



Why Big Data and Where Did it Come From?

LATEST SUBMISSION GRADE

100%

1. Which of the following is an example of big data utilized in action today?

1 / 1 point

- ☒ Social Media
- ☐ Wi-Fi Networks
- ☐ Individual, Unconnected Hospital Databases
- ☐ The Internet



Correct

See [this video](#) for examples of this concept.

2. What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data?

1 / 1 point

- ☒ Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.
- ☐ Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.
- ☐ It isn't, it was just an arbitrary example of big data usage.
- ☐ Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.

3. What is the best description of personalized marketing enabled by big data?

1 / 1 point

- ☒ Being able to use personalized data from every single customer for personalized marketing needs.
- ☐ Marketing to each customer on an individual level and suiting to their needs.
- ☐ Being able to obtain and use customer information for groups of consumers and utilize them for marketing needs.

 **Correct**

See [this video](#) for examples of this concept.

4. Of the following, which are some examples of personalized marketing related to big data?

1 / 1 point

- ☐ News outlets gathering information from the internet in order to report them to the public.
- ☒ Facebook revealing posts that cater towards similar interests.
- ☐ A survey that asks your age and markets to you a specific brand.

 **Correct**

See [this video](#) for examples of this concept.

5. What is the workflow for working with big data?

1 / 1 point

- ☒ Big Data -> Better Models -> Higher Precision
- ☐ Theory -> Models -> Precise Advice
- ☐ Extrapolation -> Understanding -> Reproducing



Correct

See [this video](#) to review.

6. Which is the most compelling reason why mobile advertising is related to big data?

1 / 1 point

- ☐ Mobile advertising allows massive cellular/mobile texting to a wide audience, thus providing large amounts of data.
- ☒ Mobile advertising benefits from data integration with location which requires big data.
- ☐ Since almost everyone owns a cell/mobile phone, the mobile advertising market is large and thus requires big data to contain all the information.
- ☐ Mobile advertising in and of itself is always associated with big data.



Correct

See [this video](#) for examples of this concept.

7. What are the three types of diverse data sources?

1 / 1 point

- ☐ Machine Data, Map Data, and Social Media
- ☐ Sensor Data, Organizational Data, and Social Media
- ☒ Machine Data, Organizational Data, and People
- ☐ Information Networks, Map Data, and People



Correct

See [this video](#) to review.

8. What is an example of machine data?

1 / 1 point

- ☐ Sorted data from Amazon regarding customer info.
- ☐ Social Media
- ☒ Weather station sensor output.



Correct

See [this video](#) to review.

9. What is an example of organizational data?

1 / 1 point

- ☐ Social Media
- ☐ Satellite Data
- ☒ Disease data from Center for Disease Control.



Correct

See [this video](#) for examples of this concept.

10. Of the three data sources, which is the hardest to implement and streamline into a model?

1 / 1 point

- ☐ Machine Data
- ☒ People
- ☐ Organizational Data



Correct

See [this video](#) to review.

11. Which of the following summarizes the process of using data streams?

1 / 1 point

- ☒ Integration -> Personalization -> Precision
- ☐ Big Data -> Better Models -> Higher Precision
- ☐ Theory -> Models -> Precise Advice
- ☐ Extrapolation -> Understanding -> Reproducing



Correct

See [this video](#) to review.

12. Where does the real value of big data often come from?

1 / 1 point

- ☒ Combining streams of data and analyzing them for new insights.
- ☐ Using the three major data sources: Machines, People, and Organizations.
- ☐ Having data-enabled decisions and actions from the insights of new data.
- ☐ Size of the data.



Correct

See [this video](#) to review.

13. What does it mean for a device to be "smart"?

1 / 1 point

- ☐ Must have a way to interact with the user.
- ☒ Connect with other devices and have knowledge of the environment.
- ☐ Having a specific processing speed in order to keep up with the demands of data processing.



Correct

See [this video](#) to review.

14. What does the term "in situ" mean in the context of big data?

1 / 1 point

- ☐ In the situation
- ☒ Bringing the computation to the location of the data.
- ☐ Accelerometers.
- ☐ The sensors used in airplanes to measure altitude.



Correct

See [this video](#) to review.

15. Which of the following are reasons mentioned for why data generated by people are hard to process? Choose all that apply.

1 / 1 point

☐ They cannot be modeled and stored.

☒ The velocity of the data is very high.



Correct

See [this video](#) to review.

☒ Skilled people to analyze the data are hard to come by.



Correct

See [this video](#) to review.

☒ Very unstructured data.



Correct

See [this video](#) to review.

16. What is the purpose of retrieval and storage; pre-processing; and analysis in order to convert multiple data sources into valuable data?

1 / 1 point

- ☐ Designed to work like the ETL process.
- ☒ To allow scalable analytical solutions to big data.
- ☐ To enable ETL methods.
- ☐ Since the multi-layered process is built into the Neo4j database connection.

✓ **Correct**

See [this video](#) to review.

17. Which of the following are benefits of organization-generated data? Choose all that apply.

1 / 1 point

☐ High Velocity

☒ Higher Sales

✓ **Correct**

See [this video](#) to review.

☒ Improved Safety

✓ **Correct**

See [this video](#) to review.

☒ Better Profit Margins

✓ **Correct**

See [this video](#) to review.

☒ Customer Satisfaction

✓ **Correct**

See [this video](#) to review.

18. What are data silos and why are they bad?

1 / 1 point

- ☒ Data produced from an organization that is spread out. Bad because it creates unsynchronized and invisible data.
- ☐ A giant centralized database to house all the data produces within an organization. Bad because it is hard to maintain as highly structured data.
- ☐ A giant centralized database to house all the data production within an organization. Bad because it hinders opportunity for data generation.
- ☐ Highly unstructured data. Bad because it does not provide meaningful results for organizations.



Correct

See [this video](#) to review.

19. Which of the following are benefits of data integration? Choose all that apply.

1 / 1 point

- ☒ Unify your data system.



Correct

See [this video](#) to review.



Increase data availability.



Correct

See [this video](#) to review.



Increase data collaboration.



Correct

See [this video](#) to review.



Reduce data complexity.



Correct

See [this video](#) to review.



Adds value to big data.



Correct

See [this video](#) to review.



Monitoring of data.