

Quiz

Why Big Data and Where Did it Come From?

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

1 / 1 point

- ☐ Wi-Fi Networks
- ☐ The Internet
- ☒ Social Media
- ☐ Individual, Unconnected Hospital Databases



Correct

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

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

1 / 1 point

- ☐ 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.
- ☐ It isn't, it was just an arbitrary example of big data usage.
- ☐ Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.



Correct

See [this video](#) to review.

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

1 / 1 point

- ☒ Being able to use personalized data from every single customer for personalized marketing needs.
- ☐ 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.



Correct

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

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

1 / 1 point

- ☐ A survey that asks your age and markets to you a specific brand.
- ☒ Facebook revealing posts that cater towards similar interests.
- ☐ News outlets gathering information from the internet in order to report them to the public.

✓ **Correct**

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

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

1 / 1 point

- ☐ Extrapolation -> Understanding -> Reproducing
- ☐ Theory -> Models -> Precise Advice
- ☒ Big Data -> Better Models -> Higher Precision

✓ **Correct**

See [this video](#) to review.

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

1 / 1 point

- ☐ 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 benefits from data integration with location which requires big data.
- ☐ Mobile advertising allows massive cellular/mobile texting to a wide audience, thus providing large amounts of data.

✓ **Correct**

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

7. What are the three types of diverse data sources?

1 / 1 point

- ☐ Machine Data, Map Data, and Social Media
- ☒ Machine Data, Organizational Data, and People
- ☐ Sensor Data, Organizational Data, and Social Media
- ☐ Information Networks, Map Data, and People

✓ **Correct**

See [this video](#) to review.

8. What is an example of machine data?

1 / 1 point

- ☐ Sorted data from Amazon regarding customer info.
- ☐ Social Media
- ☒ Weather station sensor output.

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

9. What is an example of organizational data?

1 / 1 point

- ☐ Social Media
- ☒ Disease data from Center for Disease Control.
- ☐ Satellite Data

✓ **Correct**
See [this video](#) for examples of this concept.

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

1 / 1 point

- ☒ People
- ☐ Organizational Data
- ☐ Machine Data

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

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

1 / 1 point

- ☒ Integration -> Personalization -> Precision
- ☐ Big Data -> Better Models -> Higher Precision
- ☐ Theory -> Models -> Precise Advice
- ☐ Extrapolation -> Understanding -> Reproducing

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

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

1 / 1 point

- ☐ 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

See [this video](#) to review.

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

1 / 1 point

- ☐ Must have a way to interact with the user.
- ☒ Connect with other devices and have knowledge of the environment.
- ☐ Having a specific processing speed in order to keep up with the demands of data processing.



Correct

See [this video](#) to review.

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

1 / 1 point

- ☐ The sensors used in airplanes to measure altitude.
- ☒ Bringing the computation to the location of the data.
- ☐ In the situation
- ☐ Accelerometers.



Correct

See [this video](#) to review.

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

1 / 1 point

- ☐ They cannot be modeled and stored.
- ☒ Skilled people to analyze the data are hard to come by.

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

- ☒ Very unstructured data.

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

- ☒ The velocity of the data is very high.

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

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

- ☐ Since the multi-layered process is built into the Neo4j database connection.
- ☒ To allow scalable analytical solutions to big data.
- ☐ To enable ETL methods.
- ☐ Designed to work like the ETL process.

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

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.

☐ High Velocity

☒ Improved Safety



Correct

See [this video](#) to review.

☒ Better Profit Margins



Correct

See [this video](#) to review.

☒ Customer Satisfaction



Correct

See [this video](#) to review.

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

1 / 1 point

- ☒ Data produced from an organization that is spread out. Bad because it creates unsynchronized and invisible data.
- ☐ Highly unstructured data. Bad because it does not provide meaningful results for organizations.
- ☐ 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.



Correct

See [this video](#) to review.

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

1 / 1 point

☒ Adds value to big data.

✓ **Correct**

See [this video](#) to review.

☒ Unify your data system.

✓ **Correct**

See [this video](#) to review.

☒ Increase data availability.

✓ **Correct**

See [this video](#) to review.

☐ Monitoring of data.

☒ Reduce data complexity.

✓ **Correct**

See [this video](#) to review.

☒ Increase data collaboration.

✓ **Correct**

See [this video](#) to review.