

1. What type of data is the height of a skyscraper?
 - a. Continuous
 - b. Nominal
 - c. Discrete
 - d. Qualitative

2. In data analytics, what is the term for data that is generated from, and lives, outside of an organization?
 - a. Internal
 - b. Peripheral
 - c. External
 - d. Outer

3. What are the key characteristics of unstructured data? Select all that apply.
 - a. Clearly identifiable construction
 - b. Fits neatly into rows and columns
 - c. May have an internal structure
 - d. Unorganized

4. Fill in the blank: A data model is used to organize _____ and how they relate to one another.
 - a. spreadsheet fields
 - b. data elements
 - c. database structures
 - d. data visualizations