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Why Big Data and Where Did it Come From?

✔ **19/19** points earned (100%)

Quiz passed!

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✔ 1 / 1 points

1.
Which of the following is an example of big data utilized in action today?

○ The Internet

◉ Social Media

Correct Response
See this video (https://www.coursera.org/learn/intro-to-big-data/lecture/nUYwR/what-launched-the-big-data-era) for examples of this concept.

○ Wi-Fi Networks

○ Individual, Unconnected Hospital Databases

✔ 1 / 1 points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/nUYwR/what-launched-the-big-data-era) 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.

✔   1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/ufY0n/applications-what-makes-big-data-valuable) 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.

✔ 1 / 1
points

4.

Of the following, which are some examples of personalized marketing realted 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 (https://www.coursera.org/learn/intro-to-big-data/lecture/ufY0n/applications-what-makes-big-data-valuable) for examples of this concept.

✔ 1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/ufY0n/applications-what-makes-big-data-valuable) to review.

✔   1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/nUYwR/what-launched-the-big-data-era) 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.
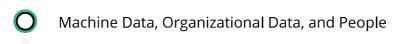

✔   1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/fJjs8/example-saving-lives-with-big-data) to review.

○   Machine Data, Map Data, and Social Media

✔   1 / 1
points

8.
What is an example of machine data?

◉   Weather station sensor output.

Correct Response
See this video (https://www.coursera.org/learn/intro-to-big-data/lecture/fJjs8/example-saving-lives-with-big-data) to review.

○   Sorted data from Amazon regarding customer info.

○   Social Media

✔   1 / 1
points

9.
What is an example of organizational data?

○   Social Media

◉   Disease data from Center for Disease Control.

Correct Response
See this video (https://www.coursera.org/learn/intro-to-big-data/lecture/fJjs8/example-saving-lives-with-big-data) for examples of this concept.

○   Satellite Data

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1 / 1

✓   points

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 (https://www.coursera.org/learn/bigdata-introduction/lecture/fJjs8/example-saving-lives-with-big-data) to review.

○   Machine Data

✓   1 / 1
            points

11.

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

◉   Integration -> Personalization -> Precision

Correct Response
See this video (https://www.coursera.org/learn/intro-to-big-data/lecture/AmVxM/example-using-big-data-to-help-patients) to review.

○   Big Data -> Better Models -> Higher Precision

○   Theory -> Models -> Precise Advice

○   Extrapolation -> Understanding -> Reproducing

✓   1 / 1
            points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/Ty9bg/getting-started-where-does-big-data-come-from) to review.

✔   1 / 1 points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/OSeUQ/machine-generated-data-its-everywhere-and-theres-a-lot) to review.

✔   1 / 1 points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/sRK2G/machine-generated-data-advantages) to review.

◯ In the situation

◯ Accelerometers.

◯ The sensors used in airplanes to measure altitude.

✔ 1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/8Zs5G/big-data-generated-by-people-the-unstructured-challenge) to review.

✔ 1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/GB6fK/big-data-generated-by-people-how-is-it-being-used) to review.

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

✔   1 / 1
points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/KrKYi/organization-generated-data-benefits-come-from-combining-with-other-data-types)to review.

◯   Customer Satisfaction

✔ **1 / 1**
   points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/WACUF/organization-generated-data-structured-but-often-siloed) to review.

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

✔ **1 / 1**
   points

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 (https://www.coursera.org/learn/intro-to-big-data/lecture/f1lDi/the-key-integrating-diverse-data) to review.

○ Increase data availability.

○ Increase data collaboration.