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1.

1 / 1 point

Amazon has been collecting review data for a particular product. They have realized that almost 90% of the reviews were mostly a 5/5 rating. However, of the 90%, they realized that 50% of them were customers who did not have proof of purchase or customers who did not post serious reviews about the product. Of the following, which is true about the review data collected in this situation?

- ☐ High Veracity
- ☐ High Valence
- ☐ Low Volume
- ☐ High Volume
- ☒ Low Veracity
- ☐ Low Valence

✔ Correct

See [this video](#) for examples of this concept.

2. As mentioned in the slides, what are the challenges to data with a high valence?

1 / 1 point

- ☒ Complex Data Exploration Algorithms
- ☐ Difficult to Integrate
- ☐ Reliability of Data

✔ Correct

See [this video](#) to review.

3. Which of the following are the 6 V's in big data?

1 / 1 point

☒ Veracity

✔ Correct

See [this video](#) to review.☒ Valence

✔ Correct

See [this video](#) to review.☐ Vision☒ Volume

✔ Correct

See [this video](#) to review.☒ Variety

✔ Correct

See [this video](#) to review.☒ Velocity

✔ Correct

See [this video](#) to review.☒ Value

✔ Correct

See [this video](#) to review.

4. What is the veracity of big data?

1 / 1 point

- ☐ The speed at which data is produced.
- ☒ The abnormality or uncertainties of data.
- ☐ The size of the data.
- ☐ The connectedness of data.

✓ Correct

See [this video](#) to review.

5. What are the challenges of data with high variety?

1 / 1 point

- ☐ The quality of data is low.
- ☐ Hard in utilizing group event detection.
- ☐ Hard to perform emergent behavior analysis.
- ☒ Hard to integrate.

✓ Correct

See [this video](#) to review.

6. Which of the following is the best way to describe why it is crucial to process data in real-time?

1 / 1 point

- ☐ Batch processing is an older method that is not as accurate as real-time processing.
- ☐ More accurate.
- ☐ More expensive to batch process.
- ☒ Prevents missed opportunities.

✓ Correct

See [this video](#) to review.

7. What are the challenges with big data that has high volume?

1 / 1 point

- ☒ Cost, Scalability, and Performance
- ☐ Speed Increase in Processing
- ☐ Effectiveness and Cost
- ☐ Storage and Accessibility

✓ Correct

See [this video](#) to review.