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Corret Answers are located at the end of each chapter.

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

1) Business analytics is the process of analyzing data to gain valuable insights and inform business decisions.
   - ◎ true
   - ◎ false

2) The use of historical information to predict what could happen in the future describes prescriptive analytics.
   - ◎ true
   - ◎ false

3) Data are the compilation of facts, figures, or other contents, both numerical and non-numerical.
   - ◎ true
   - ◎ false

4) Generally speaking, it is not feasible to obtain complete population data due to expense and near impossibility to examine every member of the population.
   - ◎ true
   - ◎ false

5) Collecting height data annually on the sample set of participants is an example of time series data.
   - ◎ true
   - ◎ false

6) Structured and unstructured data are only machine generated.
   - ◎ true
   - ◎ false

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7) Numerical variables are either discrete or continuous.
   - ◎ true
   - ◎ false

8) When each piece of data in a file is separated by a comma, it is called delimiter and the file is called a comma-spliced file.
   - ◎ true
   - ◎ false

9) When coding in HTML, <table> is a tag used to provide structure for textual data.
   - ◎ true
   - ◎ false

10) In XML, tags are not case-sensitive and are interchangeable. For example, <City> and <city> represent the same pieces of information.
   - ◎ true
   - ◎ false

11) Sally created a table that summarizes the dollar amount of last year's sales for each store. This is an example of descriptive analytics.
   - ◎ true
   - ◎ false

12) Social media data, such as Twitter, Facebook, and TicTok are examples of structured data.
   - ◎ true
   - ◎ false

13) The characteristics marital status and income are examples of observations.
   - ◎ true
   - ◎ false

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

14) Which of the following broad categories is not a type of analytic technique?
A) manipulative analytics
B) descriptive analytics
C) predictive analytics
D) prescriptive analytics

15) The people of Appleton, WI represent the _____, whereas we analyze the education level of a subset or _____ to make inferences about the population.
A) information; cross-section
B) population; information
C) items; sample
D) population; sample

16) A massive volume of both structured and unstructured data that is extremely difficult to manage, process, and analyze is known by which catch phrase?
A) wrangling
B) big data
C) data mining
D) general data

17) Assume a FIFA Women's World Cup contains 52 matches in total with 24 teams competing. The use of _____ data will display team standings during and at the end of the tournament.
A) split-section
B) organized
C) cross-sectional
D) numerical

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18) According to a report in *US Today*, 39% of young people between the ages of 17–31 have at least one tattoo. What does the 39% represent?
A) categorical data
B) random data
C) population
D) sample set

19) According to a report in *US Today*, 38% of young people between the ages of 18–29 have at least one tattoo. What does the 38% represent?
A) categorical data
B) random data
C) population
D) sample set

20) According to a report in *US Today*, 23% of young people between the ages of 17–28 have at least one tattoo. What do the overall observations in the study represent?
A) categorical data
B) random data
C) population
D) sample set

21) According to a report in *US Today*, 38% of young people between the ages of 18–29 have at least one tattoo. What do the overall observations in the study represent?
A) categorical data
B) random data
C) population
D) sample set

22) Mary asks her friends on Facebook for recommendations for the best restaurants in Chicago. The results are then placed in a table for review. What does the data represent?
A) time-series data
B) cross-sectional data
C) numerical data
D) quantitative data

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23) In big data, the most important aspect of any analytic initiative is _____.
A) volume
B) veracity
C) values
D) variety

24) What term refers to the credibility and quality of data?
A) volume
B) veracity
C) values
D) variety

25) When compiling data, it is important to know data comes in all types, forms, and granularity. This is known as
A) volume.
B) veracity.
C) values.
D) variety.

26) A *New York Times* article notes that there are an increasing number of people calling for tech companies to ease their grip on the personal data of consumers. The concern is that a handful of companies holds most of the data. The immense amount of data is also called
A) volume.
B) veracity.
C) values.
D) variety.

27) Unstructured data is best defined as
A) not conforming to a predefined, row-column format.
B) not conforming to a way to analyze data.
C) conforming to a predefined, row-column format.
D) conforming to a managing velocity.

