Started on	Tuesday, 2 October 2018, 7:41 PM
State	Finished
Completed on	Tuesday, 2 October 2018, 7:51 PM
Time taken	9 mins 27 secs
Marks	26.00/26.00
Grade	**100.00** out of 100.00
Feedback	Excellent

Which of the following commands will split the plotting window into 4 X 3 windows and where the plots enter the window column wise.

Select one:

- a. par(split=c(4,3))
- b. par(col=c(4,3))
- c. par(mfcol=c(4,3)) ✓
- d. par(mfrow=c(4,3))

Question 2

Correct

Mark 1.00 out of 1.00

Test & Train data sets help in which of the following

Select one:

- a. Data Summarisation
- b. Validation ✓
- c. Establishing the business problem
- d. Data Cleaning

Question 3

Correct

Mark 1.00 out of 1.00

Uni-variate & Bi-variate analyses are part of which phase in data analytics project workflow ?

Select one:

- a. Data Understanding ✓
- b. Modelling
- c. Data Collection
- d. Data Cleaning

Question 4

Correct

Mark 1.00 out of 1.00

What will the given code do : txn_data[1:8,] ?

Select one:

- a. Get all rows from and all columns
- b. Get rows from 1 to 8 with all columns ✓
- c. Get columns from 1 to 8 with all rows
- d. Get rows from 1 to 8 with no columns

Question 5

Correct

Mark 1.00 out of 1.00

Which of the below analytics involve predicting future based on historical data?

Select one:

- a. Prescriptive
- b. Predictive ✓
- c. Descriptive
- d. All of the above

Question 6

Correct

Mark 1.00 out of 1.00

Which of the below code correctly read a CSV file?

Select one:

- a. txn_data<-read_csv(“Online_Data_new v01.csv”)
- b. txn_data<-read.Csv(Online_Data_new v01.csv)
- c. txn_data<-read.csv(“Online_Data_new v01.csv”) ✓
- d. txn_data<-read.csv(Online_Data_new v01.csv)

Question 7

Correct

Mark 1.00 out of 1.00

Which of the below is not an R object ?

Select one:

- a. Vectors
- b. Lists
- c. CSV ✓
- d. Data Frame

Question 8

Correct

Mark 1.00 out of 1.00

Which of the below is not Categorical variable ?

Select one:

- a. Fuel type in Car
- b. Gender
- c. Income grouped in different bins
- d. Number of Vehicles ✓

Question 9

Correct

Mark 1.00 out of 1.00

Which of the following is not helpful in marketing for doing various analytical projects and analysing data ?

Select one:

- a. SPSS
- b. Brownie ✓
- c. Python
- d. R

Question 10

Correct

Mark 1.00 out of 1.00

Which of the following is segmentation technique ?

Select one:

- a. Hierarchical Clustering
- b. RFM segmentation
- c. All ✓
- d. K-Means Clustering

Question 11

Correct

Mark 1.00 out of 1.00

If we find following relationship between Marks(Y) with hours_studied & gender(Male=0/ Female=1)

Y=10+3*hours_studied+5*Gender. Now, if a female student Geeta studies for 25 hours then should be her marks?

Select one:

- a. 75
- b. 85
- c. Need more information/data inconsistent
- d. 90 ✓

Question 12

Correct

Mark 1.00 out of 1.00

A regression analysis between weight (y) and height (x) resulted in the following least squares line: y = 120 + 5* x. This implies that if the height is increased by 1 inch, the weight is expected to ?

Select one:

- a. None of the above
- b. increase by 5 pound ✓
- c. increase by 125 pound
- d. increase by 1 pound

Question 13

Correct

Mark 1.00 out of 1.00

Five numbers are given: (5, 10, 15, 5, 15). Now, what would be the sum of deviations of individual data points from their mean?

Select one:

- a. None of the above
- b. 25
- c. 50
- d. 0 ✓
- e. 10

Question 14

Correct

Mark 1.00 out of 1.00

If a positively skewed distribution has a median of 50, which of the following statement is true?

Select one:

- a. Mean is less than 50
- b. Mean is < 50 and Mode > 50
- c. Mean is > 50 and Mode < 50 ✓
- d. Mode is greater than 50
- e. Mean is greater than 50
- f. Mode is less than 50

Question 15

Correct

Mark 1.00 out of 1.00

An insurance company defines loss as the claims that a customer would file for during the policy term. The risk management team has run the regression with the available data. What would be final equation if we have below linear regression model output.

