Data Visualization 1st edition Camm Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 01: Introduction

1. _____ is the graphical representation of data and information using displays such as charts, graphs, and maps.
   a. Data visualization
   b. Data mining
   c. Data analytics
   d. Data science

ANSWER: a

2. _____ is the set of analytical tools that describe what has happened. This includes techniques such as data queries, reports, descriptive or summary statistics, and data visualization.
   a. Descriptive analytics
   b. Predictive analytics
   c. Prescriptive analytics
   d. Restorative analytics

ANSWER: a

3. _____ consists of techniques that use mathematical models constructed from past data to predict future events or better understand the relationships between variables.
   a. Descriptive analytics
   b. Predictive analytics
   c. Prescriptive analytics
   d. Restorative analytics

ANSWER: b

4. _____ are mathematical or logical models that suggest a decision or course of action. This category includes mathematical optimization models, decision analysis, and heuristic or rule-based systems.
   a. Descriptive analytics
   b. Predictive analytics
   c. Prescriptive analytics
   d. Restorative analytics

ANSWER: c

5. _____ is the scientific process of transforming data into insights for making better decisions.
   a. Analytics
   b. Visualization
   c. Surveying
   d. Sampling

ANSWER: a

6. Descriptive analytics is the set of analytical tools that describe _____.
   a. what has happened
   b. what may happen
   c. a course of action to take
   d. future trends

ANSWER: a

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7. Predictive analytics consists of techniques that use mathematical models constructed from past data to predict future events or _____.
   a. describe what has happened in the past
   b. better understand the relationships between variables
   c. determine a course of action for the future
   d. suggest a decision

ANSWER: b

8. Prescriptive analytics are mathematical or logical models that _____.
   a. describe the past
   b. predict the future
   c. suggest a decision or course of action
   d. describe a relationship between two variables

ANSWER: c

9. Data for which numerical values are used to indicate magnitude, such as how many or how much are referred to as:
   a. Quantitative
   b. Qualitative
   c. Categorical
   d. Ordinal

ANSWER: a

10. _____ data are data for which categories of like items are identified by labels or names are referred to as:
   a. Quantitative
   b. Numerical
   c. Categorical
   d. Arithmetic

ANSWER: c

11. Which of the following arithmetic operations can be performed on categorical data?
   a. Addition
   b. Subtraction
   c. Multiplication
   d. None of these choices

ANSWER: d

12. If we collect data on the number of wins each team in the NFL had during the 2019–2020 season, we have _____ data.
   a. cross-sectional
   b. time series
   c. nonhistorical
   d. survey

ANSWER: a

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13. If we collect data on the number of wins the Dallas Cowboys earned each of the past 10 years, we have _____ data.
    a. cross-sectional
    b. time series
    c. nonhistorical
    d. survey

ANSWER: b

14. Which of the following is an example of a quantitative variable?
    a. Manufacturer of a cell phone
    b. A person's gender
    c. Mileage of a car
    d. Whether a person is a college graduate

ANSWER: c

15. Which of the following is an example of a categorical variable?
    a. Air temperature
    b. Whether a person has a traffic violation
    c. Bank account balance
    d. Value of company stock

ANSWER: b

16. A _____ variable takes on values that are numbers on the real number line.
    a. qualitative
    b. quantitative
    c. categorical
    d. nominative

ANSWER: b

17. The class ranking of a college student is an example of a(n) ____ variable.
    a. categorical
    b. quantitative
    c. ratio
    d. interval

ANSWER: a

18. The change in the daily price of a stock is what type of variable?
    a. Categorical
    b. Quantitative
    c. Ordinal
    d. Random

ANSWER: b

19. The _____ industry uses data visualization and Benford's Law to detect fraud.

a. accounting
b. finance
c. human resources
d. sports

ANSWER: a

20. Like accounting, _____ is numerical and data-driven. Data visualization is useful for recognizing trends, assessing risk, and tracking actual versus forecasted values of metrics of concern.
a. engineering
b. finance
c. human resources
d. sports

