1.

Amazon has been collecting review data for a particular product. They have realized that almost 90% of the reviews were mostly a 5/5 rating. However, of the 90%, they realized that 50% of them were customers who did not have proof of purchase or customers who did not post serious reviews about the product. Of the following, which is true about the review data collected in this situation?

Low Veracity

Correct Response

See this video for examples of this concept.

High Veracity

Low Volume

Low Valence

High Volume

High Valence

2.

As mentioned in the slides, what are the challenges to data with high valence?

Complex Data Exploration Algorithms

Correct Response

See this video to review.

Difficult to Integrate

Reliability of Data

3.

Which of the follow is **NOT** one of the 6 V's in big data?

Vision

Correct Response

See this video to review.

Volume

Variety

Veracity

Velocity

Value

Valence

4.

What is the veracity of big data?

The abnormality or uncertainties of data.

Correct Response

See this video to review.

The speed at which data is produced.

The size of the data.

The connectedness of data.

5.

What are the challenges of data with high variety?

Hard in utilizing group event detection.

The quality of data is low.

Hard to integrate.

Correct Response

See this video to review.

Hard to perform emergent behavior analysis.

6.

Which of the following is the best way to describe why it is crucial to process data in real-time?

Batch processing is an older method that is not as accurate as real-time processing.

More expensive to batch process.

More accurate.

Prevents missed opportunities.

Correct Response

See this video to review.

7.

What are the challenges with big data that has high volume?

Cost, Scalability, and Performance

Correct Response

See this video to review.

Effectiveness and Cost

Storage and Accessibility

Speed Increase in Processing