

Why Big Data and Where Did it Come From?

19 questions

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

- ☐ The Internet
 - ☐ Individual, Unconnected Hospital Databases
 - ☐ Wi-Fi Networks
 - ☐ Social Media
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2.
What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data?

- ☐ Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.
 - ☐ Access of larger storage becomes easier for everyone, which means client-facing services require very large data storage.
 - ☐ 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 on big data usage.
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3.

What is the best description of personalized marketing enabled by big data?

- ☐ Being able to use the data from each customer for marketing needs.
 - ☐ Being able to obtain and use customer information for specific groups and utilize them for marketing needs.
 - ☐ Marketing to each customer on an individual level and suiting to their needs.
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4.

Of the following, which are some examples of personalized marketing related with big data?

- ☐ 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.
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5.

What is the workflow for working with big data?

- ☐ Extrapolation -> Understanding -> Reproducing
 - ☐ Big Data -> Better Models -> Higher Precision
 - ☐ Theory -> Models -> Precise Advice
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6.

Which is the most compelling reason why mobile advertising is related to big 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.
 - ☐ 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.
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7.
What are the three types of diverse data sources?

- ☐ Information Networks, Map Data, and People
 - ☐ Machine Data, Organizational Data, and People
 - ☐ Machine Data, Map Data, and Social Media
 - ☐ Sensor Data, Organizational Data, and Social Media
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8.
What is an example of machine data?

- ☐ Weather station sensor output.
 - ☐ Social Media
 - ☐ Sorted data from Amazon regarding customer info.
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9.
What is an example of organizational data?

- ☐ Disease data from Center for Disease Control.

- ☐ Social Media
 - ☐ Satellite Data
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10.

Of the three data sources, which is the hardest to implement and streamline into a model?

- ☐ Machine Data
 - ☐ People
 - ☐ Organizational Data
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11.

Which of the following summarizes the process of using data streams?

- ☐ Integration -> Personalization -> Precision
 - ☐ Big Data -> Better Models -> Higher Precision
 - ☐ Theory -> Models -> Precise Advice
 - ☐ Extrapolation -> Understanding -> Reproducing
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12.

Where does the real value of big data often come from?

- ☐ Size of the data.
- ☐ Using the three major data sources: Machines, People, and Organizations.
- ☐ Having data-enabled decisions and actions from the insights of new data.
- ☐



Combining streams of data and analyzing them for new insights.

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13.

What does it mean for a device to be "smart"?

- ☐ 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.
 - ☐ Must have a way to interact with the user.
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14.

What does the term "in situ" mean in the context of big data?

- ☐ In the situation
 - ☐ Bringing the computation to the location of the data.
 - ☐ The sensors used in airplanes to measure altitude.
 - ☐ Accelerometers.
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15.

Which of the following are reasons mentioned for why data generated by people are hard to process?

- ☐ The velocity of the data is very high.
 - ☐ Very unstructured data.
 - ☐ They cannot be modeled and stored.
 - ☐ Skilled people to analyze the data are hard to come by.
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16.

What is the purpose of retrieval and storage; pre-processing; and analysis in order to convert multiple data sources into valuable data?

- ☐ Since the multi-layered process is built into the Neo4j database connection.
 - ☐ To enable ETL methods.
 - ☐ To allow scalable analytical solutions to big data.
 - ☐ Designed to work like the ETL process.
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17.

Which of the following are benefits for organization generated data?

- ☐ Improved Safety
 - ☐ Customer Satisfaction
 - ☐ Higher Sales
 - ☐ Better Profit Margins
 - ☐ High Velocity
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18.

What are data silos and why are they bad?

- ☐ 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.
- ☐ Data produced from an organization that is spread out. Bad because it creates unsynchronized and invisible data.

- ☐ A giant centralized database to house all the data produces within an organization. Bad because it is hard to maintain as highly structured data.
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19.

Which of the following is a benefit of data integration?

- ☐ Reduce data complexity.
 - ☐ Unify your data system.
 - ☐ Adds value to big data.
 - ☐ Increase data availability.
 - ☐ Monitoring of data.
 - ☐ Increase data collaboration.
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16 questions unanswered

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