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Next item →

1. What type of data is the height of a skyscraper?

1 / 1 point

- ☐ Qualitative
- ☐ Nominal
- ☐ Discrete
- ☒ Continuous

The height of a skyscraper is continuous data, which is measured and can have almost any numeric value.

2. In data analytics, what is the term for data that is generated from, and lives, outside of an organization?

1 / 1 point

- ☐ Outer
- ☐ Peripheral
- ☒ External

In data analytics, external data is generated from, and lives, outside of an organization.

- ☐ Internal

3. What are the key characteristics of unstructured data? Select all that apply.

1 / 1 point

- ☐ Clearly identifiable construction

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1 / 1 point

☐ Clearly identifiable construction

☒ May have an internal structure

Unstructured data is not organized in any easily identifiable manner, although it may have an internal structure.

☐ Fits neatly into rows and columns

☒ Unorganized

Unstructured data is not organized in any easily identifiable manner, although it may have an internal structure.

4. Fill in the blank: A data model is used to organize _____ and how they relate to one another.

1 / 1 point

☐ spreadsheet fields

☒ data elements

A data model is used to organize data elements and how they relate to one another. Data elements are pieces of information, such as people's names, account numbers, and addresses.

☐ data visualizations

☐ database structures

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