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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Financial statements would generally be considered unstructured data.
   - ◎ true
   - ◎ false

2) Social media would generally be considered unstructured data.
   - ◎ true
   - ◎ false

3) There is more social media data than financial statement data available.
   - ◎ true
   - ◎ false

4) Estimates suggest that approximately 80 percent of enterprise data is structured.
   - ◎ true
   - ◎ false

5) Data with greater veracity is often more impactful, carrying more weight in analysis than data with lesser veracity in addressing business questions.
   - ◎ true
   - ◎ false

6) According to the SOAR model, the analyst should know the question they are trying to address before considering and accessing available data.
   - ◎ true
   - ◎ false

7) Nominal data is numerical data that cannot be ranked.
   - ◎ true
   - ◎ false

8) The dollar amounts included in the financial statements would be examples of ratio data.
   - ◎ true
   - ◎ false

9) Ordinal data ranks or orders numerical data.
   - ◎ true
   - ◎ false

10) Ratio data has an absolute zero.
   - ◎ true
   - ◎ false

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11) As compared to raw data, aggregated data gives the analyst the greatest ability to select the most relevant data.
   - ◎ true
   - ◎ false

12) The most appropriate data type for the customer rating for an Amazon product would be a number.
   - ◎ true
   - ◎ false

13) The transformation step is necessary when your data isn't formatted in the manner it needs to be for analysis.
   - ◎ true
   - ◎ false

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14) Tableau's biggest advantage over Excel is its specific emphasis on data visualization.
- ◎ true
- ◎ false

15) It is possible to input raw data within Tableau.
- ◎ true
- ◎ false

16) Primary keys are required in every relational database table.
- ◎ true
- ◎ false

17) Foreign keys are required in every relational database table.
- ◎ true
- ◎ false

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MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

18) Whereas Instagram pictures would generally be considered unstructured data, which of the following would generally be considered to be structured data?
- A) Product reviews
- B) Twitter feed
- C) Financial statements
- D) Geographic images

19) Highlighting the difference between the data which comes from blogs and pictures as compared to financial data would be examples of which aspect of Big Data?
- A) Volume
- B) Veracity
- C) Velocity
- D) Variety

20) In the United Kingdom (UK), financial statements for publicly traded firms are issued twice annually. In the United States (US), financial statements for publicly traded firms are issued quarterly. The difference in timing would address which aspect of Big Data?
- A) Volume
- B) Veracity
- C) Velocity
- D) Variety

21) If a dataset has a lot of missing data would most directly concern which aspect of Big Data?
- A) Volume
- B) Veracity
- C) Velocity
- D) Variety

22) The Four V's associated with big data include all except which of the following?
- A) Volume
- B) Veracity
- C) Velocity
- D) Variability

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23) EDGAR, the SEC repository of SEC forms, stands for:
A) Electronic Data Gathering, Analysis Repository system.
B) Electronic Data Gathering and Archive Retrieval system.
C) Electronic Data Gathering, Analysis and Retrieval system.
D) Electronic Data Gathering, Analysis Resource system.

24) Tyson Chicken monitors the standard cost of a pound of chicken on a continuous basis, incorporating the latest data into their costing. The frequency of updating the costs would address which aspect of Big Data?
A) Volume
B) Veracity
C) Velocity
D) Variety

25) Data without internal organization or structure that has tags explaining what the data represents is called:
A) semi-structured data.
B) structured data.
C) unstructured data.
D) big data.

26) Veracity evaluates whether the data is accurate (and clean), worthy of trust and:
A) truthful.
B) relevant.
C) reliable.
D) timely.

27) Of the data items listed below, which has the highest velocity?
A) Financial statements
B) Stock prices
C) Worker productivity measures
D) Daily weather updates

28) According to Eric Schmidt, CEO of Google says, How many days does it take to create as much information as we did from the dawn of civilization up until 2003?
A) Two
B) Three
C) Six
D) Nine

29) What does ETL stand for?
A) Extract, Transform, and Load
B) Extract, Translate, and Load
C) Extract, Translate, and Link
D) Examine, Translate, and Load

30) Which of the following describes a column (or group of columns) that exists to create relationships between two tables, linking to the primary key in another table?
A) Primary key
B) Foreign link
C) Foreign key
D) Primary link

31) Which of the following describes a column in a relational table/database that serves as a unique identifier?
A) Primary key
B) Foreign identifier
C) Foreign key
D) Primary identifier

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32) While Excel defaults to showing the data in a tabular format, Tableau defaults to showing the data in which of the following formats?
A) Statistical format
B) Database format
C) Visual format
D) Analytical format

33) The typical order for getting data ready for analysis is as follows:
A) transform the data to make data usable, extract the data, and load the data in the analysis tool.
B) load the data in the analysis tool, extract the data, and transform the data to make data usable.
C) extract the data, load the data in the analysis tool, and transform the data to make the data usable.
D) extract the data, transform the data to make data usable, and load the data in the analysis tool.

