**Introduction:**  This is the reflection report of my Exam 1 (part 1 and 2). I tried to provide correct answers to the following questions which I missed in the exam. For some questions I couldn’t provide correct answer because of the unavailability of the answer options. I used screenshots from the exam instruction for the Question 7 and 9 for the better understanding. In these screenshots I entered my answers. This report contains the questions I missed in the exam. The reason for that is while taking the exam I was suffering from fever, and I was on medication. I couldn’t concentrate properly. That caused me to do miscalculations.

**Exam 1 Part 2:**

**Question 3**

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| Partial Credit | Q1.2 Analytics Activities: Please indicate whether each of the following statements about analytics activities is true or false by typing T (i.e., True) or F (i.e., False).  **[a4]** Sending a special retention deal to those customers who are predicted to churn based on the scoring score computed from the data mining model is an example of evidence generation activity.  **[a2]** Retrieving about 5,000 customers’ transaction data from MegaTelCo’s repository is an example of evidence selection activity.  **[a1]** Obtaining about 5,000 customers’ demographic information from MegaTelCo’s repository is an example of evidence acquisition activity.  **[a3]** Generating the probability that each customer is going to turn over from the data mining model is an example of evidence generation activity.  **[a6]** Creating a customized service package for high-value customers who are projected to turn over based on the data mining model is an example of evidence emission activity.  **[a5]** Producing business rules based on the data mining model and industry standard to determine which customers are our top priority to retain is an example of evidence assimilation activity.  **Correct answer:** [a4] F(because this is an example of evidence emission activity), [a2] F(because it is evidence acquisition activity),[a1] F(because it is evidence acquisition activity), [a3] T, [a6] T, [a5] T. | |  |  |  |
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**Question 4**

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| Partial Credit | Q2.1 If Mark wants to select the records in the past three years, i.e., 2020, 2021, and 2022, using a numerical attribute, year. His team come up with ten possible WHERE statements below. Please indicate whether each of them is true or false by typing T or F respectively, in the front.  **[a1]** WHERE year >=2020 AND year <=2022 (T)  **[a3]** WHERE year >=2020 OR year <=2022 (F)  **[a2]** WHERE year BETWEEN 2020 AND 2022 (T)  **[a4]** WHERE year BETWEEN 2019 AND 2023 (F)  **[a6]** WHERE year IN 2020, 2021, 2022 (F)  **[a5]** WHERE year IN (2020, 2021, 2022) (T)  **[a8]** WHERE year = 2020 OR year=2021 OR year=2022 (T)  **[a9]** WHERE year = 2020 AND year=2021 AND year=2022 (F)  **[a7]** WHERE year > 2019 AND year <2023 (T)  **[a10]** WHERE year = 2020 OR 2021 OR 2022 (F)  You may refer back to our SQL Tutorial in Class 05 or on <https://www.w3schools.com/sql/>. | |  |  |  |
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**Question 6**

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| Partial Credit | Q 2.3 Please indicate whether each of the following statements is true or false by typing T or F in the front, respectively.  **[a1]** The variable *MonthlyCharges* is a continuous numerical variable. **(F)**  **[a2]** The variable *SeniorCitizen* is a discrete numerical variable. (F)  **[a3]** The variable *PaymentMethod* is an ordinal variable. (T)  **[a4]** The variable *Tenure* is a discrete numerical variable. . (F)  **[a7]** The unit of analysis is in this case is transactions. . (F)  **[a5]** As a type of incidental data, profile data such as *gender* in this case is relatively static. . (F)  **[a8]** In this case, the data Mark is using is qualitative. . (F)  **[a6]** In this case, Mark uses internal data that is collected by ongoing business activities. (T) | |  |  |  |
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**Question 7**

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**Question 9**

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**Question 10**

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| Incorrect | Q3.2 Based on our simple criterion, which of the following variables can be considered as a good differentiator? Choose all that apply.  Good differentiators: Dependents, InternetService, Contract, PaymentMethod. | |  |  |  |
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**Exam 1 part 1:**

**Question 1**

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| Incorrect | Which of the following is NOT one of the three key resource for analytics?  (Options are not available) | |  |  |  |
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**Question 4**

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| Incorrect | In the Business Analytics Framework (BAF), which of the following perspectives may be considered as an umbrella concept which covers a combination of definitions in other five perspectives?  Answer: A decisional paradigm | |  |  |  |
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**Question 16**

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| Incorrect | A researcher tries to seek reasons for BYOD (bring your own device) in organizations. Which type of scientific research is involved in this case?  (Options are not available) | |  |  |  |
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**Question 20**

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| Incorrect | Which of the following is NOT true of Hadoop? | |  |  |  |
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| (Options are not available) |  |  |  |  |

**Question 24**

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| Incorrect | The following research model (a nomological network of constructs) is about industry engagement and effective innovation performance. Please read it carefully and indicate which of the following statements about the number of variables is true. Choose all that apply. | |  |  |  |
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