

Apmg International DLFU

Data Literacy Fundamentals (DLFU)

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Question: 1

Why is it important to know your audience when telling a data story?

Response:

- A. To determine which software to use
- B. To adjust the complexity and context of your insights
- C. To decide how much raw data to include
- D. To avoid asking questions

Answer: B

Question: 2

When would you use the median instead of the mean in a dataset?

Response:

- A. When the data is perfectly symmetrical
- B. When outliers are present
- C. When you have missing values
- D. When data is categorical

Answer: B

Question: 3

In a box plot, what does the line inside the box typically represent?

Response:

- A. The maximum value
- B. The median
- C. The mean
- D. The variance

Answer: B

Question: 4

Which outcome best illustrates the strategic impact of data literacy on business performance?

Response:

- A. Automated backups of data systems
- B. Enhanced analytical decision-making
- C. Faster installation of software tools
- D. Reduction in email communication

Answer: B

Question: 5

_____ data is commonly used for classification purposes and has limited unique values such as 'Male' or 'Female'.

Response:

- A. Ordinal
- B. Categorical
- C. Numerical
- D. Boolean

Answer: B

Question: 6

What is the primary advantage of using a bar chart?

Response:

- A. It shows changes over time
- B. It displays individual category comparisons
- C. It visualizes relationships between variables
- D. It tracks cumulative totals

Answer: B

Question: 7

When interpreting a line chart, which of the following could indicate a significant event or shift?

Response:

- A. Sudden drop or rise
- B. Consistent horizontal line
- C. Repeated labels
- D. Missing gridlines

Answer: A,B

Question: 8

Which statistical measure best describes the "spread" or "variability" of values in a dataset?

Response:

- A. Average
- B. Mean
- C. Standard deviation
- D. Mode

Answer: C

Question: 9

How can organizations promote data literacy among employees?

Response:

- A. Providing regular training
- B. Encouraging the use of personal data sets
- C. Integrating data skills into onboarding
- D. Limiting access to dashboards

Answer: A,C

Question: 10

Why is data ethics important in today's data-driven world?

Response:

- A. To avoid collecting personal data
- B. To increase data complexity
- C. To ensure responsible and fair use of data
- D. To prevent software updates

Answer: C

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