Why Big Data and Where Did it Come From?
Quiz, 19 questions

17/19 points (89.47%)

✓ **Congratulations! You passed!**

[ Next Item ]

✓

**1 / 1 point**

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

◉ Social Media

> **Correct**
> See this video for examples of this concept.

◯ The Internet

◯ Individual, Unconnected Hospital Databases

◯ Wi-Fi Networks

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✓

**1 / 1 point**

2. What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data?

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

◯ It isn't, it was just an arbitrary example of 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.

◉ Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.

> **Correct**
> See this video to review.

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✓

**1 / 1 point**

3. What is the best description of personalized marketing enabled by big data?

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

◯ Being able to obtain and use customer information for groups of consumers and utilize them for marketing needs.

◉ Being able to use personalized data from every single customer for personalized marketing needs.

> **Correct**
> See this video for examples of this concept.

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✓

**1 / 1 point**

4. Of the following, which are some examples of personalized marketing related to big data?

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

◉ Facebook revealing posts that cater towards similar interests.

> **Correct**
> See this video for examples of this concept.

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

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✓

**1 / 1**

5. What is the workflow for working with big data?

◯ Theory -> Models -> Precise Advice

point

○ Extrapolation -> Understanding -> Reproducing

◉ Big Data -> Better Models -> Higher Precision

**Correct**
See this video to review.

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✔

6.

1 / 1
point

Which is the most compelling reason why mobile advertising is related to big data?

○ Mobile advertising in and of itself is always associated with big data.

◉ Mobile advertising benefits from data integration with location which requires big data.

**Correct**
See this video for examples of this concept.

○ 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.

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✔

7.

1 / 1
point

What are the three types of diverse data sources?

○ Machine Data, Map Data, and Social Media

○ Information Networks, Map Data, and People

◉ Machine Data, Organizational Data, and People

**Correct**
See this video to review.

○ Sensor Data, Organizational Data, and Social Media

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✔

8.

1 / 1
point

What is an example of machine data?

◉ Weather station sensor output.

**Correct**
See this video to review.

○ Sorted data from Amazon regarding customer info.

○ Social Media

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✔

9.

1 / 1
point

What is an example of organizational data?

○ Social Media

◉ Disease data from Center for Disease Control.

**Correct**
See this video for examples of this concept.

○ Satellite Data

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✔

10.

1 / 1
point

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

○ Organizational Data

○ Machine Data

○ People

**Correct**
See this video to review.

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

● Integration -> Personalization -> Precision

**Correct**
See this video to review.

○ Big Data -> Better Models -> Higher Precision

○ Theory -> Models -> Precise Advice

○ Extrapolation -> Understanding -> Reproducing

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✖ 0 / 1 point

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

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

**This should not be selected**
See this video to review.

○ Combining streams of data and analyzing them for new insights.

○ Size of the data.

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

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✔ 1 / 1 point

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

● Connect with other devices and have knowledge of the environment.

**Correct**
See this video to review.

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

○ Must have a way to interact with the user.

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✔ 1 / 1 point

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

○ In the situation

● Bringing the computation to the location of the data.

**Correct**
See this video to review.

○ Accelerometers.

○ The sensors used in airplanes to measure altitude.

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✔ 1 / 1 point

15. Which of the following are reasons mentioned for why data generated by people are hard to process? Choose all that apply.

☑ The velocity of the data is very high.

**Correct**
See this video to review.

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

**Correct**
See this video to review.

☐ They cannot be modeled and stored.

**Un-selected is correct**

☑ Very unstructured data.

**Correct**
See this video to review.

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

**1 / 1 point**

○ Designed to work like the ETL process.

⊙ To allow scalable analytical solutions to big data.

**Correct**
See this video to review.

○ To enable ETL methods.

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

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✔ 17. Which of the following are benefits of organization-generated data? Choose all that apply.

**1 / 1 point**

☑ Higher Sales

**Correct**
See this video to review.

☑ Better Profit Margins

**Correct**
See this video to review.

☐ High Velocity

**Un-selected is correct**

☑ Customer Satisfaction

**Correct**
See this video to review.

☑ Improved Safety

**Correct**
See this video to review.

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✘ 18. What are data silos and why are they bad?

**0 / 1 point**

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

**This should not be selected**
See this video to review.

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

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

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

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✔ 19. Which of the following are benefits of data integration? Choose all that apply.

**1 / 1 point**

☑ Unify your data system.

**Correct**
See this video to review.

☑ Adds value to big data.

**Correct**
See this video to review.

☑ Increase data availability.

**Correct**
See this video to review.

☐ Monitoring of data.

**Un-selected is correct**

☑ Increase data collaboration.

**Correct**
See this video to review.

☑ Reduce data complexity.

**Correct**
See this video to review.