ANSWER: b

21. With the increased use of analytics in business, human resources management (HRM) has become much more data-driven. Indeed, HRM is sometimes now referred to as _____.
a. hiring analytics
b. people analytics
c. human resources analytics
d. data hiring

ANSWER: b

22. A key interest of human resources management professionals is employee churn, which refers to the _____.
a. productivity of employees
b. turnover in an organization's workforce
c. daily email count in the organization
d. hiring standards of a company

ANSWER: b

23. Analytics is used in the _____ industry for optimal pricing, markdown pricing for seasonal goods, and optimal allocation of budget?
a. human resources management
b. marketing
c. sports
d. engineering

ANSWER: b

24. Sentiment analysis using text data such as tweets is an example of how data visualization can be used to support more effective _____.
a. auditing
b. marketing
c. stock pricing
d. scientific research

ANSWER: b

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25. Website analytics for understanding website traffic and sales is an example of how data visualization can be used to support more effective _____.
    a. auditing
    b. marketing
    c. stock pricing
    d. scientific research

ANSWER: b

26. Data visualization can help which industry for planning and scheduling, inventory planning, and demand forecasting?
    a. Accounting
    b. Operations management
    c. Sports
    d. Scientific research

ANSWER: b

27. The use of analytics for player evaluation and on-field strategy is now common throughout _____.
    a. accounting
    b. operations management
    c. professional sports
    d. scientific research

ANSWER: c

28. Engineering relies heavily on mathematics and data. Hence, _____ is an important technique in every engineer's tool kit.
    a. data visualization
    b. writing skill
    c. artistic ability
    d. scientific research

ANSWER: a

29. In the natural sciences, data are often _____, so maps are used frequently.
    a. geographic
    b. quantitative
    c. ordinal
    d. weather-related

ANSWER: a

30. In the natural sciences, data are often geographic, so maps are used frequently in data visualization. A detected outlier could be an indication of a data error or _____.
    a. fraud
    b. high stock prices
    c. employee turnover
    d. an unusual weather pattern

ANSWER: d

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31. In accounting, data visualization is used to detect outliers that could be an indication of a data error or _____.
    a. fraud
    b. high stock prices
    c. employee turnover
    d. an unusual weather pattern

ANSWER: a

32. _____ refers to any set of data that is too large or too complex to be handled by standard data-processing techniques using a typical desktop computer.
    a. Big data
    b. Audio data
    c. Video data
    d. Text data

ANSWER: a

33. A type of big data is _____.
    a. text data
    b. video data
    c. audio data
    d. All of these choices are correct.

ANSWER: d

34. A _____ shows the progression of a numerical variable for various categories from larger to smaller values.
    a. time series plot
    b. bar chart
    c. control chart
    d. funnel chart

ANSWER: d

35. A _____ depicts possible flows through a system using a line for each possible path.
    a. time series plot
    b. spaghetti chart
    c. control chart
    d. funnel chart

ANSWER: b

36. A _____ displays the location of shots attempted by a player during a basketball game with different symbols or colors indicating successful and unsuccessful shots.
    a. player plot
    b. basketball chart
    c. control chart
    d. shot chart

ANSWER: d

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37. A high-low-close stock chart is particularly useful for analysts in the _____ industry.
    a. finance
    b. human resources
    c. professional sports
    d. marketing

