

- [Home](#)  
[Announcements](#)  
[Assignments](#)  
[Discussions](#)  
[Grades](#)  
[People](#)  
[Pages](#)  
[Files](#)  
[Syllabus](#)  
[Quizzes](#)  
[Modules](#)  
[Collaborations](#)  
[Lucid \(Whiteboard\)](#)

# Quiz #1

Due	Mar 25 at 3pm	Points	30	Questions	30	Available	Mar 21 at 12pm - Mar 25 at 3pm
Time Limit	30 Minutes	Allowed Attempts	2				

This quiz was locked Mar 25 at 3pm.

## Attempt History

	Attempt	Time	Score
KEPT	Attempt 2	28 minutes	25 out of 30
LATEST	Attempt 2	28 minutes	25 out of 30
	Attempt 1	24 minutes	23 out of 30

! Correct answers are hidden.

Score for this attempt: 25 out of 30  
Submitted Mar 25 at 1:32pm  
This attempt took 28 minutes.

### Last Attempt Details:

Time:	28 minutes
Current Score:	25 out of 30
Kept Score:	25 out of 30

2 Attempts so far  
[View Previous Attempts](#)  
No More Attempts available

### Question 1

1 / 1 pts

A retail store needs to decide where to place new products for optimal visibility and sales. Which type of data would be MOST useful for guiding this decision?

- ☐ The retail must give the people for them to purchase in the store
- ☒ Market basket analysis of transaction records to know often purchases
- ☐ Sensor reading on product in data sets
- ☐ All of its products to have data set.

### Question 2

1 / 1 pts

After Data are are are collected they only have to focus on one data.

☐ True

☒ False

### Question 3

1 / 1 pts

Only data collection has to be ethical

☐ True

☒ False

### Question 4

1 / 1 pts

For a cable company, there is something of a problem when the data does not improve.

☐ Data that to help speed and all has good to go, no data or improving is good.

☒

Data to find and access speed and provide connection speed for customer to access internet.

☐ What is important for the the provider for good and reliability

☐ No matter how, we are always best and does not see other providers.

### Question 5

1 / 1 pts

A local library has a lot of audiobooks to do for easy search, so all audiobooks has to be all the right.

☐ True

☒ False

### Question 6

1 / 1 pts

The main goal of every organization is always the most useful, which will ensure the important data even if unethical.

☐ True

☒ False

### Question 7

1 / 1 pts

If a manager wants the location of the the team to see how is the report he needs what?

☐ The team should and make sure that all is followed and do good

☒ To know if the team has good, by getting the spatial and get a location

☐ I'm the manager so all of that's good and get the data at all.

- ☐ Get the map of the address and no matter if true, they should be it.

### Question 8

1 / 1 pts

After finding some information in your account, it is okay to access any type of information of the user

- ☐ True
- ☒ False

Incorrect

### Question 9

0 / 1 pts

What must be done on a data with the team having racial bias.

- ☐ The most Ethical consideration will have it and this needs to have and work out right.
- ☐ Not at all I should have to learn anything about what is wrong
- ☒ Ethical are more good and that is important, as we have been working here a long time and know better.
- ☐ No matter what bias I have, the team has is always right

### Question 10

1 / 1 pts

If a government needs to threaten its national security, what should it avoid?

- ☐ we need to detect the government agencies.
- ☐ social media accounts must know everything about them.
- ☒ government is at it all and we just got in the account all the time
- ☐ national agencies is no longer that important

### Question 11

1 / 1 pts

A manufacturing plant wants to proactively avoid equipment breakdowns for what is best to do?

- ☐ The data collected to be the same and it is good to go.
- ☐ Collect the right process and data that matches
- ☐ Check the machine is working and there is no data at any type of analysis.
- ☒ Sensors and collect what happens to it before the machine does.

### Question 12

1 / 1 pts

What should an E-store use to make sure what the trend is?

