Your grade: 100%

Your latest: **100%** • Your highest: **100%** • To pass you need at least 80%. We keep your highest score.

Next item →

1. What is the main problem with big data information integration?

   ○ Pay-as-you-go model
   ● Many sources
   ○ Probabilistic Schema Mapping
   ○ Mediated Schema

   ✓ **Correct**

   1 / 1 point

2. What would be the two possible solutions associated with "big data" information integration as mentioned in lecture? (Choose 2)

   ☑ Pay-as-you-go Model

   ✓ **Correct**

   ☑ Probabilistic Schema Mapping

   ✓ **Correct**

   ☐ Mediated Schema
   ☐ Attribute Grouping
   ☐ Customer Transactions

   1 / 1 point

3. What are mediated schemas?

   ● Schema created from integrating two or more schemas.
   ○ Schemas created entirely from attribute grouping.
   ○ A type of probabilistic schema mapping.
   ○ Schemas created from customer info.

   ✓ **Correct**

   1 / 1 point

4. In attribute grouping, how would one evaluate if two attributes should go together? (Choose 2)

   ☐ Integrated Views
   ☐ Customer Interaction
   ☑ Probability of Two Attributes Co-occurring

   ✓ **Correct**

   ☑ Similarity of Attributes

   ✓ **Correct**

   ☐ Candidate Designs

   1 / 1 point

5. What is a data item?

   ○ The real worth of a data value.
   ○ Data found in a mediated schema.
   ○ Data found in a customer transaction.
   ● Data that represents an aspect of a real-world entity.

   ✓ **Correct**

   1 / 1 point

6. What is data fusion?

   ○ Another term for customer analytics.
   ● Extracting the true value of a data item.
   ○ Extracting true sources from a data source.
   ○ Extracting a global value from a data source.

   ✓ **Correct**

   1 / 1 point

7. What is a potential problem of having too many data sources as mentioned in lecture?

   ○ Schema mapping becomes impossible.
   ○ Too much data processing required for compression.
   ● Too many data values.
   ○ None, the problem is not a problem when using big data methodologies.

   ✓ **Correct**

   1 / 1 point

8. What do we mean when we say "the true value of a data item"?

   ○ Another term for data fusion.
   ○ Data created from statistical estimations.
   ● Extrapolated data from a data item that represents the worth of that item.

   ✓ **Correct**
   Good job! When the instructor mentioned Data Fusion around 1:15 in the Integration for Multichannel Customer Analytics. He talks about data fusion and how data items will provide a value. It is here that we learn about how there is true value hidden within data items. True value represents the actual thing you are trying to get out of a data item. Often times data items could be too messy or too complicated for any real meaning.

   1 / 1 point

9. What is a potential method to deal with too many data sources as mentioned in lecture?

   ○ Randomly select a sample of sources to represent the various data sources.
   ○ Take less samples per tick.
   ○ None, the more the better.
   ● Compare and weigh each source by their trustworthiness.

   ✓ **Correct**

   1 / 1 point