ANSWER: a

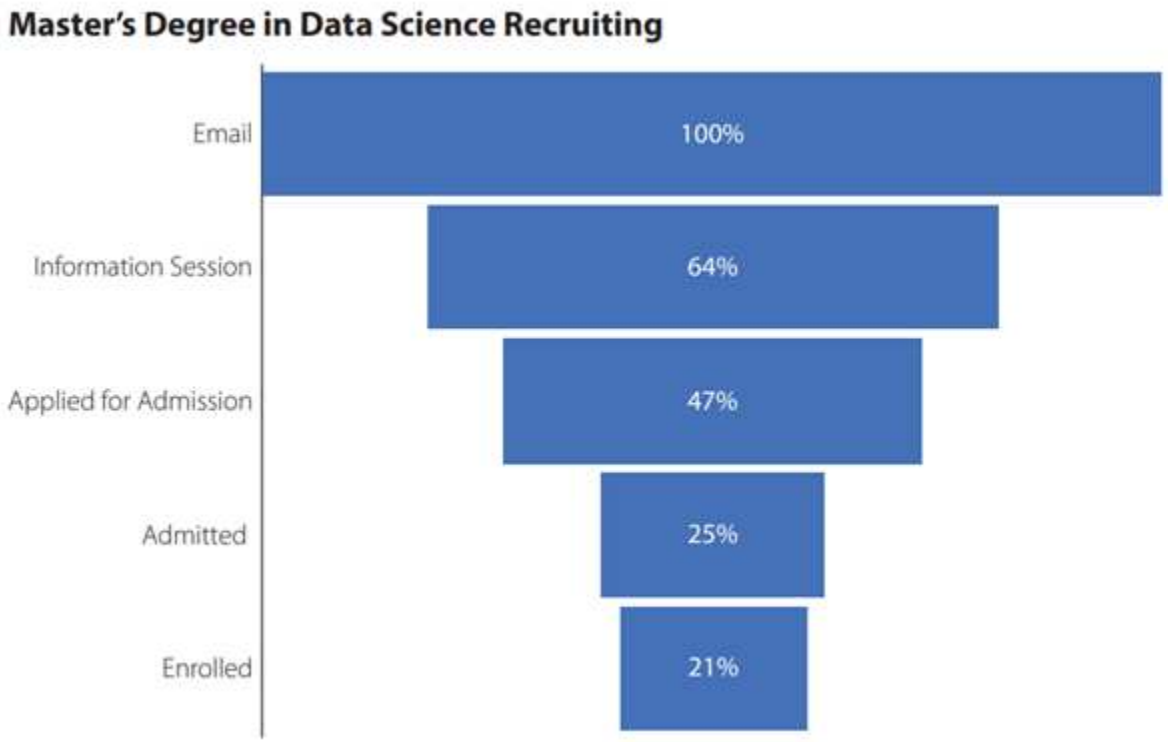
38. A _____ shows three numerical values: high value, low value, and closing value for the price of a share of stock over time.
    a. high-low-close stock chart
    b. box and whiskers plot
    c. clustered bar chart
    d. control chart

ANSWER: a

39. A _____ displays a variable of interest plotted over time relative to lower and upper control limits.
    a. high-low-close stock chart
    b. funnel chart
    c. clustered bar chart
    d. control chart

ANSWER: d

40. The following chart is an example of a _____.



    a. time series plot

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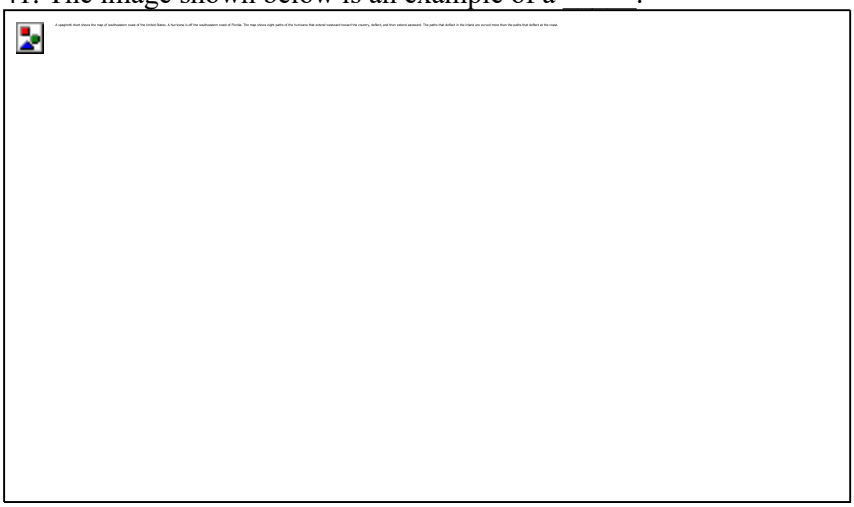
b. bar chart
c. control chart
d. funnel chart