34) When accessing data, which of the following applications requires that you connect to a(n) external data source?
A) Excel
B) Tableau
C) Access
D) Query

35) Examples of personally identifiable information includes all but which of the following?
A) Birthdate
B) Social security number
C) Job title
D) Credit card information

36) Which of the following is considered personally identifiable information?
A) Job title
B) Business phone number
C) Personal phone number
D) Workplace

37) Which data type would financial statement data generally be considered to be?
A) Structured data
B) Interval data
C) Unstructured data
D) Ratio data

38) Which data type would noting first, second, and third place awards be considered to be?
A) Ratio
B) Ordinal
C) Nominal
D) Interval

39) Which data type would Sales figures be considered to be?
A) Interval
B) Ratio
C) Ordinal
D) Nominal

40) Which data type would Facebook, Twitter and Instagram post data generally be considered to be?
A) Structured data
B) Unstructured data
C) Numerical data
D) Ordinal data

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41) If there are 60 return transactions and 150 sales transactions in a month, what is the proportion of return transactions to all monthly transactions?
A) 60/210
B) 60/150
C) 210/60
D) 150/60

42) If there are 6 transactions on 11/1, 3 transactions on 11/2 and 10 transactions on 11/3, what is the proportion of the 11/1 transactions to the total transactions that occur during the first three days of November?
A) 19/6
B) 6/13
C) 6/19
D) 6/6

43) Which data type would Transaction_ID be considered to be?
A) Ratio data
B) Categorical data
C) Interval data
D) Numerical data

44) Ranking is a summarization method for which type of data?
A) Nominal
B) Ordinal
C) Ratio
D) Both categorical and numerical

45) What is the term for data about the data?
A) A data dictionary
B) A data map
C) A data atlas
D) A data summary

46) There are four primary methods to summarize numerical data; three are counting and grouping, proportion, and summing. What is the fourth method?
A) Ranking
B) Plotting
C) Averaging
D) Charting

47) There are three primary methods to summarize ordinal data; two are counting and grouping and proportion. What is the third method?
A) Ranking
B) Plotting
C) Averaging
D) Charting
E) Ranking
F) Averaging

48) There are two primary methods to summarize nominal data; one is counting and grouping. What is the second method?
A) Ranking
B) Charting
C) Averaging
D) Proportion

49) Which numerical data type has an absolute zero?
A) Interval
B) Ratio
C) Nominal
D) Ordinal

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50) Which data type has a meaningful distance between data points?
A) Interval
B) Categorical
C) Nominal
D) Ordinal

51) Which type of data would letter grades (A, B, C, D, or F) be considered to be?
A) Numerical
B) Ordinal
C) Ratio
D) Interval

52) Which of the following would be considered an example of structured data?
A) Blogs
B) Pictures
C) Social media
D) Product reviews

53) Which of the following would be considered an example of unstructured data?
A) Names and addresses
B) Pictures
C) Financial statements
D) Excel spreadsheets

54) Which type of data would purchase and returns be considered to be?
A) Ratio
B) Ordinal
C) Nominal
D) Interval

55) Which of the following would be considered the most appropriate data type for whether or not a product is eligible for Amazon prime shipping?
A) Y/N Flag
B) Short text
C) Number
D) Currency

56) In a table of a relational database, which of the following terms describes the rows?
A) Fields
B) Variables
C) Records
D) Transactions

57) All of the information regarding one patient (name, address, patient information, etc.) would be held in which of the following?
A) Field
B) Record
C) Attribute
D) Aspect

58) Which of the following would be a calculated variable from other data?
A) Product availability
B) Coupon availability
C) Product sales price
D) Average customer rating

59) Which of the following would *not* be a calculated variable from other data?
A) Number of products available
B) Coupon availability
C) Ranking of sales of one product compared to other products
D) Average customer rating

