Question 1

A college has deployed next-generation analytics. Which question would most likely be answered by next generation analytics that could not be answered by traditional analysis tools?

Which class has the most sections available?

What are the 10 most expensive textbooks required in any class?

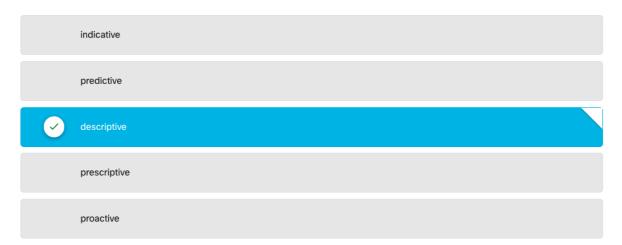
Which 100 classes fill the fastest once open enrollment is available for the general population?

Which teacher had the highest number of students enrolled in classes during the last year?

Which class sections do students consider the most in the online environment without actually enrolling?

Question 2

A college uses a learning management system (LMS) to host lecture materials and provide access to assignments and assessments. A teacher uses the LMS to check activities completed by students in a particular course. Which data analytics method is being used?



Question 3

A large online ordering company collects the sales history of its customers. Using this historical data, the online company sends customized sales advertisements to a specific group of customers. Which data analytics method is being used?



Question 4

What is an example of descriptive data analysis?

predicted oil price increases

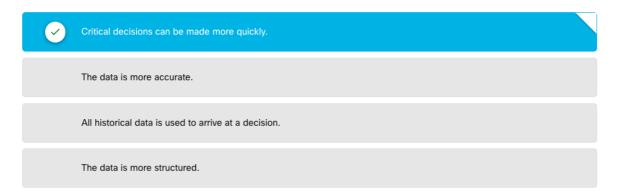
control of highway traffic signals

an hourly traffic report for a highway

a weather forecast description

Question 5

What is a benefit of analyzing data in motion rather than a static data set?



Question 6

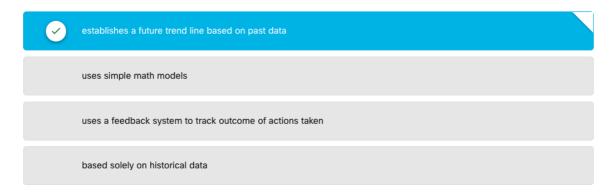
Which type of results do data analysts calculate from larger datasets to inform decision making?

converged
numerous
varied

accurate

Question 7

What is a characteristic of predictive data analysis?



Question 8

Match the step in the Data Analysis Lifecycle with the description.

Presenting the Data	defining the problem to be solved or purpose of the analysis
Analyzing the Data	locating the data and determining if there is enough data to complete the analysis
Preparing the Data	
Getting the Data	identifying patterns and correlations contained in the data to produce conclusions
Asking the Question	transforming the data into a format appropriate for analysis
Investigating the Data	determining if the data is valid, complete and relevant
	communicating insights derived from the analysis to decision makers

Question 9

What is the first step in any analytic project?