ANSWER: d

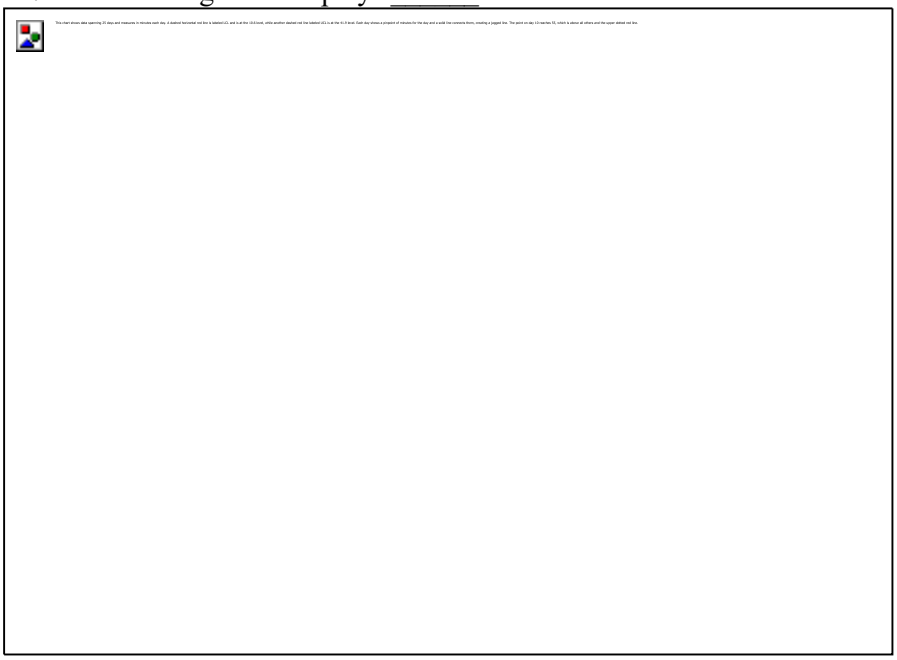
41. The image shown below is an example of a _____.



