

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?

- ☐ Revenue
- ☒ CRM
- ☐ Sales
- ☐ CPM

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

- ☒ Data staging
- ☐ Data integration
- ☐ ETL
- ☐ 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