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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 Valence
- ☐ Low Volume
- ☐ High Veracity
- ☐ High Volume
- ☒ Low Veracity

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

- ☐ High Valence

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

- ☒ Complex Data Exploration Algorithms

CorrectSee [this video](#) to review.

- ☐ Difficult to Integrate
- ☐ Reliability of Data

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3. Which of the following are the 6 V's in big data?

- ☐ Vision

Un-selected is correct

- ☐ Variety

CorrectSee [this video](#) to review.

- ☐ Veracity

CorrectSee [this video](#) to review.

- ☐ Volume

CorrectSee [this video](#) to review.

- ☐ Value

CorrectSee [this video](#) to review.

- ☐ Velocity

Correct
See [this video](#) to review.

☒ Valence

Correct
See [this video](#) to review.



4. What is the veracity of big data?

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- ☐ The speed at which data is produced.
- ☒ The abnormality or uncertainties of data.

Correct
See [this video](#) to review.

- ☐ The connectedness of data.
- ☐ The size of the data.



5. What are the challenges of data with high variety?

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- ☐ Hard to perform emergent behavior analysis.
- ☒ Hard to integrate.

Correct
See [this video](#) to review.

- ☐ Hard in utilizing group event detection.
- ☐ The quality of data is low.



6. Which of the following is the best way to describe why it is crucial to process data in real-time?

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- ☒ Prevents missed opportunities.

Correct
See [this video](#) to review.

- ☐ More expensive to batch process.
- ☐ More accurate.
- ☐ Batch processing is an older method that is not as accurate as real-time processing.



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

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- ☒ Cost, Scalability, and Performance

Correct
See [this video](#) to review.

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

