

## Multiple Choice Questions and Answers

1. Which aspect of sentiment analysis involves identifying patterns or trends in the sentiment data?

- A) Sentiment classification
- B) Sentiment scoring
- C) Sentiment trending
- D) Sentiment aggregation

Answer: C

2. What is the primary focus of sentiment analysis in the context of movie reviews?

- A) Analyzing cinematography techniques
- B) Predicting box office revenue
- C) Determining audience demographics
- D) Assessing viewer opinions and sentiments

Answer: D

3. Which of the following is NOT a common sentiment analysis tool or framework?

- A) NLTK (Natural Language Toolkit)
- B) TensorFlow
- C) Scikit-learn
- D) Spark MLlib

Answer: B

4. In sentiment analysis, what does the term "tone" refer to?

- A) The sentiment expressed in the text
- B) The style or manner of expression
- C) The font size used in the text
- D) The language used (e.g., formal or informal)

Answer: B

5. Which of the following is a challenge specific to sentiment analysis on social media data?

- A) Lack of labeled data
- B) Limited text length
- C) Highly formal language
- D) Low frequency of named entities

Answer: B

6. Which aspect of sentiment analysis involves categorizing text into predefined sentiment classes?

- A) Sentiment classification
- B) Sentiment scoring
- C) Sentiment trending
- D) Sentiment aggregation

Answer: A

7. What is the primary goal of sentiment analysis in brand monitoring?

- A) To identify market trends
- B) To measure brand sentiment and reputation
- C) To predict stock market fluctuations
- D) To analyze competitor strategies

Answer: B

8. Which of the following is an example of a lexicon-based approach to sentiment analysis?

- A) Support Vector Machines (SVM)
- B) Recurrent Neural Networks (RNNs)
- C) Bag-of-Words model
- D) VADER (Valence Aware Dictionary and sEntiment Reasoner)

Answer: D

9. How does sentiment analysis contribute to political campaign strategies?

- A) By analyzing demographic data

- B) By predicting voting behavior
- C) By monitoring public sentiment towards candidates
- D) By assessing historical election results

Answer: C

10. What is the primary challenge of sentiment analysis on multilingual text data?

- A) Language translation
- B) Lack of labeled data
- C) Low text complexity
- D) Homogeneous language use

Answer: B

11. Which of the following is NOT a sentiment analysis technique?

- A) Neural Networks
- B) Latent Dirichlet Allocation (LDA)
- C) Singular Value Decomposition (SVD)
- D) Particle Swarm Optimization (PSO)

Answer: D

12. In sentiment analysis, what does the term "context" refer to?

- A) The overall subject of the text
- B) The tone of the text
- C) The background information about the author
- D) The surrounding words or phrases influencing the sentiment

Answer: D

13. Which machine learning algorithm is commonly used for sentiment analysis due to its interpretability?

- A) Decision Trees
- B) Recurrent Neural Networks (RNNs)
- C) Long Short-Term Memory (LSTM)
- D) Gradient Boosting Machines (GBM)

Answer: A

14. What is the primary objective of sentiment analysis in customer reviews for restaurants?

- A) To classify cuisines
- B) To assess food quality
- C) To analyze pricing strategies
- D) To gauge customer satisfaction and sentiment

Answer: D

15. Which of the following is NOT a factor considered during sentiment analysis preprocessing?

- A) Tokenization
- B) Stemming or lemmatization
- C) Part-of-speech tagging
- D) Syntax analysis

Answer: D

16. What is the primary focus of sentiment analysis in online forums?

- A) Identifying forum moderators
- B) Analyzing user demographics
- C) Extracting factual information
- D) Understanding user opinions and sentiments

Answer: D

17. Which sentiment analysis approach is more suitable for analyzing short, informal text messages?

- A) Lexicon-based
- B) Machine learning-based
- C) Rule-based
- D) Hybrid approach

