

1. List two things you can do with Big Data analysis. You need to describe two applications and explain why Big Data can be used to take in action in those applications. (2 points)
  
2. Which of the following is an example of big data utilized in action today? (Single choice)(0.5 point)
  - A. Individual, Unconnected Hospital Databases
  - B. The newspaper
  - C. Social Media
  - D. Wi-Fi Networks
  
3. What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data? (Single choice) (0.5 point)
  - A. Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.
  - B. It isn't, it was just an arbitrary example of big data usage.
  - C. Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.
  - D. Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.
  
4. What is the best description of personalized marketing enabled by big data? (Single choice) (0.5 point)
  - A. Being able to obtain and use customer information for groups of consumers and utilize them for marketing needs.
  - B. Being able to use personalized data from every single customer for personalized marketing needs.
  - C. Marketing to each customer by calling each of them.
  
5. Of the following, which is an example of personalized marketing related with big data? (Single choice) (0.5 point)
  - A. Google ordering ads to show items based on recent and past search results.
  - B. News outlets gathering information from the internet in order to report them to the public.
  - C. A survey that asks your age and markets to you a specific brand.

6. What is the workflow for working with big data? (Single choice) (0.5 point)

- A. Big Data -> Better Models -> Higher Precision
- B. Extrapolation -> Understanding -> Reproducing
- C. Theory -> Models -> Precise Advice

7. What are the three types of diverse data sources? (Single choice) (0.5 point)

- A. Machine Data, Map Data, and Social Media
- B. Sensor Data, Organizational Data, and Social Media
- C. Information Networks, Map Data, and People
- D. Machine Data, Organizational Data, and People

8. What is an example of machine data? (Single choice) (0.5 point)

- A. Sorted data from Amazon regarding customer info.
- B. Weather station sensor output.
- C. Social Media

9. Of the three data sources, which is the hardest to implement and streamline into a model? (Single choice) (0.5 point)

- A. Organizational Data
- B. People
- C. Machine Data

10 What does the term "in situ" mean in the context of big data? (Single choice) (0.5 point)

- A. Bringing the computation to the location of the data.
- B. The sensors used in airplanes to measure altitude.
- C. Accelerometers.
- D. In the situation

11. Amazon has been collecting review data for a particular product. They have realized that almost 90% of the reviews were mostly a 5/5 rating. However, of the 90%, they realized that 50% of them were customers who did not have proof of purchase or customers who did not post serious reviews about the product. Of the following, which is true about the review data collected in this situation? (Single choice) (0.5 point)

- A. High Volume
- B. High Veracity
- C. Low Volume
- D. High Valence
- E. Low Veracity

12. As mentioned in the slides, what are the challenges to data with a high valence? (Single choice) (0.5 point)

- A. Complex Data Exploration Algorithms

- B. Difficult to Integrate
- C. Reliability of Data

13. Which of the following are the 6 V's in big data? (Six choices) (0.5 point)

- A. Value
- B. Velocity
- C. Volume
- D. Veracity
- E. Variety
- F. Vision
- G. Valence

14. (The following two questions pertain to the census.csv data in Splunk exercises)

What is the approximate population of La Paz county in the state of Arizona for the CENSUS2010POP (column H)? (Choose the best answer) (Single choice) (0.5 point)

- A.25000
- B.15000
- C.10000
- D.20000

15. In the following four countries in the state of Wyoming, which of them has the smallest estimated population? (Single choice) (0.5 point)

- A. Uinta
- B. Niobrara
- C. Platte
- D. Sweetwater