Data Analytics - Quiz 1

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Business intelligence (BI) is a broad category of application programs which includes ?

○ Decision support

○ Data Mining

○ OLAP

◉ All of the above

Business intelligence equips enterprises to gain business advantage from data

◉ TRUE

○ FALSE

Which of the following areas are affected by BI?

O Revenue

⦿ CRM

O Sales

O CPM

_____ is a system where operations like data extraction, transformation and loading operations are executed.

⦿ Data staging

O Data integration

O ETL

O None of the above

Data warehouse architecture is based on _____

○ RDBMS

○ Sybase

◉ SQL Server

○ DBMS

Business intelligence is only possible with big applications like power BI_____

○ Yes, if it doesn't have a database, it's not really BI

◉ No, Business intelligence means using data to support your case and displaying it in an understandable way

○ No, anything can be used as business intelligence

Yes, Expensive software is

_____ is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions.

- ○ Data Mining
- ◉ Data Warehousing
- ○ Web mining
- ○ Text mining

ETL stands for ?

- ○ Extract, Transfer and Load
- ◉ Extract, Transform and Load
- ○ Extract, Time and Load
- ○ Extract, Transform and Loss

_____ is an area where you hold the data temporary on data warehouse server.

○ Bus Schema

◉ Data Staging

○ Schema Objects

○ Workflow

Descriptive analytics is a statistical method that is used to search and summarize ____ in order to identify patterns or meaning.

○ Account data

◉ Historical data

○ Financial data

○ None of the mentioned above