

1.

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



The Internet



Social Media

Correct Response

See [this video](#) for examples of this concept.



Wi-Fi Networks



Individual, Unconnected Hospital Databases

2.

What reasoning was given for why the data storage to price ratio is relevant to big data?



Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.



Access of larger storage becomes easier for everyone, which means client-facing services require very large data storage.

Correct Response

See [this video](#) to review.



It isn't, it was just an arbitrary example on big data usage.



Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.

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.

Correct Response

See [this video](#) for examples of this concept.



Marketing to each customer on an individual level and suiting to their needs.



Being able to obtain and use customer information for specific groups and utilize them for marketing needs.

4.

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



A survey that asks your age and markets to you a specific brand.



News outlets gathering information from the internet in order to report them to the public.



Facebook revealing posts that cater towards similar interests.

Correct Response

See [this video](#) for examples of this concept.

5.

What is the workflow for working with big data?



Theory -> Models -> Precise Advice



Extrapolation -> Understanding -> Reproducing



Big Data -> Better Models -> Higher Precision

Correct Response

See [this video](#) to review.

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.

Correct Response

See [this video](#) for examples of this concept.



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.

7.

What are the three types of diverse data sources?



Sensor Data, Organizational Data, and Social Media



Information Networks, Map Data, and People



Machine Data, Organizational Data, and People

Correct Response

See [this video](#) to review.



Machine Data, Map Data, and Social Media

8.

What is an example of machine data?



Weather station sensor output.

Correct Response

See [this video](#) to review.



Sorted data from Amazon regarding customer info.



Social Media



9.

What is an example of organizational data?



Social Media



Disease data from Center for Disease Control.

Correct Response

See [this video](#) for examples of this concept.



Satellite Data

10.

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



Organizational Data



People

Correct Response

See [this video](#) to review.



Machine Data

11.

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



Integration -> Personalization -> Precision

Correct Response

See [this video](#) to review.



Big Data -> Better Models -> Higher Precision



Theory -> Models -> Precise Advice



Extrapolation -> Understanding -> Reproducing

12.

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



Having data-enabled decisions and actions from the insights of new data.



Size of the data.



Using the three major data sources: Machines, People, and Organizations.



Combining streams of data and analyzing them for new insights.

Correct Response

See [this video](#) to review.

13.

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



Having a specific processing speed in order to keep up with the strain of data processing.



Must have a way to interact with the user.



Connect with other devices and have knowledge on the environment.

Correct Response

See [this video](#) to review.

14.

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



Bringing the computation to the location of the data.

Correct Response

See [this video](#) to review.



In the situation



Accelerometers.



The sensors used in airplanes to measure altitude.

15.

Which of the following are **NOT** the reasons mentioned for why data generated by people are hard to process?



The velocity of the data is very high.



Very unstructured data.



Skilled people to analyze the data are hard to come by.



They cannot be modeled and stored.

Correct Response

This is not always the case. See [this video](#) to review.

16.

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



To enable ETL methods.



Designed to work like the ETL process.



To allow scalable analytical solutions to big data.

Correct Response

See [this video](#) to review.



Since the multi-layered process is built into the Neo4j database connection.



17.

Which of the following are **NOT** the benefits for organization generated data?



Improved Safety



Higher Sales



Better Profit Margins



High Velocity

Correct Response

See [this video](#) to review.



Customer Satisfaction

18.

What are data silos and why is it bad?



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



A giant centralized database to house all the data production within an organization. Bad because it hinders opportunity for data generation.



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

Correct Response

See [this video](#) to review.



Highly unstructured data. Bad because it does not provide meaningful results for organizations.

19.

Which of the following are **NOT** benefits of data integration?



Unify your data system.



Adds value to big data.



Reduce data complexity.



Monitoring of data.

Correct Response

See [this video](#) to review.



Increase data availability.



Increase data collaboration.