

Quiz - 1 (IBM Professional Readiness Program) Data Analytics

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What is data analytics? *

- ☐ A process of collecting and storing data
- ☐ A process of analyzing and interpreting data
- ☒ A process of presenting data in a visual format
- ☐ A process of using machine learning to predict future outcomes

What is descriptive analytics? *

- ☐ A type of analytics that uses historical data to predict future outcomes
- ☒ A type of analytics that summarizes data to provide insights
- ☐ A type of analytics that identifies patterns in data
- ☐ A type of analytics that uses data visualization to present insights

What is predictive analytics? *

- ☒ A type of analytics that uses historical data to predict future outcomes
- ☐ A type of analytics that summarizes data to provide insights
- ☐ A type of analytics that identifies patterns in data
- ☐ A type of analytics that uses data visualization to present insights



What is the purpose of data cleansing in data analytics? *

- ☐ To remove irrelevant or duplicate data
- ☐ To convert data into a more usable format
- ☐ To fill in missing data values
- ☒ All of the above

What is the purpose of data visualization in data analytics? *

- ☐ To remove irrelevant or duplicate data
- ☐ To convert data into a more usable format
- ☐ To fill in missing data values
- ☒ To present insights in a visual format

What is IBM Cognos Analytics? *

- ☒ A business intelligence tool for analyzing data
- ☐ A database management system
- ☐ A programming language for web development
- ☐ A cloud computing platform



What is the purpose of a data module in IBM Cognos Analytics? *

- ☐ To extract data from a data source
- ☐ To transform data into a usable format
- ☐ To join data from multiple sources
- ☒ All of the above

Business intelligence (BI) is a broad category of application programs which includes *

- ☒ Decision support
- ☐ Data Mining
- ☐ OLAP
- ☐ All of the above

ETL stands for? *

- ☐ Extract, Transfer and Load
- ☒ Extract, Transform and Load
- ☐ Extract, Time and Load
- ☐ Extract, Transform and Loss



Which of the following areas are affected by BI? *

- ☐ Revenue
- ☐ CRM
- ☒ Sales
- ☐ CPM

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