Quiz - Chapter 2

Due Jan 26 at 11:59pm   **Points** 100   **Questions** 21
Available Jan 19 at 8pm - Jan 26 at 11:59pm 7 days   **Time Limit** 60 Minutes
Allowed Attempts 4

This quiz was locked Jan 26 at 11:59pm.

Attempt History

	Attempt	Time	Score
LATEST	[Attempt 1](#)	27 minutes	100 out of 100

Score for this attempt: **100** out of 100
Submitted Jan 26 at 10:50pm
This attempt took 27 minutes.

Question 1   4 / 4 pts

When telling a story during a presentation, it is best to avoid describing hurdles that your character must overcome, to avoid souring the mood.

○ True

Correct!   ◉ False

Question 2   4 / 4 pts

The data storage component of a business reporting system builds the various reports and hosts them for, or disseminates them to users. It also provides notification, annotation, collaboration, and other services.

○ True

◉ False

Question 3   4 / 4 pts

Data is the main ingredient for any BI, data science, and business analytics initiative.

Correct!

◉ True

○ False

Question 4   4 / 4 pts

To respond to its market challenges, SiriusXM decided to focus on manufacturing efficiency.

○ True

Correct!

◉ False

Question 5   4 / 4 pts

In the Dallas Cowboys case study, the focus was on using data analytics to decide which players would play every week.

○ True

Correct!

◉ False

Question 6

5 / 5 pts

This technique makes no *a priori* assumption of whether one variable is dependent on the other(s) and is not concerned with the relationship between variables; instead it gives an estimate on the degree of association between the variables.

○ regression

Correct!

◉ correlation

○ means test

○ multiple regression

Question 7

5 / 5 pts

Benefits of the latest visual analytics tools, such as SAS Visual Analytics, include all of the following EXCEPT

○ mobile platforms such as the iPhone are supported by these products.

○ it is easier to spot useful patterns and trends in the data.

Correct!

◉ they explore massive amounts of data in hours, not days.

○ there is less demand on IT departments for reports.

Question 8

5 / 5 pts

This measure of central tendency is the sum of all the values/observations divided by the number of observations in the data set.

○ dispersion

○ mode

○ median

● arithmetic mean

Question 9

5 / 5 pts

What is the fundamental challenge of dashboard design?

○ ensuring that users across the organization have access to it

○ ensuring that the organization has the appropriate hardware onsite to support it

○ ensuring that the organization has access to the latest Web browsers

● ensuring that the required information is shown clearly on a single screen

Question 10

5 / 5 pts

Which characteristic of data means that all the required data elements are included in the data set?

○ data source reliability

○ data accessibility

○ data richness

○ data granularity

Question 11

5 / 5 pts

When you tell a story in a presentation, all of the following are true EXCEPT

○ a story should make sense and order out of a lot of background noise.

⦿ a well-told story should have no need for subsequent discussion.

○ stories and their lessons should be easy to remember.

○ the outcome and reasons for it should be clear at the end of your story.

Question 12

5 / 5 pts

This measure of dispersion is calculated by simply taking the square root of the variations.

⦿ standard deviation

○ range

○ variance

○ arithmetic mean

Question 13

5 / 5 pts

Kaplan and Norton developed a report that presents an integrated view of success in the organization called

○ metric management reports.

◉ balanced scorecard-type reports.

○ dashboard-type reports.

○ visual reports.

Question 14   5 / 5 pts

Typical charts, graphs, and other visual elements used in visualization-based applications usually involve _____ dimensions.

> 2

orrect Answers

two

2

Question 15   5 / 5 pts

Information dashboards enable _____ operations that allow the users to view underlying data sources and obtain more detail.

> drill-down

orrect Answers

drill-down

Question 16

5 / 5 pts

_____ charts are effective when you have nominal data or numerical data that splits nicely into different categories so you can quickly see comparative results and trends within your data.

Correct!

Bar

orrect Answers

Bar

Question 17

5 / 5 pts

With a dashboard, information on sources of the data being presented, the quality and currency of underlying data provide contextual _____ for users.

Correct!

metadata

orrect Answers

metadata

Question 18

5 / 5 pts

_____ statistics is about drawing conclusions about the characteristics of the population.

Correct!

inferential

orrect Answers

Inferential

Question 19

5 / 5 pts

Dashboards present visual displays of important information that are consolidated and arranged on a single _____.

Correct!

screen

orrect Answers   screen

Question 20

5 / 5 pts

_____ are typically used together with other charts and graphs, as opposed to by themselves, and show postal codes, country names, etc.

Correct!

Maps

orrect Answers   Maps

Question 21

5 / 5 pts

_____ charts are useful in displaying nominal data or numerical data that splits nicely into different categories so you can quickly see comparative results and trends.

Correct!

Bar

orrect Answers   Bar

Quiz Score: **100** out of 100