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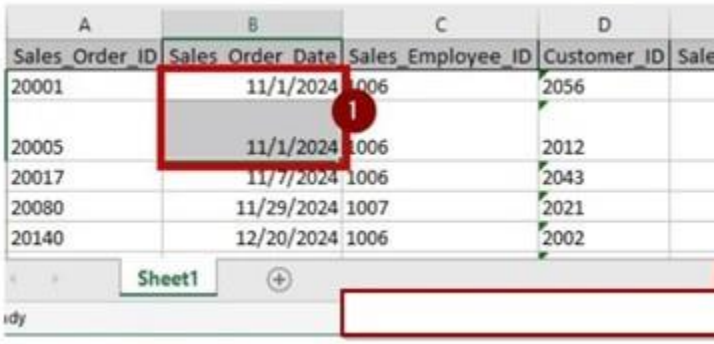
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60) What type of data would measuring transaction amounts for revenues and expenses be considered to be?
A) Nominal data
B) Numerical data
C) Categorical data
D) Ordinal data

61) Data with an equal and definitive interval between each data point and absolute "zero" in the point of origin measuring transactions amounts for revenues and expenses would be considered which type of data?
A) Ratio data
B) Nominal data
C) Interval data
D) Ordinal data

62) What are the two most common formats requested by business analysts?
A) Text and tabular formats
B) Text and numeric formats
C) Numeric and tabular formats
D) Alphanumeric and text formats

63) Based on **Lab 2.1 Excel: Identify and Work with Different Data Types,** and the exhibit below, which of the following measures would not appear in the status bar (marked with the number 2 in the screenshot) when selecting the collection of dates marked with the number 1?



A) Count
B) Sum
C) Average
D) Proportion

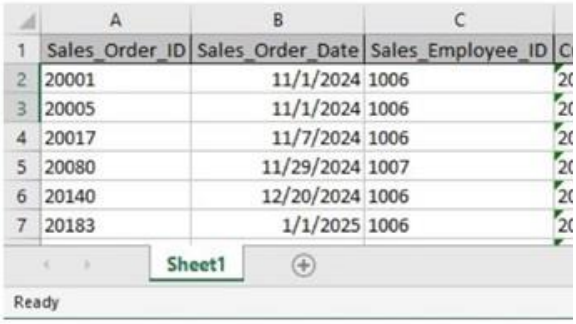
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64) Based on **Lab 2.1 Excel: Identify and Work with Different Data Types,** and the exhibit below, which of the following measures would appear in the status bar (marked with the number 2 in the screenshot) when selecting the collection of product descriptions marked with the number 1?



	A	B	C
1	Sales_Order_ID	Sales_Order_Date	Sales_Employee_ID
2	20001	11/1/2024	1006
3	20005	11/1/2024	1006
4	20017	11/7/2024	1006
5	20080	11/29/2024	1007
6	20140	12/20/2024	1006
7	20183	1/1/2025	1006

Sheet1

Ready

A) Count
B) Sum
C) Average
D) Proportion

65) Based on **Lab 2.2 Tableau: Preparing Different Data Types for Analysis**, what data type is described by the area referred to as dimensions?



A) Interval
B) Quantitative
C) Categorical
D) Ratio

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66) Based on **Lab 2.2 Tableau: Preparing Different Data Types for Analysis**, what data type is described by the area referred to as measures?

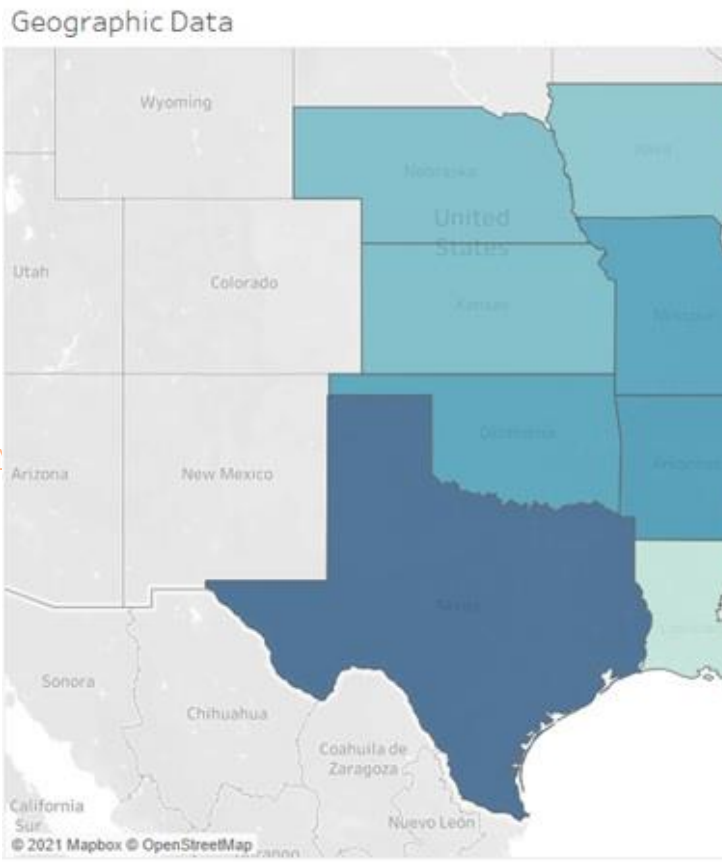


A) Numerical
B) Nominal
C) Categorical
D) Ordinal

67) Based on **Lab 2.3 Tableau: Conducting Preliminary Exploratory Analysis**, given this key and this visualization, which of these states had the lowest level of sales?



