

1. What are some characteristics of small data? Select all that apply.
  - a. Useful when making day-to-day decisions
  - b. Likely to focus on specific metrics
  - c. Often organized and analyzed using spreadsheets
  - d. Has a significant impact on large frameworks
  
2. Fill in the blank: Big data typically involves large datasets containing data from long \_\_\_\_\_, which has to be organized before analysis.
  - a. research projects
  - b. business presentations
  - c. sales campaigns
  - d. time periods
  
3. A data professional works with data that is stored in a database. They use SQL to sort and analyze it in order to ensure the insights are as accurate as possible. What type of data are they most likely using?
  - a. Small
  - b. External
  - c. Big
  - d. Internal
  
4. When considering the benefits and challenges of big data, which of the “four V words” describe the amount of data being analyzed?
  - a. Variety
  - b. Veracity
  - c. Velocity
  - d. Volume