Week 1 Quiz

Quiz, 12 questions

1.

What statement below best describes why we do data analytics in business?

Refer to the following video for a refresher: video 1.

○   Analytics improve our understanding of how the business works

○   We must show a return on the investment we make in data & analytical resources

○   We need specific insights to make business decisions

○   We have to calculate & report financial results to owners / shareholders

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2.

What should you consider as you approach an analytical problem and in which order? Identify correct order for the following ideas / steps.

For example, if you think they are already in the correct order, correct answer would be ABCDEF.

A. Sourcing Data

B. Analysis Outputs

C. Execute Analysis

D. Analysis Methods

E. Define Decision

F. Data Needs

Refer to the following video for a refresher: video 1.

○   ABCDEF:

      A. Sourcing Data

      B. Analysis Outputs

      C. Execute Analysis

      D. Analysis Methods

      E. Define Decision

      F. Data Needs

○   EBDAFC

      E. Define Decision

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A. Sourcing Data

F. Data Needs

C. Execute Analysis

○   EBDFAC

E. Define Decision

B. Analysis Outputs

D. Analysis Methods

F. Data Needs

A. Sourcing Data

C. Execute Analysis

○   BDFACE

B. Analysis Outputs

D. Analysis Methods
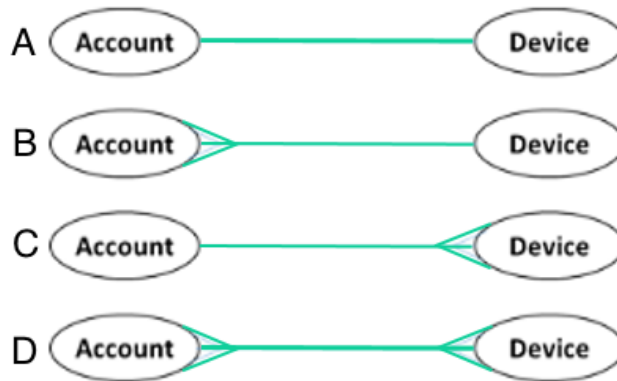
F. Data Needs

A. Sourcing Data

C. Execute Analysis

E. Define Decision

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3.

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A (Account)────────────(Device)

B (Account)>───────────(Device)

C (Account)───────────<(Device)

D (Account)>──────────<(Device)

A - shows oval with account connected to oval with device by straight line

B - shows oval with account connected to oval with device by straight line – forked end on Account side

C - shows oval with account connected to oval with device by straight line – forked end on Device side

D - shows oval with account connected to oval with device by straight line – forked end on both sides

Refer to the following video for a refresher: video 2.

○   A

○   B

○   C

○   D

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4.
For the next 5 questions that describe types of metrics, select a source that best describes where the following data might come from:

The average temperature of a turbine bearing over the last 8 hours

Refer to the following video for a refresher: video 1.

○   Billing System

○   Usage Tracking System

○   Customer Relationship Management System

○

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○   Ticketing / Workflow System

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5.
Select a source that best describes where the following data might come from:

The number of developers allocated to a company software project

○   Billing System

○   Usage Tracking System

○   Customer Relationship Management System

○   Machine Data System

○   Enterprise Resource Planning System

○   Ticketing / Workflow System

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6.
Select a source that best describes where the following data might come from:

Household water consumption by month

○   Billing System

○   Usage Tracking System

○   Customer Relationship Management System

○   Machine Data System

○   Enterprise Resource Planning System

○   Ticketing / Workflow System

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7.

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○   Billing System

○   Usage Tracking System

○   Customer Relationship Management System

○   Machine Data System

○   Enterprise Resource Planning System

○   Ticketing / Workflow System

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8.
Select a source that best describes where the following data might come from:

The average age of customers in Madison, Wisconsin

○   Billing System

○   Usage Tracking System

○   Customer Relationship Management System

○   Machine Data System

○   Enterprise Resource Planning System

○   Ticketing / Workflow System

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9.
Why is it important for data analysts to understand the value-chain (process) associated with information and the analytical process?

Refer to the following videos for a refresher: videos 3 and 4

What do you think?

Your answer cannot be more than 10000 characters.

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Identify correct order of steps in the Information-Action Value Chain.

Refer to the following videos for a refresher: videos 3 and 4.

○   ABCDEFGHI

    A. Develop Strategy & Plan

    B. Deliver the Pitch

    C. Events & Characteristics in the Real World

    D. Take Action

    E. Data Capture by Source Systems

    F. Data Extraction

    G. Data Storage

    H. Analytical Methods

    I. Summarize & Interpret Results

○   CEFGHIABD

    C. Events & Characteristics in the Real World

    E. Data Capture by Source Systems

    F. Data Extraction

    G. Data Storage

    H. Analytical Methods

    I. Summarize & Interpret Results

    A. Develop Strategy & Plan

    B. Deliver the Pitch

    D. Take Action

○   CEGFHIABD

    C. Events & Characteristics in the Real World

    E. Data Capture by Source Systems

    G. Data Storage

    F. Data Extraction

    H. Analytical Methods

    I. Summarize & Interpret Results

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        D. Take Action

◯   CEGFHIBAD

        C. Events & Characteristics in the Real World

        E. Data Capture by Source Systems

        G. Data Storage

        F. Data Extraction

        H. Analytical Methods

        I. Summarize & Interpret Results

        B. Deliver the Pitch

        A. Develop Strategy & Plan

        D. Take Action

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11.

Why do we bring data together into a common location (select all that apply)?

Refer to the following video for a refresher: video 3.

☐   We can establish relationships among data sources

☐   It's more convenient for extraction to have data in one place

☐   Sometimes we can't access source systems directly

☐   Source data may be unstructured or not formatted for analysis

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12.

What type of analytics would you use to determine the best way to route delivery trucks to minimize miles driven or gasoline consumed?

Refer to the following video for a refresher: video 4.

◯   Descriptive

◯   Predictive

◯   Transitive

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