a. time series plot
b. spaghetti chart
c. control chart
d. funnel chart

ANSWER: b

42. The following chart displays _____.

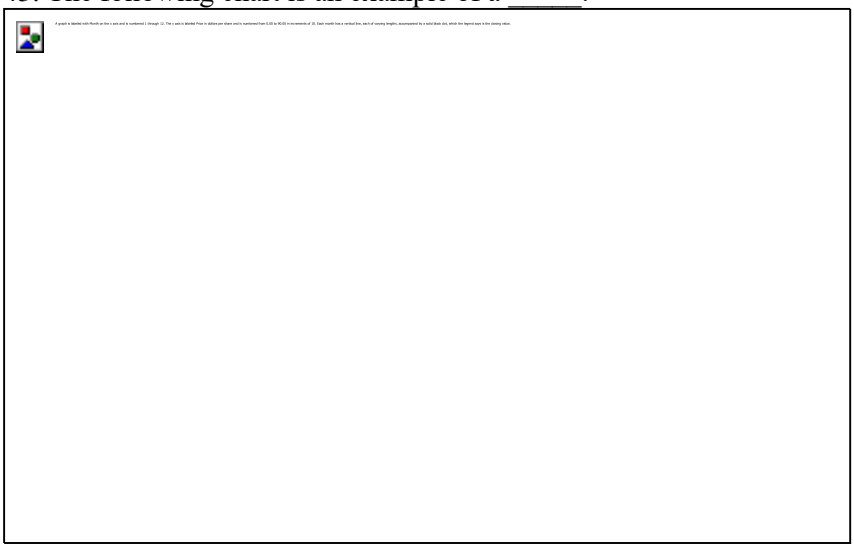


a. high and low stock prices
b. production timelines

c. actual sales
d. control limits

ANSWER: d

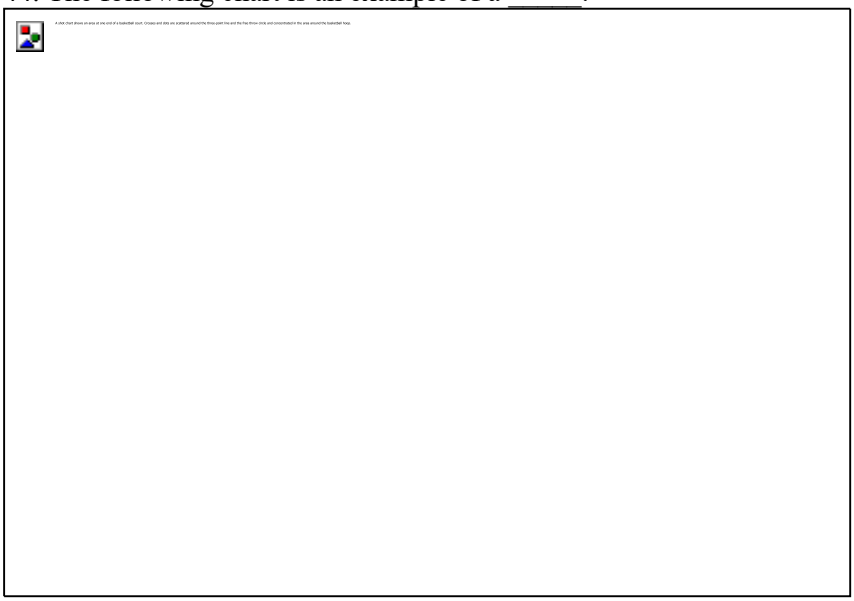
43. The following chart is an example of a _____.



a. high-low-close stock chart
b. box and whiskers plot
c. clustered bar chart
d. control chart

ANSWER: a

44. The following chart is an example of a _____.

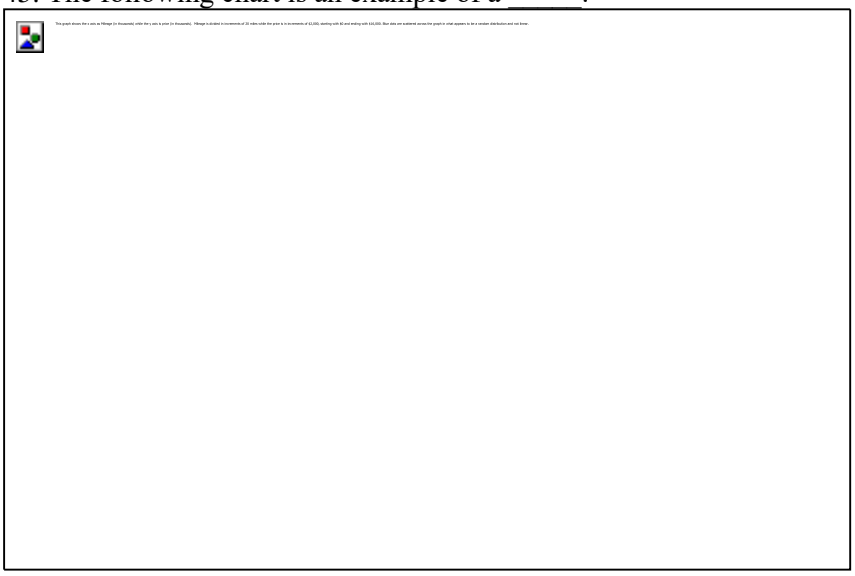


a. player plot
b. basketball chart
c. control chart

d. shot chart.