Key:



A) Texas
B) Arkansas
C) Tennessee
D) Nebraska

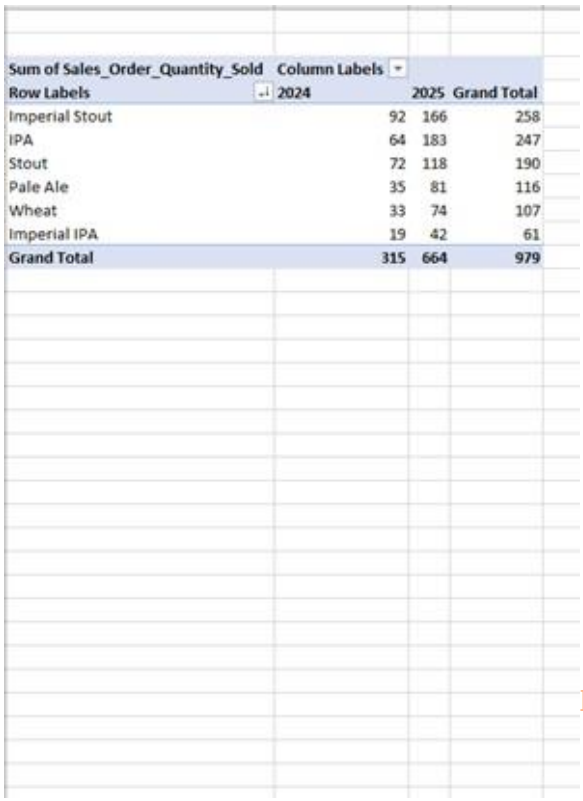
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68) Based on **Lab 2.4 Excel: Aggregating and Visualizing Different Data Types**, given this key and this visualization, what does the slicer allow you to see?



Sum of Sales_Order_Quantity_Sold	Column Labels		
Row Labels	2024	2025	Grand Total
Imperial Stout	92	166	258
IPA	64	183	247
Stout	72	118	190
Pale Ale	35	81	116
Wheat	33	74	107
Imperial IPA	19	42	61
Grand Total	315	664	979

A) Total sales by product_description
B) Total sales by customer_ID
C) Total sales by customer_st
D) Total sales by customer_city

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

69) Why would average customer rating in a product review considered to be a calculated variable?

70) Why would companies sometimes prefer internal data sources to external data sources? How is knowing the quality of their own data helpful?

71) Why are enterprise systems, or ERP systems described as centralized databases?

72) Why is one of the big data descriptors as one of the four V's, veracity, such an important consideration for business analysts?

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Answer Key

Test name: Chapter 02

1) FALSE
2) TRUE
3) TRUE
4) FALSE
5) TRUE
6) TRUE
7) FALSE
8) TRUE
9) FALSE
10) TRUE
11) FALSE
12) TRUE
13) TRUE
14) TRUE
15) FALSE
16) TRUE
17) FALSE
18) C
19) D
20) C
21) B
22) D
23) C
24) C
25) A
26) A
27) B
28) A
29) A
30) C
31) A
32) C
33) D
34) B
35) C
36) C
37) A
38) B
39) B
40) B
41) A
42) C
43) B
44) B
45) A
46) C
47) AEAE
48) D
49) B
50) A
51) B
52) D
53) B
54) C
55) A
56) C
57) B
58) D
59) B
60) B
61) A
62) A
63) D
64) A
65) C
66) A
67) C
68) C
69) Essay
To get the average customer rating, the system would have to compute the average of all customer ratings to date, making it a calculated variable.

70) Essay

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Since the companies have gathered, collected, and processed their own internal data, they know the quality level of that data and can better decide if it is useful in answering management's questions.

71) Essay
Enterprise systems, or ERP systems, are a type of business management software that integrates applications and data from throughout the business (such as manufacturing, accounting, finance, and human resources) into one system. Since the enterprise system is stored in common databases in one location, they are called centralized databases.

72) Essay
Knowing whether the data conveys facts or opinions, or has errors or missing data is an important consideration when determining if the data can address business questions.

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