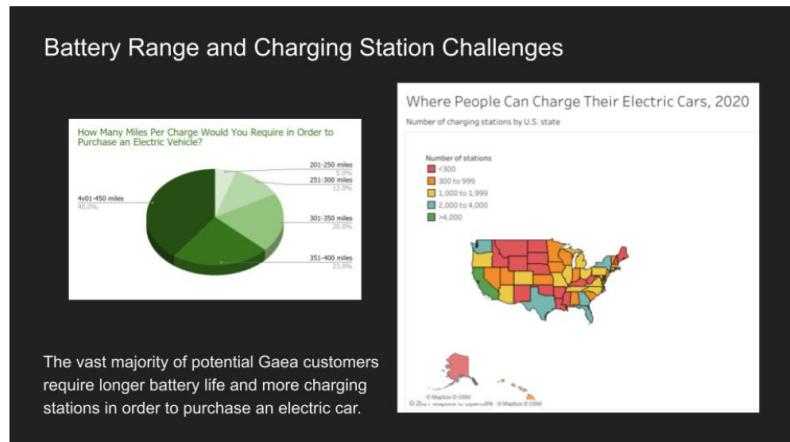
To make the text more effective, you should edit it to fewer than five lines and 25 words. You should also ensure the text on the slide does not simply repeat the words you say.

- Use abbreviations to reduce the amount of text

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.

- colorful
 different
 consistent
 unique

 **Correct**

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

12. Scenario 2, continued

1 / 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.

- Use the five-second rule

 **Correct**

To explain the data visualizations effectively, you should channel your excitement, start with the broader ideas, and use the five-second rule.

- Channel your excitement

 **Correct**

To make sure you explain the data visualizations effectively, channel your excitement, start with the broader ideas, and use the five-second rule.

- Speak quickly to save time and cover all important data points

- Start with the broader ideas

 **Correct**

To make sure you explain the data visualizations effectively, channel your excitement, start with the broader ideas, and use the five-second rule.

13. Scenario 2, continued

0 / 1 point

Next, you prepare for the question-and-answer session that will follow your presentation. To predict what questions they may ask, you do a colleague test of your presentation. You should choose a colleague who has deep expertise in the electric vehicle industry.

- True
 False

 Incorrect

Review [the video on considering potential questions](#) for a refresher.

14. Scenario 2, continued

1 / 1 point

Now that you have some idea of the questions the stakeholders will ask, you and a team member consider different objections that might arise.

Your team member asks you how you will respond if someone from Gaea questions your data-cleaning process. How do you prepare for this objection? Select all that apply.

- Practice answering questions about your data-cleaning process

 Correct

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

- Add your data-cleaning log to the slideshow appendix

 Correct

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

- Be prepared to explain why data cleaning is not relevant at this stage of the project

- Keep a detailed log of your data-cleaning process

 Correct

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

15. Scenario 2, continued

0.75 / 1 point

The big day has arrived, and you finish your presentation to the Gaea team. In the question-and-answer session, a stakeholder asks you a very detailed question about a car battery range project that's still in development.

What strategies do you use in order to respond effectively? Select all that apply.

- Keep your response short and to the point, then add detail if there are follow-up questions

 Correct

To respond to questions effectively, you should listen to the whole question. It is also important to understand the context of the question and involve the whole audience. Finally, keep your response short and to the point.

- Involve the whole audience when you respond to the stakeholder

 Correct

To respond to questions effectively, you should listen to the whole question. In addition, it's important to understand the context of the question and involve the whole audience. Finally, keep your response short and to the point.

- Be certain that you understand the context of the question that the stakeholder is asking

 Correct

To respond to questions effectively, you should listen to the whole question. In addition, it's important to understand the context of the question and involve the whole audience. Finally, keep your response short and to the point.

- Give yourself extra time by planning your thoughtful response when the stakeholder begins speaking

 This should not be selected

Review [the video about listening and responding](#) for a refresher.