Quiz - Chapter 4

Due Feb 16 at 11:59pm **Points** 100 **Questions** 21

Available Feb 4 at 12am - Feb 16 at 11:59pm 13 days Time Limit 42 Minutes

This quiz was locked Feb 16 at 11:59pm.

Attempt History

	ıpt	Time	Score
LATEST Attem	<u>pt 1</u>	20 minutes	100 out of 100

Score for this quiz: 100 out of 100

Submitted Feb 16 at 9:39pm This attempt took 20 minutes.

	Question 1	4 / 4 pts
	Converting continuous valued numerical variables to ranges and c is referred to as discretization.	ategories
Correct!	True	
	○ False	

	Question 2	4 / 4 pts
	During classification in data mining, a false positive is an occurre classified as true by the algorithm while being false in reality.	nce
Correct!	True	
	○ False	

	Question 3	4 / 4 pts
	Using data mining on data about imports and exports can help t avoidance and money laundering.	o detect tax
Correct!	True	
	○ False	
	Question 4	4 / 4 pts
	Open-source data mining tools include applications such as IBN Modeler and Dell Statistica.	/ISPSS
	○ True	
Correct!	False	
	Question 5	4 / 4 pts
	In the opening case, police detectives used data mining to identinew areas of inquiry.	tify possible
	○ True	
Correct!	False	

Correct!	Question 6	5 / 5 pts
	Clustering partitions a collection of things into segments whose meshare	embers
	similar characteristics.	
	dissimilar characteristics.	
	similar collection methods.	
	dissimilar collection methods.	

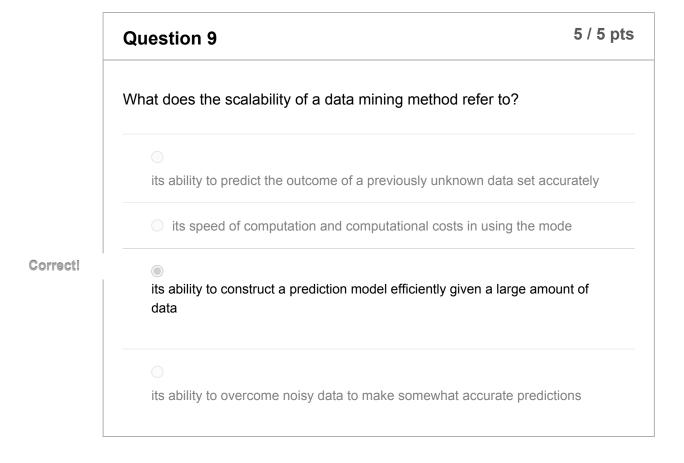
Question 7	5 / 5 pts
What is the main reason parallel processing is sometimes used fo mining?	r data
because the hardware exists in most organizations, and it is available	to use
 because most of the algorithms used for data mining require it 	
because of the massive data amounts and search efforts involved	
because any strategic application requires parallel processing	
	What is the main reason parallel processing is sometimes used for mining? because the hardware exists in most organizations, and it is available to because most of the algorithms used for data mining require it because of the massive data amounts and search efforts involved

Question 8 5 / 5 pts

What does the robustness of a data mining method refer to?

its ability	y to predict the outcome of a previously unknown data set accurate
its sp	peed of computation and computational costs in using the mode
its ability data	y to construct a prediction model efficiently given a large amount of

Correct!



Question 10	5 / 5 pts
In the Target case study, why did Target send a teen maternity ads	s?

Target's analytic model confused her with an older woman with a similar name.

Target was sending ads to all women in a particular neighborhood.

Target's analytic model suggested she was pregnant based on her buying habits.

Target was using a special promotion that targeted all teens in her geographical area.

Understanding customers better has helped Amazon and others become more successful. The understanding comes primarily from

collecting data about customers and transactions.

developing a philosophy that is data analytics-centric.

analyzing the vast data amounts routinely collected.

asking the customers what they want.

Question 12

Which broad area of data mining applications partitions a collection of objects into natural groupings with similar features?

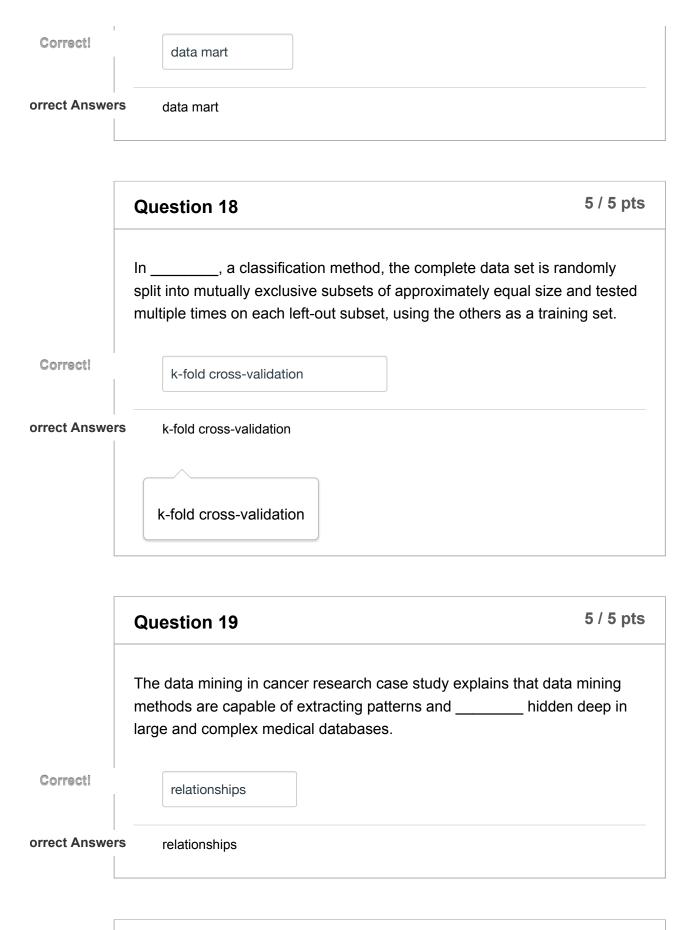
associations

	visualization
	classification
rect!	clustering
	Question 13 5 / 5 pt
	In estimating the accuracy of data mining (or other) classification models, the true positive rate is
ect!	
	the ratio of correctly classified positives divided by the total positive count.
	the ratio of correctly classified negatives divided by the total negative count.
	the ratio of correctly classified positives divided by the sum of correctly classified positives and incorrectly classified positives.
	the ratio of correctly classified positives divided by the sum of correctly classified positives and incorrectly classified negatives.
	Question 14 5 / 5 pt
	Data preparation, the third step in the CRISP-DM data mining process, is more commonly known as

orrect Answers CRISP-DM

> 5 / 5 pts **Question 17**

In the Dell case study, engineers working closely with marketing, used lean software development strategies and numerous technologies to create a highly scalable, singular _____.



Question 20 5 / 5 pts

	Patterns have been manually from data by humans for centuries, but the increasing volume of data in modern times has created a need for more automatic approaches.
Correct!	extracted
orrect Answer	's extracted
_	
	Question 21 5 / 5 pts
	Data are often buried deep within very large, which sometimes contain data from several years.
Correct!	databases
orrect Answer	rs databases

Quiz Score: 100 out of 100