

Week 1 Quiz Solutions

1. What is the correct definition of data analytics?

Examining raw data in order to draw conclusions about the information

2. How is the current huge volume of structured and unstructured data sets impacting organizations?

It is providing organizations with the ability to gain insights once technologically impossible or economically impractical

3. What does data and analytics give organizations the ability to do?

Identify growth opportunities, drive innovation and operate more efficiently

4. What are the four steps organizations use to solve problems?

Planning, Implementation, Measurement, and Course Correction

5. Over the past year, sales of your client's product have decreased by 35% in South America, but have grown by 15% in all other parts of the world. At what phase of the business problem solving process would you use analytics to build future state scenarios?

Planning

6. By blending the art of leadership and judgment with the science of analytic excellence, what can organizations do?

Make better and faster decisions

7. Why do we have a data and analytics framework?

It allows organizations to move through data analysis in an organized way

8. What are the aspects of the data and analytics framework?

Discovery, Insights, Actions, Outcomes

9. An organization needs to understand why things are happening in their organization. What type of analytics should they use?

Diagnostic analytics

10. An organization is trying to determine if they should increase the production of their product. To help answer the question of how much their customers are likely to buy in the future, what type of analytics should this organization perform?

Predictive analytics

11. What does Adaptive and Autonomous analytics do?

Builds a real-world model, takes actions and learns from the environment