

Why Big Data and Where Did it Come From?

Pergunta 1

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

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

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

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

Pergunta 3

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

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

Pergunta 4

Of the following, which is an example of personalized marketing related with big data?

- ☐ News outlets gathering information from the internet in order to report them to the public.
- ☒ Google ordering ads to show items based on recent and past search results.
- ☐ A survey that asks your age and markets to you a specific brand.

Pergunta 5

What is the workflow for working with big data?

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

Pergunta 6

Which is the most compelling reason why mobile advertising is related to 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 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.
- ☐ Mobile advertising in and of itself is always associated with big data.

Pergunta 7

What are the three types of diverse data sources?

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

Pergunta 8

What is an example of machine data?

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

Pergunta 9

What is an example of organizational data?

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

Pergunta 10

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

- ☐ Organizational Data
- ☒ People
- ☐ Machine Data

Pergunta 11

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

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

Pergunta 12

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

- ☐ Size of the data.
- ☒ 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.

Pergunta 13

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

- ☒ Collect data and services autonomously.
- ☐ Having a specific processing speed in order to keep up with the demands of data processing.
- ☐ Must have a way to interact with the user.

Pergunta 14

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

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

Pergunta 15

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

- ☒ The velocity of the data is very high.
- ☒ Very unstructured data.
- ☒ Skilled people to analyze the data are hard to come by.
- ☐ They cannot be modeled and stored.

Pergunta 16

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

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

Pergunta 17

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

- ☒ Customer Satisfaction
- ☐ High Velocity
- ☒ Higher Sales
- ☒ Better Profit Margins
- ☒ Improved Safety

Pergunta 18

What are data silos and why are they bad?

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

Pergunta 19

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

- ☒ Increase data collaboration.
- ☒ Unify your data system.
- ☐ Monitoring of data.
- ☒ Reduce data complexity.
- ☒ Adds value to big data.
- ☒ Increase data availability.