



QUIZ • 15 MIN

Week 1 Quiz

TOTAL POINTS 11

1. What is the correct definition of data analytics?

1 point

- ☐ Collecting of information so that it can be easily accessed, managed and updated
- ☐ Interpreting customer reactions to a given product or initiative

**Submit your assignment****DUE DATE** Jul 18, 11:59 PM PDT☒ Examining raw data in order to draw conclusions about the information

Try again

☐ Organizing and implementing policies, procedures and standards for effective use of data**Receive grade****TO PASS** 80% or higher**Grade**

45.45%

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We keep your highest score

2. How is the current huge volume of structured and unstructured data sets impacting organizations?

1 point

- ☐ It is causing organizations to spend more money on data storage
- ☐ It is overwhelming the current technology available to organizations
- ☒ It is providing organizations with the ability to gain insights once technologically impossible or economically impractical



3. What does data and analytics give organizations the ability to do?

1 point

- ☐ Identify growth opportunities and drive innovation
- ☐ Identify growth opportunities and operate more efficiently
- ☐ Drive innovation, operate more efficiently, reduce amount of unstructured data
- ☒ Identify growth opportunities, drive innovation and operate more efficiently

4. What are the four steps organizations use to solve problems?

1 point

- ☐ Implementation, Measurement, Analytics, and Course Correction
- ☒ Planning, Implementation, Measurement, and Course Correction
- ☐ Planning, Predictive, Descriptive, and Prescriptive
- ☐ Volume, Velocity, Variety, and Veracity

5. Over the past year, sales of your client's product have decreased by 35% in South America, but have grown by 15% in all other parts of the world. At what phase of the business problem solving process would you use analytics to build future

1 point