- ☐ Ask the owners friends that it must be good, so it trends.
- ☐ Look at what's the best outfit and sell it, with no data from customer.
- ☒ Make a recommendations of store can have customer that will like and personalized outfit for customer to like.

- ☐ Personal should be that are popular and trendy

Incorrect

### Question 13

0 / 1 pts

If you need to make a good report or sales, what does one needs to avoid?

- ☐ to make it be for customers what's the best product for them.
- ☐ I need to my product and who cares if all is right
- ☐ to get the data is correct or all the info in data to sell product.
- ☒ Only data, not at all to check if this data that comes is great.

### Question 14

1 / 1 pts

If there will be a storm, it should follow that it only have trend to do.

- ☐ True
- ☒ False

### Question 15

1 / 1 pts

Even if fraud occurs, the company says that the fraudulent should be used, but the users need to see what is important

☐ True

☒ False

### Question 16

1 / 1 pts

A supermarket discovers that customers who buy diapers frequently also buy beer. What is the MOST effective action based on this information?

☐ Offer a discount on diapers

☒ Place diapers and beer close together

☐ Raise the price of diapers

☐ Remove beer from the store

### Question 17

1 / 1 pts

A healthcare provider wants to predict the risk of developing certain diseases based on patient history. Which data mining application would be most beneficial?

☒ Disease Prediction

☐ Customer Churn Prediction

☐ Fraud Detection

☐ Credit Risk Assessment

### Question 18

1 / 1 pts

If the user had a bad taste because of the company you are working with has had racial bias, which statement does the user have?

- ☐ Ethical data the mining process must be biased
- ☐ Ethical considerations should be biased and unfair
- ☐ There should be compliance with regulations.
- ☒ Ethical considerations should be addressed fairness and privacy

Incorrect

### Question 19

0 / 1 pts

A local library should use multimedia data mining to automatically classify genres, even if it means some audiobooks are miscategorized due to inconsistent tagging in its catalog.

- ☐ True
- ☒ False

### Question 20

1 / 1 pts

Only data collection has to be ethical

- ☐ True
- ☒ False

1 / 1 pts



**Question 21**

1 / 1 pts

A bank is experiencing a high rate of fraudulent transactions. Which data mining application should be the MOST helpful?

- ☒ Fraud Detection
- ☐ Customer Churn Prediction
- ☐ Network Optimization
- ☐ Credit Risk Assessment

**Question 22**

1 / 1 pts

A retail store wants to gain a full report of the sales of its product to understand where to improve and where to sell to increase product?

- ☐ Performance monitoring
- ☒ Comprehensive view
- ☐ Comprehensible sales and performance
- ☐ Comprehensible View

**Question 23**

1 / 1 pts

The main goal of every organization is always the most useful, which will ensure the important data even if unethical.

- ☐ True

☒ False

#### Question 24

1 / 1 pts

After finding some information in your account, it is okay to access any type of information of the user

☐ True

☒ False

Incorrect

#### Question 25

0 / 1 pts

The best technique in data in image databases to see or recognize objects is

Convolution Neural Network

#### Question 26

1 / 1 pts

An e-commerce site notices unusual website access and purchases. Which type of data mining is it being used here?

☐ unusual users segmentation

☐ unusual customers for customers

☒ Anomaly detected

☐ unusual behavior

### Question 27

1 / 1 pts

A government agency needs to identify potential threats to national security. Which data mining area would be BEST suited for this?

☐ Disaster Response

☐ Location-Based Marketing

☐ Environmental Monitoring

☒ National Security

### Question 28

1 / 1 pts

To become data to understand more, i need to become more data collection with no type of format

☐ True

☒ False

### Question 29

1 / 1 pts

Which can you use to identify long-term trends and patterns?

- ☐ Strategic data
- ☐ Trend Sales
- ☒ Trend analysis
- ☐ Comprehensive Sales

Incorrect

### Question 30

0 / 1 pts

What supports data-driven at the highest levels?

Data governance

Quiz Score: **25** out of 30

◀ Previous

Next ▶