

Chapter 1

1. Structured, in-house operational databases are not included in the Big Data domain.
 - a. True
 - b. *False

2. The content of employee emails is an example of a non-structured data source.
 - a. *True
 - b. False

3. The increase in the amount of data available due to automatic data capture technologies is an example of Big Data velocity.
 - a. True
 - b. *False

4. The increase in the rate at which data flow into an organization due to online sales, mobile computing, smartphones, and online social networks is an example of Big Data velocity.
 - a. *True
 - b. False

5. The increase in the number of sources and data formats due to improved data capture technologies is an example of Big Data variety.
 - a. *True

b. False

6. Big Data demands that data scientists and managers implement new techniques and, above all, a new way of thinking.

a. *True

b. False

7. Business analytics is defined as a set of tools and techniques used to retrieve, process, transform, and analyze data in order to generate business insights and make better decisions.

a. *True

b. False

8. Databases and data warehouse technologies are an important part of business analytics.

a. *True

b. False

9. The main goal of prescriptive analytics is to summarize a sample, not use data to learn about the population that the sample of data is thought to represent.

a. True

b. *False

10. Histograms are a common tool used in predictive analytics.

- a. True
- b. *False

11. Predictive analytics uses statistical modeling to draw conclusions and predict behavior based on the assumption that what has happened in the past will continue to happen.

- a. *True
- b. False

12. The examples of Target, LinkedIn, First Tennessee, and many other companies that have implemented data analytics initiatives indicate that business analytics programs are more successful in large corporations.

- a. True
- b. *False

13. Spreadsheet modeling offers a high degree of data integrity and, as such, is an excellent tool for prescriptive analytics.

- a. True
- b. *False

14. Big Data models can sometimes lead to bad business results, conclusions, and recommendations due to inaccurate information.

- a. *True
- b. False

15. Mathematical models are often created through the process of abstraction and, as a result, can produce inaccurate results.

- a. True
- b. *False

16. Which of the following types of data is not included in the Big Data domain?

- a. Structured, in-house operational databases
- b. Structured, external databases
- c. Non-structured data from social networks
- d. Web server logs
- e. *All of the above data types are part of Big Data.

17. Big Data includes both structured and non-structured data sources. Which of the following is usually considered to be a structured data source?

- a. The content of emails
- b. The content of web pages
- c. *The content of employee information
- d. The content of daily memos
- e. All of the above

18. Big Data is usually characterized by three Vs: volume, velocity, and variety. Which of the following statements best describes the volume of data?

- a. *The amount of data available is significantly increased due to automatic data capture technologies.
- b. The rate at which data flow into an organization has increased due to online sales, mobile computing, smartphones, and online social networks.
- c. The number of sources and data formats has increased due to the increase of data capture technologies such as text and images from online social networks, images and voice from a camera, and voice recognition technologies, among others.
- d. All of the above describe the volume of Big Data.

19. Big Data is usually characterized by three Vs: volume, velocity, and variety. Which of the following statements best describes the velocity of data?

- a. The amount of data available is significantly increased due to automatic data capture technologies.
- b. *The rate at which data flow into an organization has increased due to online sales, mobile computing, smartphones, and online social networks.
- c. The number of sources and data formats has increased due to the increase of data capture technologies such as text and images from online social networks, images and voice from a camera, and voice recognition technologies, among others.
- d. All of the above describe the velocity of Big Data.

20. Big Data is usually characterized by three Vs: volume, velocity, and variety. Which of the following statements best describes the variety of data?