✅ **Congratulations! You passed!**

Go to next item

Grade received 100%   **Latest Submission Grade** 100%   **To pass** 80% or higher

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1. What is the main problem with big data information integration?   **1 / 1 point**

- 🔘 Many sources
- ⭕ Pay-as-you-go model
- ⭕ Mediated Schema
- ⭕ Probabilistic Schema Mapping

✓ **Correct**

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2. What would be the two possible solutions associated with "big data" information integration as mentioned in lecture? (Choose 2)   **1 / 1 point**

- ☐ Attribute Grouping
- ☐ Customer Transactions
- ☑ Probabilistic Schema Mapping

✓ **Correct**

- ☐ Mediated Schema
- ☑ Pay-as-you-go Model

✓ **Correct**

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3. What are mediated schemas?   **1 / 1 point**

- ⭕ Schemas created from customer info.
- 🔘 Schema created from integrating two or more schemas.
- ⭕ Schemas created entirely from attribute grouping.
- ⭕ A type of probabilistic schema mapping.

✓ **Correct**

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4. In attribute grouping, how would one evaluate if two attributes should go together? (Choose 2)   **1 / 1 point**

- ☑ Probability of Two Attributes Co-occurring

✓ **Correct**

- ☑
  Similarity of Attributes

✓ **Correct**

- ☐ Integrated Views
- ☐ Customer Interaction
- ☐ Candidate Designs

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5. What is a data item?   **1 / 1 point**

- ⭕

  Data found in a mediated schema.

- 🔘

Data that represents an aspect of a real-world entity.

○

Data found in a customer transaction.

○

The real worth of a data value.

✓ **Correct**

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6. What is data fusion?

`1 / 1 point`

⦿ Extracting the true value of a data item.

○ Extracting a global value from a data source.

○ Another term for customer analytics.

○ Extracting true sources from a data source.

✓ **Correct**

7.

`1 / 1 point`

What is a potential problem of having too many data sources as mentioned in lecture?

○ None, the problem is not a problem when using big data methodologies.

⦿ Too many data values.

○ Schema mapping becomes impossible.

○ Too much data processing required for compression.

✓ **Correct**

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8. What do we mean when we say "the true value of a data item"?

`1 / 1 point`

○ Another term for data fusion.

○ Data created from statistical estimations.

⦿ Extrapolated data from a data item that represents the worth of that item.

✓ **Correct**
Good job! When the instructor mentioned Data Fusion around 1:15 in the Integration for Multichannel Customer Analytics. He talks about data fusion and how data items will provide a value. It is here that we learn about how there is true value hidden within data items. True value represents the actual thing you are trying to get out of a data item. Often times data items could be too messy or too complicated for any real meaning.

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9. What is a potential method to deal with too many data sources as mentioned in lecture?

`1 / 1 point`

○ None, the more the better.

⦿ Compare and weigh each source by their trustworthiness.

○ Randomly select a sample of sources to represent the various data sources.

○ Take less samples per tick.

✓ **Correct**