IV. COMPREHENSION CHECK

**Exercise 1. Choose the correct answer(s) to the following questions:**

1. **According to the text, what is data mining useful for?**
2. **to predict outcomes;**
3. to ~~reduce~~ increase revenues;
4. to ~~develop~~ improve customer relationships;
5. to ~~increase~~ cut costs.
6. **What is true about the term “data mining”?**
7. It was widely used until the 1990s.
8. It was not used after the 1990s.
9. It appeared on coins in the 1990s.
10. **It started to be used in the 1990s**.
11. **What is true about descriptive modelling?**
12. It’s one of the methods of data mining.
13. It is focused on the future outcomes.
14. **It can identify groups of customers who bought the same product.**
15. It is used to recommend one or more courses of action.
16. **Why is data mining important?**
17. It allows you to make uninformed decisions.
18. It doubles the information every two years.
19. It helps to understand what information is not relevant.
20. **It helps make decisions faster.**
21. **What spheres is data mining used in?**
22. Banking and insurance;
23. Retail and marketing;
24. Social media;
25. **All of the above.**
26. **What data mining method is used to suggest the best way to act in the future?**
27. Descriptive modeling;
28. **Predictive modeling;**
29. Provocative modelling;
30. Prescriptive modeling.

**Exercise 2. Make up questions based on the text.**

1. What is data mining?
2. What kind of data mining process are there?
3. When did the term "data mining coin?
4. Who can be the target of research by data mining?
5. Why is data mining important?
6. Where is broad range of techniques used?
7. How do banks help a techniques of data mining?
8. How long does predicting model gain outcomes?
9. How many types of model are used in data mining?
10. How important are classified developers in the sphere of artificial intelligence?

**Excercise 4. Insert words from the box into the following sentences.**

1. Using automated data analysis can reduce **tedious** and complex manual calculations and improve the accuracy of the results.
2. Data mining can help produce personalized advertising and geographically targeted **promotions**.
3. Many tools are designed to make it as easy as possible for you to **sift through** the Social Data to find what is useful.
4. Data mining helps marketers **move beyond** general stereotypes and zoom in on the specific customer.
5. Marketing departments can use big data to help their organizations **increase revenues.**
6. With the growing use of information technology and the recent **advances** in web systems, the amount of data available to users has increased exponentially.
7. The application of big data analytics in healthcare has a lot of positive and also life-saving **outcomes.**
8. The vast majority of the volume of data found in Big Data is typically **repetitive** data.
9. Internet of Things and big data are closely **intertwined** and although they are not the same thing, it is very hard to talk about one without the other.
10. Uninstalling an important application can **affect** your computer’s operation.