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28) Tobias Smith is working with his company's data to examine inventory information. His intent is to use the variables to express ratios on inventory turnover. Based on this description, what is the strongest level of measurement being used?

A) continuous variable
B) interval scale
C) categorical
D) ratio scale

29) The time spent in minutes waiting in a queue is what type of variable?

A) distraction
B) discrete numerical
C) categorical
D) continuous numerical

30) The time in hours spent sleeping per day is what kind of variable?

A) distraction
B) discrete numerical
C) categorical
D) continuous numerical

31) Molly Nelson has been collecting temperatures in degrees Fahrenheit, daily over the past five spring seasons, to determine the optimal point to plant her heirloom tomatoes. Because the difference between each degree is the same, irrelevant of the temperature, this is what type of measurement scale?

A) ratio
B) nominal
C) ordinal
D) interval

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32) Cassidy is researching the impacts of eating breakfast on college students who have classes prior to 9 am. To do this, she issued a Likert scale questionnaire to the students, with a scale of 1 through 10 to answer a series of 20 questions. What is the type of measurement scale?

A) ratio
B) nominal
C) ordinal
D) interval

33) A large retailer is asking each customer at checkout for their zip code. If the zip code is the only recorded variable, what would the summarized results field headers be in tabular format?

A) zip code
B) customer number, zip code, count
C) zip code, count
D) count

34) A large retailer is asking each customer at checkout for their zip code. If the zip code is the only recorded variable, what is the type of measurement scale?

A) ratio
B) nominal
C) ordinal
D) interval

35) Which one is a drawback of interval-scaled data?

A) The zero point is arbitrarily chosen.
B) The degree of measurement is not a whole number.
C) The scale is categorized and qualitative.
D) The scale in nominal and zero point is meaningful.

36) Of the following numerical variables, which is continuous?

A) number of marbels in a box
B) number of children
C) cars sold by a car dealer
D) height

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37) Of the following numerical variables, which is continuous?
A) number of goals scored
B) number of stocks
C) number of children
D) weight

38) Which one of the following variables is numerical?
A) hair color
B) time
C) name
D) city

39) Which one of the following variables is numerical?
A) city
B) population
C) state
D) color

40) An instructor hands out course evaluations where students have a rank of 0 to 5. What is the best way for the data to be measured?
A) filtered
B) ordinal
C) nominal
D) numerical

41) During the winter, the ice festival committee measures the depth of the ice during the month of February. What is the type of measurement scale?
A) ratio
B) interval
C) nominal
D) numerical

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42) At the local animal shelter, each animal is marked if they are a boy or a girl. What is this type of measurement scale?

A) filtered
B) ordinal
C) nominal
D) numerical

43) The following table is an example of what type of format?

Inv_Nbr	Inv_Name	Inv_Cost
12232	Filter, Air	$9.65
13425	Gasket	$4.32
19932	Battery	$32.00

A) hypertext
B) extensible
C) delimited
D) fixed-width

44) What is the following file format called?

Inv_Nbr, Inv_Name, Inv_Cost
876521,battery,45.00

A) delimited format
B) extensible markup
C) fixed-width format
D) hypertext format

45) What type of markup language is this?

<Data>
<Inventory>
Inv_Nbr>102304</Inv_Nbr>
Inv_Name>Filter</Inv_Name>
</Inventory>
</Data>

A) HTML
B) XML
C) DFF
D) JSON

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46) The following is an example of which markup language?

```
{
“Inventory”: [
{
“Inv_nbr”: “0199284”,
“Inv_Name”: “Filter”
}
]
}
```

A) HTML
B) XML
C) DFF
D) JSON

47) The following is an example of which markup language?

```
<table>
<tr>
<th> Inventory_Nbr </th>
<th> Inventory Description </th>
</tr>
</table>
```

A) HTML
B) XML
C) DFF
D) JSON

48) Which is ***not*** a viable markup language?

A) HTML
B) XML
C) DFF
D) JSON

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49) Which of the following is ***not*** related to data privacy?

