

***Introduction to Data Mining and Analytics edition
Jamsa Test Bank***

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Import Settings:
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Information Field: Ahead
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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

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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

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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