MIS0855: Exam 2 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 3: Working with Data in the Real World

- What does it mean for data to be “dirty?”
- How does data get dirty?
  - What are the consequences? Some well-known examples?
  - Explain the impact of bad data on future decision-making processes.
- How do you clean it?
  - How should you deal with outliers?
  - How do you deal with ambiguous data (i.e., when you don’t know what the label means)?
- What is a KPI?
  - Explain why each of the “SMART” criteria are important.
  - Given a particular measure, explain why it would make a good or bad KPI.
- What is a scorecard?
  - What is the difference in definition and purpose between a scorecard and a dashboard?
- Explain the “tyranny of success” and how a reliance of KPIs and exacerbate the problem. What can you do in those situations?
- What is the “Quantified Self” movement and how does it relate to data? To KPIs?
- What is data integration? Why is it necessary?
  - How do you resolve conflicts in data (i.e., PA versus Penna. versus Pennsylvania)?
  - When should you not bother resolving conflicts or even fixing your data?

From the In-Class Exercises and Assignments

- What is the difference between Tableau and Excel?
- How do you create a KPI for a scorecard using a calculated field in Tableau?
- How can you use Excel’s MATCH() function to find invalid values?
- How can you use Excel’s VLOOKUP() function to transform data from one value to another?
- What is the best data visualization to find outliers? To create scorecards?