1. Data Safety and Access Control

Question:
When you are planning a visualization, it is important to keep your data safe and control access to the data. Which basic principle should you consider to help you meet this objective?

- ❌ Visualization interaction
- ❌ Storytelling
- ❌ Digital consumption
- ✅ **Data governance**

Feedback:
Data governance ensures that data is handled securely, access is controlled, and privacy is maintained—especially critical when working with cloud-based visualizations.

---

2. Enhancing Context for Marketing Reports

Question:
Your organization's marketing team is setting next year's marketing campaign budget per region. As a cloud data analyst, you are tasked with creating a report that helps with the budgeting process. Which cloud resources could help you provide greater context and valuable insights in your report?
Select two answers.

- ✅ **Publicly available data sources**
- ✅ **Social media applications data**
- ❌ Data processing
- ❌ Cloud data analysis tools
- ❌ Company email data

Feedback:
Public datasets and **social media data** provide external context and consumer behavior insights, enriching your report and supporting better budgeting decisions.

---

3. Purpose of Visualization Design

Question:

When you design a visualization, what is the main purpose of your design?

- ❌ Use all the visualization tools in a software package.
- ❌ Add all the information available about the organization.
- ✅ **Communicate a specific data story.**
- ❌ Allow each user to interpret their own story.

Feedback:

The goal of a visualization is to **tell a clear, focused data story** that leads to shared understanding—not to overwhelm or confuse users.

---

4. Visual Design Choices

Question:

Kim, a cloud data analyst, is designing a dashboard for an organization. As a next step, Kim is selecting the tone, color, and graphics. What should Kim keep in mind when selecting these features?

- ❌ The industry-standard visual practices
- ✅ **The organization's brand**
- ❌ The dashboard data
- ❌ The use of one color in monotone

Feedback:

Aligning with **organizational branding** ensures consistency, professionalism, and helps the dashboard feel integrated into the company's ecosystem.

---

5. Emphasizing Key Insights

Question:

A cloud data analyst is designing a dashboard and makes one of the graphs bigger than the others. What is the purpose of this action?

- ❌ To fit all the information on the dashboard in one graph.
- ✅ **To communicate that the bigger graph is more important than the others.**
- ❌ To prevent users from reviewing the raw data.
- ❌ To fill empty space so the visualization looks professional.

Feedback:
Size and placement in visual design guide user attention. Enlarging a graph signals its importance and helps prioritize insights.