Loss		
	Coefficient	p-value
Intercept	10	
Age	2	0.005
Income	5	0.5
Gender	-1	0.00001

Select one:

- a. Loss=10+2*Age+Gender ✓
- b. Loss=10+2*Age-Gender
- c. Loss=10+2* Age+5*Income
- d. Loss=10+5* Income

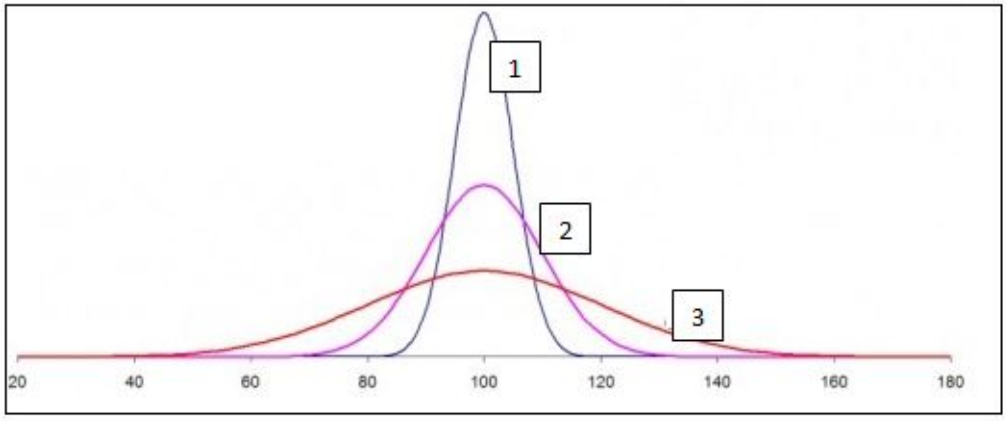
Question 16

Correct

Mark 1.00 out of 1.00

σ1, σ2 and σ3 represent the standard deviations for curves 1, 2 and 3 respectively.

For the below normal distribution, which of the following option holds true ?



Select one:

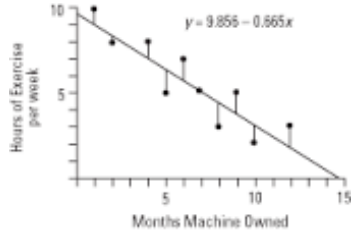
- a. σ1> σ2> σ3
- b. σ1< σ2< σ3 ✓
- c. None
- d. σ1= σ2= σ3

Question 17

Correct

Mark 1.00 out of 1.00

In a scatter diagram, the vertical distance of a point above or below regression line is known as



Select one:

- a. Prediction Error
- b. Prediction
- c. Prediction Error and Residual ✓
- d. Residual

Question 18

Correct

Mark 1.00 out of 1.00

Standard deviation is robust to outliers?

Select one:

- a. False ✓
- b. True

Question 19

Correct

Mark 1.00 out of 1.00

The line described by the linear regression equation (OLS) attempts to ____ ?

Select one:

- a. Minimize the squared distance from the points ✓
- b. Pass through as few points as possible
- c. Pass through as many points as possible.
- d. Minimize the number of points it touches

Question 20

Correct

Mark 1.00 out of 1.00

Which of the following measures of central tendency will always change if a single value in the data changes?

Select one:

- a. Median
- b. All of these
- c. Mean ✓
- d. Mode

Question 21

Correct

Mark 1.00 out of 1.00

Which of these measures are used to analyze the central tendency of data?

Select one:

- a. Mean and Normal Distribution
- b. Mean, Median and Mode ✓
- c. Mode and Range
- d. Standard Deviation, Range and Mean
- e. Median, Range and Normal Distribution

Question 22

Correct

Mark 1.00 out of 1.00

A Ski manager of a resort wants to understand the customer base with all the demographic data available. What possible analytical technique would you like to propose to segment them ?

Select one:

- a. Linear Regression
- b. Clustering ✓
- c. Market Basket
- d. Logistic Regression

Question 23

Correct

Mark 1.00 out of 1.00

If customer decides to not use your product or service, such customers are categorised as _____ customers ?

Select one:

- a. Burnt
- b. Non-Profitable
- c. Cool
- d. Churned ✓

Question 24

Correct

Mark 1.00 out of 1.00

The basic underlying rule behind the _____ principle is that in almost every case, 80% of the total problems incurred are caused by 20% of the problem causes ?

Select one:

- a. PPPP
- b. Pareto ✓
- c. NPS
- d. CRISP

Question 25

Correct

Mark 1.00 out of 1.00

Match the following Data Mining Technique with Business problem

Predict whether Customer will buy a Product(Car) or not based on Gender and Income of Person, Brand, Price, Mileage of the car	Decision Tree ✓
Find Association between frequently purchased items in Electronic Shop for items have have support > 0.05 and confidence > 0.7	Market Basket Analysis ✓
Predicting Sales on Price and Promotion	Linear Regression ✓
Segment the Customers into 3 classes based on income, gender, education	Clustering ✓
Predict Probability of Credit Card Default by Customer	Logistic Regression ✓

Question 26

Correct

Mark 1.00 out of 1.00

Put the order of sequence in doing Market Basket Analysis

- ✓ Read the data from Transactions Format
- ✓ Find Frequently purchased items using eclat
- ✓ Plot most frequently purchased items
- ✓ Perform association rules using arules. Select appropriate value of minimum support and confidence
- ✓ Interpret the rules using lift and find most interesting and associated items.
- Plot the rules using arulesviz

◄ Mock Test on Analytics in R

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