ANSWER: d

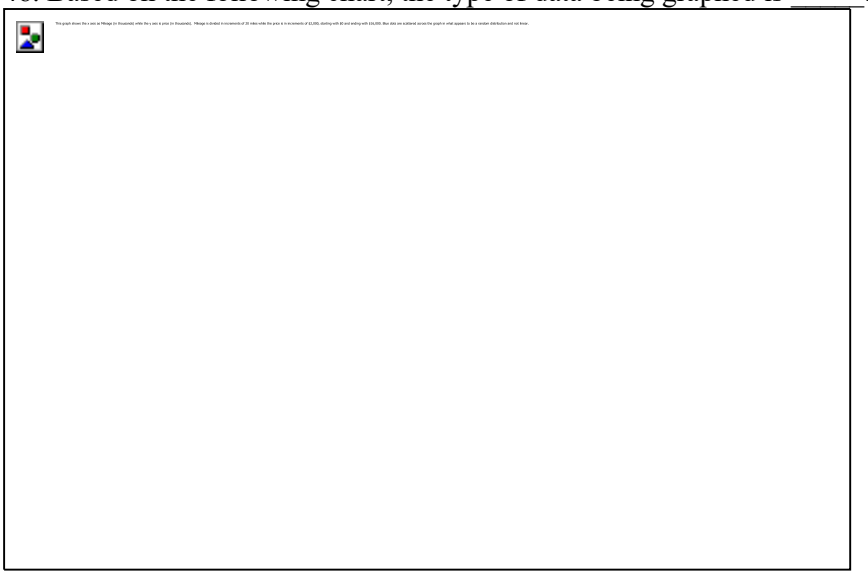
45. The following chart is an example of a _____.



a. scatter chart
b. bubble chart
c. clustered bar chart
d. control chart

ANSWER: a

46. Based on the following chart, the type of data being graphed is _____.



a. quantitative
b. categorical
c. qualitative
d. Cannot be determined

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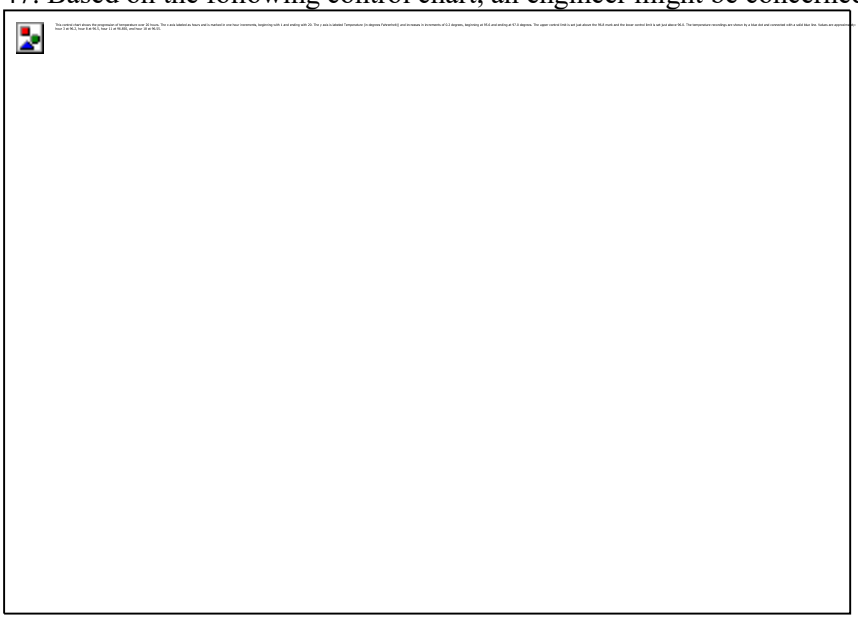
ANSWER: a

