1. What is the primary goal of data analytics?
a) To collect data
b) To clean data
c) To extract meaningful insights from data
d) To store data

2. Which of the following is a common technique used in data analytics?
a) Data mining
b) Data visualization
c) Statistical analysis
d) All of the above

3. What does the term 'big data' refer to?
a) Data that is too large to be processed by traditional data processing tools
b) Data that is stored in large databases
c) Data that is collected from big organizations
d) Data that is collected from social media platforms

4. Which of the following is NOT a type of data analysis?
a) Descriptive analysis
b) Predictive analysis
c) Prescriptive analysis
d) Regressive analysis

5. What is the purpose of data visualization in data analytics?
a) To store data
b) To clean data
c) To present data in a graphical format for easier interpretation
d) To collect data

6. Which of the following is a common data visualization tool?
a) Microsoft Excel
b) Tableau
c) Power BI
d) All of the above

7. What is the first step in the data analytics process?
a) Data cleaning
b) Data collection
c) Data visualization
d) Data interpretation

8. Which of the following is a common challenge in data analytics?
a) Data privacy concerns
b) Data inconsistency
c) Data overload
d) All of the above

9. What is the purpose of data cleaning in data analytics?
a) To remove irrelevant data
b) To correct errors in the data
c) To handle missing data
d) All of the above

10. Which of the following is a key component of data analytics?
a) Data collection
b) Data cleaning
c) Data analysis
d) All of the above

11. What is the difference between mean and median?

A. Mean is the middle value; median is the average.
B. Mean is the average; median is the middle value.
C. Both represent the average.
D. Mean and median are used interchangeably.

12. What does the term "outlier" mean in data analysis?

A. The most common value in a dataset
B. Unusual or extreme values in a dataset
C. The difference between mean and median
D. The last value in a sorted dataset

13. How is the range of a dataset calculated?

A. The difference between the largest and smallest values
B. The sum of all values
C. The product of all values
D. The average of all values

14. What is the significance of the term "standard deviation"?

A. Measuring central tendency
B. Describing the spread or dispersion of data
C. Identifying the most frequent value
D. Representing the range of values

15. CASE STUDY

Uber Surge Pricing

Uber employs data analytics to implement surge pricing, adjusting fares based on demand and supply in real-time. This dynamic pricing strategy ensures efficient service delivery and maximizes revenue. This case study showcases the use of data analytics in the transportation industry.