

Business Analytics



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Test Solutions

- What are the main characteristics of Big Data?
 - A) Volume, Variety, Velocity, Veracity and Volatility.
 - **B) Volume, Variety, Velocity, Veracity and Value.**
 - C) Variety, Velocity and Value.
 - D) Volume, Variety and Velocity.
- Classification of Big Data
 - A) Data Sources, Content Format and Data Stores
 - B) Data Staging and Data Processing
 - **C) All other answers are correct**
- Data Management process related with Big Data includes
 - A) Acquisition and Recording
 - B) Extraction, Cleaning and Annotation
 - C) Integration, Aggregation and Representation
 - **D) All other answers are correct**

Test Solutions

- What is the difference between analytics and business analytics?
 - A) Analytics is focused on business and on improving business value and performance
 - B) Business Analytics is focused on descriptive, predictive and prescriptive analytics and on storing and maintaining data
 - **C) Analytics is focused on what is happening and what will be happening. Additionally Business Analytics identifies what is the best strategy to deal with it**
 - D) None of the other answers is correct
- What is the difference between business analytics and business intelligence?
 - A) Business Intelligence is focused on what is happening now, and what have we done in the past to deal with it
 - B) Business Analytics is focused on what is happening now, what will be happening and what is the best strategy to deal with it
 - C) Business Intelligence mainly uses descriptive analytics and is focused on data storage and maintenance
 - **D) All other answers are correct**

Test Solutions

- Why is it important to know the history of other technologies?
 - **A) Because this way we can learn from previous mistakes in the implementation of other technologies and not repeat them.**
 - B) Because it is always interesting to know the history of a subject in order to demonstrate our knowledge
 - C) History is not important and serves no useful purpose
 - D) None of the other answers is correct
- The two main processes linked to Big Data are:
 - **A) Data Management and Analytics**
 - B) Data Management and Decision processes
 - C) Data Modelling and Representation
 - D) None of the other answers is correct
- The three types of analytics that we can identify are:
 - A) Descriptive, Prescriptive and Business Oriented
 - **B) Descriptive, Predictive and Prescriptive**
 - C) Descriptive, Predictive and Representative

Test Solutions

- Value is one of the characteristics of Big Data, it means that:
 - **A) A result should be generated after all of the procedures and the results should enrich the process**
 - B) It is the most important characteristic of big data. It represents the size of the big data set
 - C) It is the accuracy of the data. The data should be acquired from correct resources and its security should be provided. Only authorized people should have the access permission
 - D) All other answers are correct
- What aspects should be taken into account in the definition of Big Data.
 - A) The data should be complex and multiple together with its size
 - B) There is no single, acceptable definition of Big Data
 - C) Conventional methods have difficulty in analyzing big data sets and new methods and technologies are needed
 - **D) All other answers are correct**

Thank You



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