



# Data Mining

TOTAL POINTS 5

1. According to the reading, the output of a data mining exercise largely depends on:

1 point

- ☐ The data scientist.
- ☐ The programming language used.
- ☒ The quality of the data.
- ☐ The scope of the project.

2. When data are missing in a systematic way, you can simply extrapolate the data or impute the missing data by filling in the average of the values around the missing data.

1 point

- ☐ True.
- ☒ False.

3. What is an example of a data reduction algorithm?

1 point

- ☐ Prior Variable Analysis.
- ☐ Cojoint Analysis.
- ☐ A/B Testing.
- ☒ Principal Component Analysis.

4. After the data are appropriately processed, transformed, and stored, machine learning and non-parametric methods are a good starting point for data mining.

1 point

- ☐ True.
- ☒ False.

5. "Formal evaluation could include testing the predictive capabilities of the models on observed data to see how effective and efficient the algorithms have been in reproducing data." This is known as:

1 point

- ☒ In-sample forecast.
- ☐ Prototyping.
- ☐ Reverse engineering.
- ☐ Overfitting.

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