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## 5.15 Assignment

### Multiple Choice

0.0/1.0 point (graded)

Exploratory data analysis refers to display of data-- or more generally, display of any numerical information-- in a way that can allow us to discover patterns that we did not expect to see. Visualization, more generally, refers to the techniques that we use to see data or to see the numerical information.

☐ True

☐ False

Submit

You have used 0 of 1 attempt

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### Multiple Choice

0.0/1.0 point (graded)

Dense display of information allows you to see less data and focus in on more specific information.

☐ True

☐ False

Submit

You have used 0 of 1 attempt

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## Multiple Choice

0.0/1.0 point (graded)

In marketing, there are 2 goals for modeling:

- ☐ To understand customers' behavior and to use that information to predict future outcomes.
- ☐ To predict customer behavior and determine outcomes.
- ☐ To monitor outcomes and customer behavior.
- ☐ None of the above.

Submit

You have used 0 of 1 attempt

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## Multiple Choice

0.0/1.0 point (graded)

What is the essence of Bayesian data analysis?

- ☐ The combination of information from different sources.
- ☐ Isolating information from multiple sources.

☐ The deduction of a solution from varied sources.

☐ Inferring a solution from given data.

Submit

You have used 0 of 1 attempt

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## Multiple Choice

0.0/1.0 point (graded)

From the statisticians point of view probabilities are measurements. You can measure probability just as you can measure someone's height or weight or anything else.

☐ True

☐ False

Submit

You have used 0 of 1 attempt