Answer: A

18. How does sentiment analysis contribute to brand crisis management?

- A) By analyzing competitor strategies
- B) By predicting market fluctuations
- C) By monitoring sentiment during crises
- D) By identifying potential customers

Answer: C

19. Which of the following metrics is commonly used to evaluate the performance of sentiment analysis models?

- A) F1-score
- B) Area Under the Curve (AUC)
- C) Mean Squared Error (MSE)
- D) Coefficient of Determination (R-squared)

Answer: A

20. What is the primary challenge of sentiment analysis on user-generated content?

- A) Limited data availability
- B) Lack of domain specificity
- C) High text complexity
- D) Homogeneous language use

Answer: B

21. Which of the following is NOT a source of data commonly used for sentiment analysis?

- A) Social media posts
- B) Financial reports
- C) Academic journals
- D) Product

Answer: D

22. Which aspect of sentiment analysis involves analyzing the intensity or strength of sentiment expressed in text?

- A) Sentiment classification

- B) Sentiment intensity analysis
- C) Sentiment preprocessing
- D) Sentiment aggregation

Answer: B

23. What is the primary focus of sentiment analysis in online product reviews?

- A) Identifying the manufacturer
- B) Evaluating shipping times
- C) Assessing product quality and sentiment
- D) Analyzing consumer demographics

Answer: C

24. Which of the following is NOT a common preprocessing step in sentiment analysis?

- A) Removing stopwords
- B) Lemmatization
- C) Counting word frequency
- D) Handling negations

Answer: C

25. In sentiment analysis, what does the term "sentiment lexicon" refer to?

- A) A collection of sentiment-labeled texts
- B) A database of linguistic features
- C) A list of words or phrases associated with sentiment polarity
- D) A machine learning model for sentiment classification

Answer: C

26. What is the primary focus of web content mining?

- A) Extracting patterns and knowledge from the hyperlink structure of the web
- B) Analyzing the content of web pages
- C) Examining user interaction with web content
- D) Discovering trends in web usage patterns

Answer: B

27. Which type of web mining focuses on analyzing the hyperlink structure of the web?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics

Answer: B

28. Which web mining technique is concerned with discovering patterns and knowledge from web usage data?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics

Answer: C

29. In the context of web analytics, what does the Web Analytics Maturity Model assess?

- A) The number of web pages indexed by search engines
- B) The effectiveness of web content mining algorithms
- C) The level of sophistication in an organization's web analytics practices
- D) The frequency of website updates

Answer: C

30. What is the purpose of Security First Insurance's deepened connection with policyholders as discussed in the case study?

- A) To increase insurance premiums
- B) To improve customer service and loyalty
- C) To reduce insurance coverage
- D) To expand into new markets

Answer: B

31. Which aspect of search engines focuses on optimizing websites to improve their visibility in search engine results?

- A) Web Structure Mining
- B) Web Usage Mining
- C) Web Analytics
- D) Search Engine Optimization

Answer: D

32. What is the main goal of search engine optimization (SEO)?

- A) Maximizing web content mining efficiency
- B) Enhancing web structure mining algorithms
- C) Improving website ranking in search engine results
- D) Analyzing user interaction with web content

Answer: C

33. What is a common technique used in SEO to improve a website's search engine ranking?

- A) Analyzing web usage patterns
- B) Building backlinks from reputable websites
- C) Extracting content from web pages
- D) Identifying frequent items in a data stream

Answer: B

34. Which algorithmic technique is often used for clustering spatial data?

- A) K-means Algorithm
- B) The CURE Algorithm
- C) Association Rule Mining
- D) Principal Component Analysis (PCA)

Answer: A

35. In the context of web mining, what does DBSCAN refer to?

- A) A technique for clustering spatial data
- B) Discovering patterns and knowledge from web usage data



- C) Extracting content from web pages
- D) A method for counting frequent items in a data stream

Answer: A

36. What is the primary focus of LimitedPass Algorithms?

- A) Identifying frequent items in a data stream
- B) Clustering spatial data
- C) Analyzing web usage patterns
- D) Extracting content from web pages

