

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?

indicative

predictive



descriptive

prescriptive

proactive

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?

indicative

predictive

descriptive



prescriptive

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?



Critical decisions can be made more quickly.

The data is more accurate.

All historical data is used to arrive at a decision.

The data is more structured.

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?



establishes a future trend line based on past data

uses simple math models

uses a feedback system to track outcome of actions taken

based solely on historical data

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



identifying patterns and correlations contained in the data to produce conclusions

Getting the Data



transforming the data into a format appropriate for analysis

Asking the Question



determining if the data is valid, complete and relevant

Investigating the Data



communicating insights derived from the analysis to decision makers

Question 9

What is the first step in any analytic project?



defining the goal of the project

finding relevant data for analysis

creating representative charts and graphs

making recommendations for changes