Congratulations! You passed!

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

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1. Which of the following is an example of big data utilized in action today? **1 / 1 point**

- ○ Individual, Unconnected Hospital Databases
- ○ Wi-Fi Networks
- ◉ Social Media
- ○ The Internet

Correct
See this video for examples of this concept.

2. What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data? **1 / 1 point**

- ○ Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.
- ○ It isn't, it was just an arbitrary example of big data usage.
- ◉ Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.
- ○ Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.

Correct
See this video to review.

3. What is the best description of personalized marketing enabled by big data? **1 / 1 point**

- ○ Marketing to each customer on an individual level and suiting to their needs.
- ○ Being able to obtain and use customer information for groups of consumers and utilize them for marketing needs.
- ◉ Being able to use personalized data from every single customer for personalized marketing needs.

Correct
See this video for examples of this concept.

4. Of the following, which is an example of personalized marketing related with big data? **1 / 1 point**

- ○ News outlets gathering information from the internet in order to report them to the public.
- ○ A survey that asks your age and markets to you a specific brand.
- ◉ Google ordering ads to show items based on recent and past search results.

Correct
See this video for examples of this concept.

5. What is the workflow for working with big data? **1 / 1 point**

- ○ Theory -> Models -> Precise Advice
- ○ Extrapolation -> Understanding -> Reproducing
- ◉ Big Data -> Better Models -> Higher Precision

Correct
See this video to review.

6. Which is the most compelling reason why mobile advertising is related to big data? **1 / 1 point**

- ○ Since almost everyone owns a cell/mobile phone, the mobile advertising market is large and thus requires big data to contain all the information.

- ○ Mobile advertising allows massive cellular/mobile texting to a wide audience, thus providing large amounts of data.
- ◉ Mobile advertising benefits from data integration with location which requires big data.
- ○ Mobile advertising in and of itself is always associated with big data.

Correct
See this video for examples of this concept.

7. What are the three types of diverse data sources? **1 / 1 point**

- ○ Machine Data, Map Data, and Social Media
- ○ Sensor Data, Organizational Data, and Social Media
- ○ Information Networks, Map Data, and People
- ◉ Machine Data, Organizational Data, and People

Correct
See this video to review.

8. What is an example of machine data? **1 / 1 point**

- ○ Social Media
- ○ Sorted data from Amazon regarding customer info.
- ◉ Weather station sensor output.

Correct
See this video to review.

9. What is an example of organizational data? **1 / 1 point**

- ○ Satellite Data
- ○ Social Media
- ◉ Disease data from Center for Disease Control.

Correct
See this video for examples of this concept.

10. Of the three data sources, which is the hardest to implement and streamline into a model? **1 / 1 point**

- ◉ People
- ○ Organizational Data
- ○ Machine Data

Correct
See this video to review.

11. Which of the following summarizes the process of using data streams? **1 / 1 point**

- ◉ Integration -> Personalization -> Precision
- ○ Big Data -> Better Models -> Higher Precision
- ○ Theory -> Models -> Precise Advice
- ○ Extrapolation -> Understanding -> Reproducing

Correct
See this video to review.

12. Where does the real value of big data often come from? **1 / 1 point**

- ○ Using the three major data sources: Machines, People, and Organizations.
- ○ Size of the data.

- (●) Combining streams of data and analyzing them for new insights.
- ( ) Having data-enabled decisions and actions from the insights of new data.

Correct
See this video to review.

13. What does it mean for a device to be "smart"? **1 / 1 point**

- ( ) Must have a way to interact with the user.
- (●) Connect with other devices and have knowledge of the environment.
- ( ) Having a specific processing speed in order to keep up with the demands of data processing.

Correct
See this video to review.

14. What does the term "in situ" mean in the context of big data? **1 / 1 point**

- ( ) In the situation
- (●) Bringing the computation to the location of the data.
- ( ) Accelerometers.
- ( ) The sensors used in airplanes to measure altitude.

Correct
See this video to review.

15. Which of the following are reasons mentioned for why data generated by people are hard to process? Choose all that apply. **1 / 1 point**

- [x] The velocity of the data is very high.

Correct
See this video to review.

- [x] Skilled people to analyze the data are hard to come by.

Correct
See this video to review.

- [ ] They cannot be modeled and stored.
- [x] Very unstructured data.

Correct
See this video to review.

16. What is the purpose of retrieval and storage; pre-processing; and analysis in order to convert multiple data sources into valuable data? **1 / 1 point**

- ( ) Designed to work like the ETL process.
- (●) To allow scalable analytical solutions to big data.
- ( ) To enable ETL methods.
- ( ) Since the multi-layered process is built into the Neo4j database connection.

Correct
See this video to review.

17. Which of the following are benefits of organization-generated data? Choose all that apply. **1 / 1 point**

- [x] Better Profit Margins

Correct
See this video to review.

- [x] Higher Sales

Correct
See this video to review.

- [x] Improved Safety

Correct
See this video to review.

- [ ] High Velocity
- [x] Customer Satisfaction

Correct
See this video to review.

18. What are data silos and why are they bad? **1 / 1 point**

- ( ) A giant centralized database to house all the data production within an organization. Bad because it hinders opportunity for data generation.
- ( ) Highly unstructured data. Bad because it does not provide meaningful results for organizations.
- ( ) A giant centralized database to house all the data produces within an organization. Bad because it is hard to maintain as highly structured data.
- (•) Data produced from an organization that is spread out. Bad because it creates unsynchronized and invisible data.

Correct
See this video to review.

19. Which of the following are benefits of data integration? Choose all that apply. **1 / 1 point**

- [x] Unify your data system.

Correct
See this video to review.

- [x] Adds value to big data.

Correct
See this video to review.

- [ ] Monitoring of data.
- [x] Increase data availability.

Correct
See this video to review.

- [x] Reduce data complexity.

Correct
See this video to review.

- [x] Increase data collaboration.

Correct
See this video to review.