A) Data collection
B) Data ethics
C) Data usage
D) Data transmission

50) _____ is a set of data that are organized and processed in a meaningful and purposeful way.

A) Data
B) Knowledge
C) Statistics
D) Information

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51) Which of the following is an example of a fixed-width format?

A)

Cust_Nbr	Cust_Name	Cust_Bal
1232	Mike Barnes	$1,059.65
1325	Lakshmi Singh	$2,914.32
1972	Seo-Jun Hak	$932.00

B) Cust_Nbr,Cust_Name,Cust_Bal
1232,Mike Barnes,$1,059.65
1325,Lakshmi Singh,$2914.32
1972,Seo-Jun Hak,$932.00

C) <table>
<tr>
<th> Cust_Nbr </th>
<th> Cust_Name</th>
<th> Cust_Bal</th>
</tr>
</table>

D) {
“Customer”: [
{
“Cust_nbr”: “1325”,
“Cust_Name”: “Lakshmi Singh”
}
]
}

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52) Which of the following is an example of a JSON markup language?

A)

Cust_Nbr	Cust_Name	Cust_Bal
1232	Mike Barnes	$1,059.65
1325	Lakshmi Singh	$2,914.32
1972	Seo-Jun Hak	$932.00

B) Cust_Nbr,Cust_Name,Cust_Bal
1232,Mike Barnes,$1,059.65
1325,Lakshmi Singh,$2914.32
1972,Seo-Jun Hak,$932.00

C) <table>
<tr>
<th> Cust_Nbr </th>
<th> Cust_Name</th>
<th> Cust_Bal</th>
</tr>
</table>

D) {
“Customer”: [
{
“Cust_Nbr”: “1325”,
“Cust_Name”: “Lakshmi Singh”,
“Cust_Bal”: “$2,914.32”
}
]
}

53) The field of research and applications that aims to create machines capable of performing tasks that would typically require human intelligence, such as reasoning, problem-solving, natural language understanding, and creativity is called

A) logarithmic testing.
B) blockchain.
C) regression analysis.
D) artificial intelligence.

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54) Which subset of artificial intelligence (AI) focuses on creating new content, such as text, images, computer code, music, analysis, and more?
A) generative AI
B) deep learning AI
C) regressive AI
D) progressive AI

55) Which subset of AI techniques is designed for solving complex analytics problems such as image and speech recognition, natural language processing, and multimedia analytics?
A) generative AI
B) deep learning AI
C) regressive AI
D) progressive AI

56) Which of the following statements about AI is most accurate?
A) AI systems can only be applied in a predictive manner, so they cannot be misused.
B) AI can be applied to a wide range of analytics applications, including descriptive, predictive, and prescriptive analytics.
C) Due to the robustness of AI from a theoretical perspective, all of the concerns around AI systems are ethical in nature.
D) The decisions made by AI systems are anticipated to always align with human values and ethics.

57) Which of the following statements about analytics is most accurate?
A) The use of analytics is not confined to business disciplines.
B) Only large firms use analytics to increase profits and enhance the consumer experience.
C) Thus far, analytics have only been used in technology-based firms but there is hope that methods can soon be applied to consumer goods-based companies.
D) Thus far, analytics have only been used in retail-based firms but there is hope that methods can soon be applied to healthcare-based companies.

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Answer Key

Test name: Chapter 01

1) TRUE
2) FALSE
3) TRUE
4) TRUE
5) TRUE
6) FALSE
7) TRUE
8) FALSE
9) TRUE
10) FALSE
11) TRUE
12) FALSE
13) FALSE
14) A
15) D
16) B
17) C
18) D
19) D
20) C
21) C
22) B
23) C
24) B
25) D
26) A
27) A
28) D
29) D
30) D
31) D
32) C
33) C
34) B
35) A
36) D
37) D

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38) B
39) B
40) B
41) A
42) C
43) D
44) A
45) B
46) D
47) A
48) C
49) B
50) D
51) A
52) D
53) D
54) A
55) B
56) B
57) A

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