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## Test your knowledge on the data ecosystem

GESAMTPUNKTZAHL 4

1. Which of the following statements best defines data?

1 / 1 Punkten

- ☐ Data is an assortment of questions.
- ☐ Data is a business process.
- ☒ Data is a collection of facts.
- ☐ Data is the use of calculations and statistics.

✓ Richtig

Data is a collection of facts. Through analysis, data can be used to draw conclusions and make predictions.

2. Fill in the blank: In data analytics, the data ecosystem refers to the various elements that interact with one another to produce, manage, store, \_\_\_\_, analyze, and share data.

1 / 1 Punkten

- ☒ organize
- ☐ ingest
- ☐ locate
- ☐ merge

✓ Richtig

In data analytics, the data ecosystem refers to the various elements that interact with one another to produce, manage, store, organize, analyze, and share data.

3. Which of the following terms refers to the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making?

1 / 1 Punkten

- ☐ Data insight
- ☒ Data analysis
- ☐ Data elements
- ☐ Data life cycle

✓ Richtig

Data analysis refers to the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

4. An airline collects, observes, and analyzes its customers' online behaviors. Then, it uses the insights gained to choose what new products and services to offer. What business process does this describe?

1 / 1 Punkten

- ☐ Analytical thinking
- ☐ Collaboration with stakeholders
- ☐ Performance measurement
- ☒ Data-driven decision-making

✓ Richtig

An airline collecting, observing, and analyzing its customers' online behaviors, then using the insights gained to choose what new products and services to offer, describes data-driven decision making. Data-driven decision-making is using facts to guide business strategy.