**ACTIVITY # 3**

**Tipo actividad: multiple choice**

Inference multiple choice activity based on the video.

1. Big Data is characterized by which of the following "3 Vs"?

a. Volume

b. Velocity

c. Variety

d. All of the above

2. Big Data can help organizations make more informed decisions by:

a. Improving customer experiences

b. Analyzing large and diverse datasets

c. Identifying new opportunities

3. Big Data can drive innovation by enabling organizations to:

a. Reduce operational costs

b. Develop new products and services

c. Explore new ideas

4. Big Data is often characterized by the "3 Vs" because it:

a. Is too large and complex for traditional data processing methods

b. Provides valuable insights and competitive advantages

c. Is generated by technology and online activities

5. Big Data can help organizations gain valuable insights and competitive advantages by:

a. Analyzing large and diverse datasets

b. Improving customer experiences

c. Identifying new opportunities