Introduction to Data Mining and Analytics edition Jamsa Test Bank

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Import Settings:
Base Settings: Brownstone Default
Information Field: Complexity
Information Field: Ahead
Information Field: Subject
Information Field: Title
Highest Answer Letter: E
Multiple Keywords in Same Paragraph: No
NAS ISBN13: 9781284180923, add to Ahead, Title tags

Chapter: Chapter 01 - Test Bank

True/False

1. True or False? One of the first uses of data collection and analytics was the 1890 census.
Ans: True
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

2. True or False? There are three forms of machine learning: supervised, unsupervised, and hybrid.
Ans: False
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics
Feedback: There are only two forms of machine learning: unsupervised and supervised.

3. True or False? Programmers make extensive use of R and Python to create machine-learning applications.
Ans: True
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

4. True or False? Data mining only applies to numeric data.
Ans: False
Complexity: Easy
Ahead: Text and Photo Data Mining
Feedback:
Subject: Chapter 1

Title: Data Mining and Analytics

5. True or False? Hot blistering is the process of representing categorical data with numeric values.
Ans: False
Complexity: Easy
Ahead: Data Classification
Subject: Chapter 1
Title: Data Mining and Analytics
Feedback:

Multiple Choice

1. _____ is the process of identifying patterns in data.
A) Pattern recognition
B) Data mining
C) Machine learning
D) Data analytics
Ans: B
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

2. _____ is the use of tools (data mining, machine learning, and visualization) to convert data into actionable insights and recommendations.
A) Data analytics
B) Machine learning
C) Business intelligence
D) Data mining
Ans: C
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

3. _____ the degree to which the data values align with the company's business rules, such as "The company will measure and store sensor values on 1-second intervals."
A) Consistency
B) Accuracy
C) Quality
D) Conformity
Ans: D
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1

Title: Data Mining and Analytics

4. _____ is the process of assigning data to matching groups (categories), such as a tumor being benign or malignant, email being valid or spam, or a transaction being legitimate or fraudulent.
A) Clustering
B) Classification
C) Association
D) Mining
Ans: B
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

5. _____ is the process of identifying key relationships between variables. One of the best-known data-association problems is market-basket analysis, which examines items in a customer's shopping cart to determine if the presence of one item in the cart (called the antecedent) influences the addition of a second item (called the consequent).
A) Machine learning
B) Classification
C) Categorization
D) Association
Ans: D
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

6. _____ is defined as the use of data pattern-recognition algorithms, which allow a program to solve problems, such as clustering, categorization, predictive analysis, and data association without the need for explicit step-by-step programming instructions to tell the algorithm how to perform tasks.
A) Clustering
B) Data mining
C) Machine learning
D) Pattern recognition
Ans: C
Complexity: Easy
Ahead: Data Mining Versus Machine Learning
Subject: Chapter 1
Title: Data Mining and Analytics

7. One of the earliest data-mining and analytic tools was:
A) DataMiner.
B) Weka.
C) Modeler.
D) Excel.

Ans: B
Complexity: Easy
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics

8. ____ charts represent how one or more values relate to a whole.
A) Time-based charts
B) Category charts
C) Composition charts
D) None of these is correct.
Ans: C
Complexity: Easy
Ahead: Data Visualization
Subject: Chapter 1
Title: Data Mining and Analytics

9. ____ charts represent the frequency of values within a data set.
A) Time-based charts
B) Distribution charts
C) Composition charts
D) None of these is correct.
Ans: B
Complexity: Easy
Ahead: Data Visualization
Subject: Chapter 1
Title: Data Mining and Analytics

10. Orange and Rapid Miner are examples of:
A) time-based charts.
B) programming languages.
C) visual programming environments.
D) dashboards.
Ans: C
Complexity: Easy
Ahead: Visual Programming
Subject: Chapter 1
Title: Data Mining and Analytics

11. _____ analytics try to forecast what will happen in the future.
A) Visualization
B) Descriptive
C) Predictive
D) Prescriptive
Ans: C
Complexity: Easy
Ahead: Business Intelligence
Subject: Chapter 1

Title: Data Mining and Analytics

12. A great source for sample data sets is:
A) Goggle
B) Beagle
C) Kaggle
D) Noggle
Ans: C
Complexity: Easy
Ahead: A Word on Data Sets
Subject: Chapter 1
Title: Data Mining and Analytics

13. _____ is the processing of grouping related data-set items.
A) Factoring
B) Gathering
C) Assembling
D) Clustering
Ans: C
Complexity: Easy
Ahead: Data Clustering
Subject: Chapter 1
Title: Data Mining and Analytics

14. A _____ is a chart for displaying cluster groupings.
A) clustergram
B) dendrogram
C) pseudogram
D) datagram
Ans: B
Complexity: Easy
Ahead: Data Clustering
Subject: Chapter 1
Title: Data Mining and Analytics

15. To determine if an email is spam, data programmers would use:
A) classification.
B) clustering.
C) grouping.
D) predicting.
Ans: A
Complexity: Moderate
Ahead: Data Classification
Subject: Chapter 1
Title: Data Mining and Analytics

Multiple Response

1. Which of the following attributes are commonly used to determine data quality? (select all that apply)
A) Accuracy
B) Completeness
C) Consistency
D) Conformity
E) Uniformity
Ans: A, B, C, D
Complexity: Moderate
Ahead: Introduction
Subject: Chapter 1
Title: Data Mining and Analytics