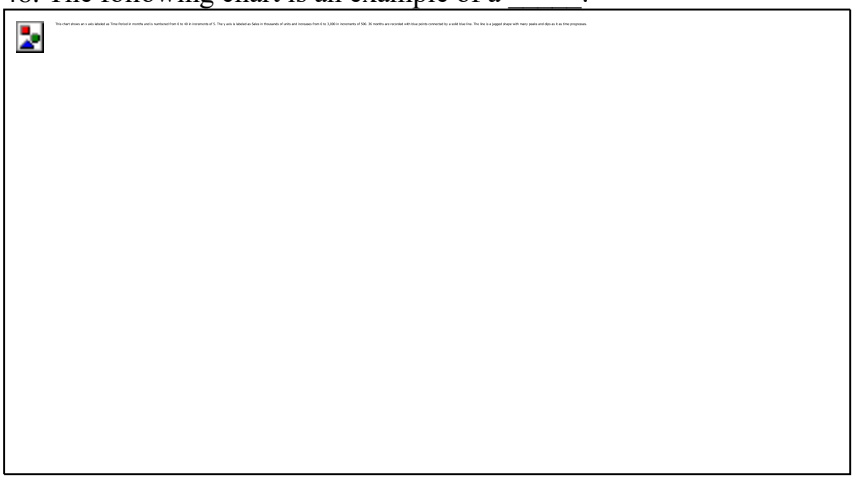
47. Based on the following control chart, an engineer might be concerned with data point _____.



a. 11
b. 8
c. 3
d. 18

ANSWER: a

48. The following chart is an example of a _____.



a. time series plot
b. bar chart
c. control chart
d. funnel chart

ANSWER: a

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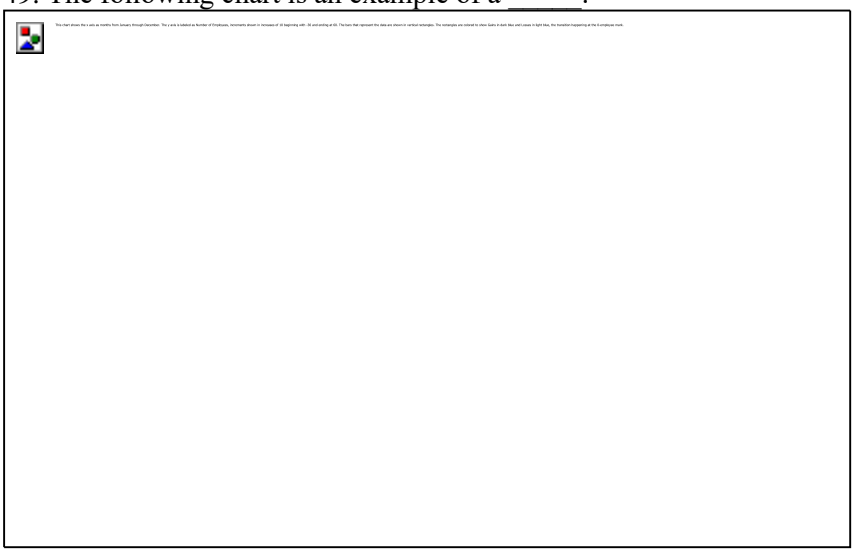
49. The following chart is an example of a _____.



a. stacked column chart
b. scatter plot
c. control chart
d. funnel chart

ANSWER: a

50. Which of these is an example of a categorical variable?
a. Brand of jeans
b. Price paid for pair of jeans
c. Distance to store to purchase jeans
d. Pairs of jeans owned

ANSWER: a

51. Which of the following is an example of time series data?
a. VISA balances of 30 students on December 31 of this year
b. Net earnings reported by Xena Corp. for the last 10 quarters
c. Dollar exchange rates yesterday against 10 other world currencies
d. Titles of the top 10 movies in total revenue last week

ANSWER: b

52. Which of the following is NOT an example of time series data?
a. Closing checkbook balances of 30 students on December 31 of this year
b. Net earnings reported by Xena Corp. for the last 10 quarters
c. Dollar/euro exchange rates at 12 noon GMT for the last 30 days
d. Movie attendance at a certain theater for each Saturday last year

ANSWER: a