Your grade: 100%

Your latest: **100%** • Your highest: **100%** • To pass you need at least 75%. We keep your highest score.

Next item →

1. What are cookies?   1 / 1 point

   ○ Types of malware that can damage computers

   ⦿ Small files stored on computers that contain information about users

   > Cookies are small files stored on computers that contain information about users.

   ○ Programs that enable users to access websites

   ○ Pieces of code that store information about a website

2. Fill in the blank: For data analytics projects, _____ data is typically preferred because users know it originated   1 / 1 point
   within the organization.

   ○ third-party

   ⦿ first-party

   > For data analytics projects, first-party data is typically preferred because users know it originated
   > within the organization. First-party data is collected by an individual or group using their own
   > resources.

   ○ second-party

   ○ multi-party

3. A grocery store chain purchases customer data from a credit card company. The grocer uses this data to   1 / 1 point

○ multi-party

3. A grocery store chain purchases customer data from a credit card company. The grocer uses this data to identify its most loyal customers and offer them special promotions and discounts. What type of data is being used in this scenario?

1 / 1 point

○ Third-party

○ Multi-party

○ First-party

⦿ Second-party

> Second-party data is being used. Second-party data is collected by a group directly from its audience and then sold.

4. In data analytics, what term refers to all possible data values in a dataset?

1 / 1 point

○ Source

○ Representation

○ Sample

⦿ Population

> A population refers to all possible data values in a dataset.

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