Test your knowledge on the data ecosystem

TOTAL POINTS 4

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1. Which of the following statements best defines data?

   1 / 1 point

   ○ Data is the use of calculations and statistics.

   ○ Data is an assortment of questions.

   ○ Data is a business process.

   ◉ Data is a collection of facts.

   ✓ **Correct**

   Data is a collection of facts. Through analysis, data can be used to draw conclusions and make predictions.

2. Fill in the blank: In data analytics, the data ecosystem refers to the various elements that interact with one another to produce, manage, store, _____, analyze, and share data.

   1 / 1 point

   ○ locate

   ○ ingest

   ○ merge

   ◉ organize

   ✓ **Correct**

   In data analytics, the data ecosystem refers to the various elements that interact with one another to produce, manage, store, organize, analyze, and share data.

3. Which of the following terms refers to the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making?

1 / 1 point

- ( ) Data life cycle
- (●) Data analysis
- ( ) Data elements
- ( ) Data insight

✓ **Correct**

Data analysis refers to the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

4. An airline collects, observes, and analyzes its customers' online behaviors. Then, it uses the insights gained to choose what new products and services to offer. What business process does this describe?

1 / 1 point

- (●) Data-driven decision-making
- ( ) Analytical thinking
- ( ) Performance measurement
- ( ) Collaboration with stakeholders

✓ **Correct**

An airline collecting, observing, and analyzing its customers' online behaviors, then using the insights gained to choose what new products and services to offer, describes data-driven decision making. Data-driven decision-making is using facts to guide business strategy.