# ACTIVIDAD # 2

# Tipo actividad:  Reading comprehension activity #3: "Defining Big Data Analytics. (Book-Big Data for Dummies)"

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Defining Big Data Analytics.pdf

**9) Multiple choice activity.**

**Multiple Choice Questions:**

What is the primary focus of Chapter 12?

a) Big Data Infrastructure
b) Predictive Modeling
c) Advanced Survival Analysis
d) Big Data Analytics

Which company is highlighted for its successful use of big data analytics in the reading?

a) Microsoft
b) Amazon
c) IBM
d) Google

What is the first question recommended before diving into big data analysis?

a) How much data do you have?
b) What infrastructure is needed?
c) What problem are you trying to solve?
d) Who are your competitors?

What does "slicing and dicing" refer to in the context of basic analytics?

a) Cutting data into smaller, manageable sets
b) Real-time monitoring of large data volumes
c) Predicting future outcomes
d) Identifying anomalies in the data

Which is NOT mentioned as an example of advanced analytics in big data?

a) Predictive Modeling
b) Text Analytics
c) Basic Monitoring
d) Other statistical and data-mining algorithms

What is operationalized analytics?

a. Basic analysis of data
b. Advanced analytics for insight
c. Making analytics part of a business process
d. Monetizing analytics

How does Amazon utilize big data analytics for its recommendation engine?

a. By limiting data sources
b. By using basic monitoring techniques
c. By analyzing customer buying patterns
d. By ignoring unstructured data

What is the primary goal of predictive modeling in big data analytics?

a. Analyzing historical data
b. Classifying data into groups
c. Predicting future outcomes
d. Basic slicing and dicing

In the context of big data, what is "dirty data"?

a. Data with low signal-to-noise ratio
b. Inaccurate, incomplete, or erroneous data
c. Real-time data streams
d. Data with high predictive attributes

What does the term "data mining" involve in big data analytics?

a. Extracting valuable information from unstructured text
b. Exploring and analyzing large amounts of data to find patterns
c. Monetizing analytics for revenue generation
d. Using predictive attributes for analysis