E20-007^{Q&As}

Data Science and Big Data Analytics

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QUESTION 1

You have two tables of customers in your database. Customers in cust_table_1 were sent an e-mail promotion last year, and customers in cust_table_2 received a newsletter last year. Customers can only be entered in once per table. You want to create a table that includes all customers, and any of the communications they received last year. Which type of join would you use for this table?

A. Full outer join

B. Inner join

C. Left outer join

D. Cross join

Correct Answer: A

QUESTION 2

In linear regression modeling, which action can be taken to improve the linearity of the relationship between the dependent and independent variables?

A. Apply a transformation to a variable

B. Use a different statistical package

C. Calculate the R-Squared value

D. Change the units of measurement on the independent variable

Correct Answer: A

QUESTION 3

What is Hadoop?

A. Java classes for HDFS types and MapReduce job management and HDFS

B. Java classes for HDFS types and MapReduce job management and the MapReduce paradigm

C. MapReduce paradigm and HDFS

D. MapReduce paradigm and massive unstructured data storage on commodity hardware

Correct Answer: A

QUESTION 4

A call center for a large electronics company handles an average of 35, 000 support calls a day. The head of the call

center would like to optimize the staffing of the call center during the rollout of a new product due to recent customer complaints of long wait times. You have been asked to create a model to optimize call center costs and customer wait times.

The goals for this project include:

1.

Relative to the release of a product, how does the call volume change over time?

2.

How to best optimize staffing based on the call volume for the newly released product, relative to old products.

3.

Historically, what time of day does the call center need to be most heavily staffed?

4.

Determine the frequency of calls by both product type and customer language. Which goals are suitable to be completed with MapReduce?

A. Goal 2 and 4

B. Goal 1 and 3

C. Goals 1, 2, 3, 4

D. Goals 2, 3, 4

Correct Answer: A

QUESTION 5

You are studying the behavior of a population, and you are provided with multidimensional data at the individual level. You have identified four specific individuals who are valuable to your study, and would like to find all users who are most similar to each individual. Which algorithm is the most appropriate for this study?

A. K-means clustering

B. Linear regression

C. Association rules

D. Decision trees

Correct Answer: A

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