Answer: A

37. Which aspect of web mining involves analyzing user interaction with web content?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics

Answer: C

38. What is the primary purpose of Security First Insurance's strategy as discussed in the case study?

- A) To reduce customer engagement
- B) To increase premiums for policyholders
- C) To deepen the connection with policyholders
- D) To minimize insurance coverage

Answer: C

39. What is the objective of the CURE Algorithm?

- A) Clustering spatial data
- B) Analyzing web usage patterns
- C) Extracting content from web pages
- D) Optimizing websites for search engines

Answer: A

40. Which aspect of web analytics involves evaluating the effectiveness of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics Maturity Model

Answer: D

41. What does SEO stand for in the context of web analytics?

- A) Search Engine Optimization
- B) Structured Entity Optimization
- C) Semantic Entity Organization
- D) Statistical Evaluation of Operations

Answer: A

42. Which algorithmic technique is suitable for identifying frequent items in a continuous data stream?

- A) DBSCAN
- B) The CURE Algorithm
- C) Counting Frequent Items in a Stream
- D) LimitedPass Algorithms

Answer: C

43. What is the primary objective of web content mining?

- A) Analyzing the hyperlink structure of the web
- B) Extracting patterns and knowledge from web usage data
- C) Examining user interaction with web content
- D) Analyzing the content of web pages

Answer: D

44. In the context of web mining, what does PCA stand for?

- A) Primary Content Analysis
- B) Principal Component Analysis

- C) Pattern Creation Algorithm
- D) Predictive Content Assessment

Answer: B

45. Which aspect of web analytics evaluates the maturity of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics Maturity Model

Answer: D

46. What is the main focus of web structure mining?

- A) Analyzing user interaction with web content
- B) Extracting patterns from the content of web pages
- C) Analyzing the hyperlink structure of the web
- D) Evaluating the effectiveness of web analytics practices

Answer: C

47. Which technique is commonly employed in SEO to enhance a website's visibility?

- A) Analyzing web usage patterns
- B) Generating backlinks from reputable websites
- C) Extracting content from web pages
- D) Identifying frequent items in a data stream

Answer: B

48. What is the primary goal of Security First Insurance's strategy according to the case study?

- A) To reduce insurance premiums
- B) To expand into new markets
- C) To deepen the connection with policyholders
- D) To minimize customer engagement

Answer: C

49. Which algorithmic technique is often used for clustering spatial data?

- A) K-means Algorithm
- B) The CURE Algorithm
- C) Association Rule Mining
- D) Principal Component Analysis (PCA)

Answer: A

50. What does DBSCAN refer to in the context of web mining?

- A) A technique for clustering spatial data
- B) Discovering patterns and knowledge from web usage data
- C) Extracting content from web pages
- D) A method for counting frequent items in a data stream

Answer: A

51. What is the primary focus of LimitedPass Algorithms?

- A) Identifying frequent items in a data stream
- B) Clustering spatial data
- C) Analyzing web usage patterns
- D) Extracting content from web pages

Answer: A

52. Which aspect of web mining involves analyzing user interaction with web content?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics

Answer: C

53. What is the primary purpose of Security First Insurance's strategy as discussed in the case study?

- A) To reduce customer engagement

- B) To increase premiums for policyholders
- C) To deepen the connection with policyholders
- D) To minimize insurance coverage

Answer: C

54. What is the objective of the CURE Algorithm?

- A) Clustering spatial data
- B) Analyzing web usage patterns
- C) Extracting content from web pages
- D) Optimizing websites for search engines

Answer: A

55. Which aspect of web analytics involves evaluating the effectiveness of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics Maturity Model

Answer: D

56. What does SEO stand for in the context of web analytics?

- A) Search Engine Optimization
- B) Structured Entity Optimization
- C) Semantic Entity Organization
- D) Statistical Evaluation of Operations

