## Congratulations! You passed!

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

- ○ Individual, Unconnected Hospital Databases
- ○ The Internet
- ◉ Social Media
- ○ Wi-Fi Networks

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**

- ○ 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.
- ○ Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.
- ◉ Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.

Correct
See this video to review.

**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.
- ○ 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.

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**

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

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**

- ○ 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.
- ◉ Mobile advertising benefits from data integration with location which requires big data.
- ○ Mobile advertising allows massive cellular/mobile texting to a wide audience, thus providing large amounts of data.

Correct
See this video for examples of this concept.

**7.** What are the three types of diverse data sources? **1 / 1 point**

- ○ Sensor Data, Organizational Data, and Social Media
- ○ Information Networks, Map Data, and People
- ○ Machine Data, Map Data, and Social Media
- ◉ Machine Data, Organizational Data, and People

Correct
See this video to review.

**8.** What is an example of machine data? **1 / 1 point**

- (•) Weather station sensor output.
- ( ) Social Media
- ( ) Sorted data from Amazon regarding customer info.

Correct
See this video to review.

**9.** What is an example of organizational data? **1 / 1 point**

- ( ) Satellite Data
- ( ) Social Media
- (•) 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**

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

Correct
See this video to review.

**13.** What does it mean for a device to be "smart"? **1 / 1 point**

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

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.
- ( ) The sensors used in airplanes to measure altitude.
- ( ) Accelerometers.

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**

- [x] Very unstructured data.

Correct
See this video to review.

- [x] The velocity of the data is very high.

Correct
See this video to review.

- [ ] They cannot be modeled and stored.

- [x] Skilled people to analyze the data are hard to come by.

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**

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

Correct
See this video to review.

**17.** Which of the following are benefits of organization-generated data? Choose all that apply. **1 / 1 point**

- [x] Customer Satisfaction

Correct
See this video to review.

- [ ] High Velocity
- [x] Improved Safety

Correct
See this video to review.

- [x] Better Profit Margins

Correct
See this video to review.

- [x] Higher Sales

Correct
See this video to review.

**18.** What are data silos and why are they bad? **1 / 1 point**

- ( ) 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.

Correct
See this video to review.

**19.** Which of the following are benefits of data integration? Choose all that apply. **1 / 1 point**

- [x] Adds value to big data.

Correct
See this video to review.

- [x] Increase data collaboration.

Correct
See this video to review.

- [x] Increase data availability.

Correct
See this video to review.

- [x] Unify your data system.

Correct
See this video to review.

- [x] Reduce data complexity.

Correct
See this video to review.

- [ ] Monitoring of data.