Why Big Data and Where Did it Come From?

Passed

19/19 points earned (100%)

Quiz passed!

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Correct

1 / 1 points

1.

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

○

The Internet

◉

Social Media

Correct Response
See this video for examples of this concept.

○

Wi-Fi Networks

○

Individual, Unconnected Hospital Databases

Correct

1 / 1 points

2.

What reasoning was given for why the data storage to price ratio is relevant to big data?

○

Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.

○

Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.

◉

Access of larger storage becomes easier for everyone, which means client-facing services require very large data storage.

Correct Response
See [this video](#) to review.

○

It isn't, it was just an arbitrary example on big data usage.

Correct
1 / 1 points

3.

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

○

Being able to obtain and use customer information for specific groups and utilize them for marketing needs.

◉

Being able to use the data from each customer for marketing needs.

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

○

Marketing to each customer on an individual level and suiting to their needs.

Correct
1 / 1 points

4.

Of the following, which are some examples of personalized marketing realted with big data?

○

A survey that asks your age and markets to you a specific brand.

◉

Facebook revealing posts that cater towards similar interests.

Correct Response
See this video for examples of this concept.

○

News outlets gathering information from the internet in order to report them to the public.

Correct

1 / 1 points

5.

What is the workflow for working with big data?

◉

Big Data -> Better Models -> Higher Precision

Correct Response
See this video to review.

○

Theory -> Models -> Precise Advice

○

Extrapolation -> Understanding -> Reproducing

Correct

1 / 1 points

6.

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

○

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.

◯

Since almost everyone owns a cell/mobile phone, the mobile advertising market is large and thus requires big data to contain all the information.

Correct
1 / 1 points

7.

What are the three types of diverse data sources?

◯

Sensor Data, Organizational Data, and Social Media

◉

Machine Data, Organizational Data, and People

◯

Information Networks, Map Data, and People

◯

Machine Data, Map Data, and Social Media

Correct
1 / 1 points

8.

What is an example of machine data?

◉

Weather station sensor output.

○

Sorted data from Amazon regarding customer info.

○

Social Media

Correct
1 / 1 points

9.

What is an example of organizational data?

◉

Disease data from Center for Disease Control.

Correct Response
See this video for examples of this concept.

○

Social Media

○

Satellite Data

Correct
1 / 1 points

10.

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

◉

People

Correct Response
See this video to review.

○

Organizational Data

○

Machine Data

11.

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

◉

Integration -> Personalization -> Precision

Correct Response
See this video to review.

○

Big Data -> Better Models -> Higher Precision

○

Theory -> Models -> Precise Advice

○

Extrapolation -> Understanding -> Reproducing

12.

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

○

Size of the data.

○

Using the three major data sources: Machines, People, and Organizations.

○

Having data-enabled decisions and actions from the insights of new data.

◉

Combining streams of data and analyzing them for new insights.

Correct Response
See this video to review.

Correct

13.

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

O

Having a specific processing speed in order to keep up with the strain of data processing.

⦿

Connect with other devices and have knowledge on the environment.

Correct Response
See this video to review.

O

Must have a way to interact with the user.

Correct

1 / 1 points

14.

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

O

Accelerometers.

O

In the situation

O

The sensors used in airplanes to measure altitude.

⦿

Bringing the computation to the location of the data.

Correct Response
See this video to review.

Correct

1 / 1 points

15.

Which of the following are **NOT** the reasons mentioned for why data generated by people are hard to process?

○

Very unstructured data.

○

The velocity of the data is very high.

◉

They cannot be modeled and stored.

Correct Response

This is not always the case. See this video to review.

○

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

Correct

1 / 1 points

16.

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

○

Designed to work like the ETL process.

○

To enable ETL methods.

◉

To allow scalable analytical solutions to big data.

Correct Response

See this video to review.

○

Since the multi-layered process is built into the Neo4j database connection.

Correct

1 / 1 points

17.

Which of the following are **NOT** the benefits for organization generated data?

○ Improved Safety

◉ High Velocity

○ Customer Satisfaction

○ Higher Sales

○ Better Profit Margins

Correct

1 / 1 points

18.

What are data silos and why is it bad?

○ 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.

⭕

Highly unstructured data. Bad because it does not provide meaningful results for organizations.

Correct

1 / 1 points

19.

Which of the following are **NOT** benefits of data integration?

⭕

Unify your data system.

⭕

Adds value to big data.

⭕

Increase data collaboration.

⭕

Increase data availability.

⭕

Reduce data complexity.

◉

Monitoring of data.