

## **Analytics Overview**

**1. A company collects customer data and uses statistical methods to analyze purchasing patterns. This approach is part of which phase in the analytical workflow?**

- A. Data collection
- B. Data preparation
- C. Data analysis
- D. Data visualization

**Answer: C**

**2. An analyst wants to explore a dataset to uncover patterns without any prior hypothesis. What is the most suitable technique for this?**

- A. Supervised learning
- B. Exploratory data analysis (EDA)
- C. Predictive modeling
- D. Time-series forecasting

**Answer: B**

**3. A company collects vast amounts of data from customer interactions, but it struggles to derive meaningful insights. What should be their next step?**

- A. Ignore the data and continue with traditional methods
- B. Improve the data preparation and cleaning process
- C. Continue collecting more data without analysis
- D. Skip visualization and go straight to modeling

**Answer: B**

**4. An analyst uses machine learning to build a predictive model for customer churn based on past customer behavior. What phase of the analytical workflow is this?**

- A. Data collection
- B. Data preparation
- C. Modeling
- D. Reporting

**Answer: C**

**5. A company wants to understand current market trends based on historical data and future predictions. Which of the following would be the most effective tool?**

- A. Descriptive analysis
- B. Predictive analysis
- C. Prescriptive analysis

D. Exploratory data analysis (EDA)

**Answer: B**

**6. A business leader wants to understand the effects of a new marketing campaign on sales. Which part of the analytical workflow should be prioritized?**

A. Data collection

B. Predictive modeling

C. Descriptive analytics

D. Visualization

**Answer: B**

**7. When preparing data for analysis, which of the following steps is most crucial to ensure the accuracy of the results?**

A. Visualization

B. Data cleaning and transformation

C. Reporting

D. Model testing

**Answer: B**

**8. What is the role of prescriptive analytics in the analytical workflow?**

A. It predicts future outcomes

B. It suggests actions to optimize business outcomes based on predictive analytics

C. It summarizes data for reporting purposes

D. It visualizes trends and relationships

**Answer: B**

**9. A retail company has been using Excel to analyze sales data, but as data grows larger, they adopt SPSS for better analysis. What trend does this shift represent?**

A. Transition from manual to automated workflows

B. Shift from predictive to prescriptive analysis

C. Increased use of qualitative data

D. Transition from offline to online tools

**Answer: A**

**10. Which of the following file formats can SPSS import data from?**

A. Excel (.xls, .xlsx)

B. CSV (.csv)

C. SQL Databases

D. All of the above

**Answer: D**