

1. Which of the following statements accurately describe data? Select all that apply.
 - a. There are no limitations to data, as data measures are standard across users.
 - b. Data can reveal important patterns, trends, and insights.
 - c. Data is a collection of facts.
 - d. Data is used to help organizations make more informed decisions.
2. Fill in the blank: An _____ is a process or set of rules that may be followed in order to perform a specific task
 - a. attribute
 - b. observation
 - c. algorithm
 - d. Equation
3. A data professional at a web design firm collects data about website users. The data indicates the number of times each user visits the website. It also shows the duration of their visits, in seconds. What type of data is being collected?
 - a. Narrative
 - b. Qualitative
 - c. Quantitative
 - d. Redundant
4. A human resources manager collects feedback from employees during their exit interviews. The employees are asked to share their feelings about company culture, which benefits they enjoyed most, and suggestions for ways to improve performance. What type of data is the manager collecting?
 - a. Qualitative
 - b. Incomplete
 - c. Quantitative
 - d. Numerical