



V for the Five V's of Big Data



7/7 points earned (100%)

Quiz passed!

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points

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 (<https://www.coursera.org/learn/intro-to-big-data/lecture/FtiRe/characteristics-of-big-data-veracity>) for examples of this concept.



High Veracity



Low Volume



Low Valence



High Volume



High Valence



1 / 1
points

2.

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



Complex Data Exploration Algorithms



Correct Response

See this video (<https://www.coursera.org/learn/intro-to-big-data/lecture/Wq3Uj/characteristics-of-big-data-valence>) to review.



Difficult to Integrate



Reliability of Data



1 / 1
points

3.

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



Vision



Correct Response

See this video (<https://www.coursera.org/learn/intro-to-big-data/lecture/bDv6j/getting-started-characteristics-of-big-data>) to review.



Volume



Variety



Veracity



Velocity



Value



Valence



1 / 1
points

4.

What is the veracity of big data?



The abnormality or uncertainties of data.



Correct Response

See this video (<https://www.coursera.org/learn/intro-to-big-data/lecture/bDv6j/getting-started-characteristics-of-big-data>) to review.



The speed at which data is produced.



The size of the data.



The connectedness of data.



1 / 1
points

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 (<https://www.coursera.org/learn/intro-to-big-data/lecture/8xHU7/characteristics-of-big-data-variety>) to review.



Hard to perform emergent behavior analysis.



1 / 1
points

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 (<https://www.coursera.org/learn/intro-to-big-data/lecture/r66bU/characteristics-of-big-data-velocity>) to review.



1 / 1
points

7.

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

- ☒ Cost, Scalability, and Performance

Correct Response

See this video (<https://www.coursera.org/learn/intro-to-big-data/lecture/k7hS1/characteristics-of-big-data-volume>) to review.

- ☐ Effectiveness and Cost
- ☐ Storage and Accessibility
- ☐ Speed Increase in Processing

