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Data Analytics Foundation

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Question: 1

To get a better insight of the prices of houses sold in different quarters of a city, a real-estate broker wants to use a heatmap. What does this heatmap show?

Response:

- A. A plan of the city with levels of house prices represented in colors
- B. A plan of the city with sold houses and the selling price per house
- C. A table with average house prices in the past year per quarter sorted per average price
- D. A table with prices of houses sold in the past year ordered by price

Answer: A

Question: 2

Why is it important to distinguish between discrete and continuous variables?

Response:

- A. Because it helps select the algorithms suitable for the variables
- B. Because it is important to define the conceptual data model
- C. Because only discrete variables can be aggregated with other variables
- D. Because relational databases can only store continuous variables

Answer: A

Question: 3

A company has a large dataset of shirts sales. The staff wants to better understand the figures and the data analyst is considering whether cluster analysis could offer any insight. How does k-means clustering give a better understanding of the sales figures?

Response:

- A. By clustering data in predefined groupings
- B. By describing unexpected relationships between clusters
- C. By explaining the role of centroids
- D. By providing a new way of grouping customers

Answer: D

Question: 4

A task in natural language processing (NLP) involves identifying important entities mentioned in text, such as name, location, or an activity. Which NLP task is this?

Response:

- A. Class identification
- B. Named entity recognition
- C. Sentiment analysis
- D. Stemming

Answer: B

Question: 5

Which graphic technique is typically used when delivering data to an external audience?

Response:

- A. Expansionary
- B. Explanatory
- C. Explicatory
- D. Exploratory

Answer: B

Question: 6

Why is aesthetic design important?

Response:

- A. It enhances machine learning techniques.
- B. It facilitates natural language processing (NLP).
- C. It focuses on regression analysis models.
- D. It improves the usability of data visualization.

Answer: D

Question: 7

Which type of plot is used to display the spread and skewness of a dataset?

Response:

- A. Box plot
- B. Rug plot
- C. Scatterplot
- D. Violin plot

Answer: A

Question: 8

What is a key difference between association analysis and sequence mining?

Response:

- A. Association analysis applies the generalized sequential patterns (GSP) technique, while sequence mining applies Apriori.
- B. Association analysis disregards the order in which items appear, while sequence mining considers it.
- C. Association analysis uses a confidence level to aid decision-making, while sequence mining is supervised learning.
- D. Association analysis works better on large datasets, while sequence mining is best suited for small datasets.

Answer: B

Question: 9

In what case should descriptive analysis be used?

Response:

- A. When a data set cannot be analyzed easily
- B. When limited information is available
- C. When the retrieved data is very detailed
- D. When there are gaps in record keeping

Answer: C

Question: 10

What data visualization tool has the look and feel of Microsoft Excel?

Response:

- A. Data Wrapper

- B. Google Charts
- C. Power BI
- D. Tableau

Answer: C

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