MIS0855: Exam 3 Study Guide

The exam will be a combination of multiple-choice and short-answer questions. It is a closed-book, closed-notes exam. You will not be able to use a computer during the exam.

The following is a list of items that you should review in preparation for the exam. Note that not every item on this list may be on the exam, and there may be items on the exam not on this list.

Make sure you review

- The slides and your notes
- The readings
- The in-class exercises
- The assignments

Module 4: Analyzing Data

- What is the difference between Hadoop and MapReduce?
  - How do they facilitate the analysis of Big Data?
- How is data stored?
  - How is data arranged in a relational database? For Pivot Table analysis?
- What are some examples of structured and unstructured data?
  - Explain the difference.
  - What is sentiment analysis? How does it work?
    - What are the benefits?
    - In what situations can it be inaccurate?
- What is analytics?
  - How is analytics related to Big Data? How is it different?
  - What is the difference between descriptive, predictive, and prescriptive analytics?
    - Give examples of each.
  - What are the uses of forecasting? Give an example.
  - What are the uses of association mining? Give an example.

From the In-Class Exercises and Assignments

- What is the difference between relational databases and data formatted for Pivot Table analysis?
- How do the tables of data become associated in a relational database?
- What factors influence the confidence interval of a trend line (i.e., the Tableau exercise)?
- How do hierarchies of dimensions work in Tableau? What are they used for?
- How does sentiment analysis software determine a positive/negative score for a block of text?
- What is a word frequency analysis? What insight can it give you about a block of text?