Answer: A

57. Which algorithmic technique is suitable for identifying frequent items in a continuous data stream?

- A) DBSCAN
- B) The CURE Algorithm
- C) Counting Frequent Items in a Stream

D) LimitedPass Algorithms

Answer: C

58. What is the primary objective of web content mining?

- A) Analyzing the hyperlink structure of the web
- B) Extracting patterns and knowledge from web usage data
- C) Examining user interaction with web content
- D) Analyzing the content of web pages

Answer: D

59. In the context of web mining, what does PCA stand for?

- A) Primary Content Analysis
- B) Principal Component Analysis
- C) Pattern Creation Algorithm
- D) Predictive Content Assessment

Answer: B

60. Which aspect of web analytics evaluates the maturity of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics Maturity Model

Answer: D

61. What is the main focus of web structure mining?

- A) Analyzing user interaction with web content
- B) Extracting patterns from the content of web pages
- C) Analyzing the hyperlink structure of the web
- D) Evaluating the effectiveness of web analytics practices

Answer: C

62. Which technique is commonly employed in SEO to enhance a website's visibility?

- A) Analyzing web usage patterns
- B) Generating backlinks from reputable websites
- C) Extracting content from web pages
- D) Identifying frequent items in a data stream

Answer: B

63. What is the primary goal of Security First Insurance's strategy according to the case study?

- A) To reduce insurance premiums
- B) To expand into new markets
- C) To deepen the connection with policyholders
- D) To minimize customer engagement

Answer: C

64. Which algorithmic technique is often used for clustering spatial data?

- A) K-means Algorithm
- B) The CURE Algorithm
- C) Association Rule Mining
- D) Principal Component Analysis (PCA)

Answer: A

65. What does DBSCAN refer to in the context of web mining?

- A) A technique for clustering spatial data
- B) Discovering patterns and knowledge from web usage data
- C) Extracting content from web pages
- D) A method for counting frequent items in a data stream

Answer: A

66. What is the primary focus of LimitedPass Algorithms?

- A) Identifying frequent items in a data stream
- B) Clustering spatial data
- C) Analyzing web usage patterns
- D) Extracting content from web pages

Answer: A

67. Which aspect of web mining involves analyzing user interaction with web content?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics

Answer: C

68. What is the primary purpose of Security First Insurance's strategy as discussed in the case study?

- A) To reduce customer engagement
- B) To increase premiums for policyholders
- C) To deepen the connection with policyholders
- D) To minimize insurance coverage

Answer: C

69. What is the objective of the CURE Algorithm?

- A) Clustering spatial data
- B) Analyzing web usage patterns
- C) Extracting content from web pages
- D) Optimizing websites for search engines

Answer: A

70. Which aspect of web analytics involves evaluating the effectiveness of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining
- D) Web Analytics Maturity Model

Answer: D

71. What does SEO stand for in the context of web analytics?



- A) Search Engine Optimization
- B) Structured Entity Optimization
- C) Semantic Entity Organization
- D) Statistical Evaluation of Operations

Answer: A

72. Which algorithmic technique is suitable for identifying frequent items in a continuous data stream?

- A) DBSCAN
- B) The CURE Algorithm
- C) Counting Frequent Items in a Stream
- D) LimitedPass Algorithms

Answer: C

73. What is the primary objective of web content mining?

- A) Analyzing the hyperlink structure of the web
- B) Extracting patterns and knowledge from web usage data
- C) Examining user interaction with web content
- D) Analyzing the content of web pages

Answer: D

74. In the context of web mining, what does PCA stand for?

- A) Primary Content Analysis
- B) Principal Component Analysis
- C) Pattern Creation Algorithm
- D) Predictive Content Assessment

Answer: B

75. Which aspect of web analytics evaluates the maturity of an organization's web analytics practices?

- A) Web Content Mining
- B) Web Structure Mining
- C) Web Usage Mining

D) Web Analytics Maturity Model

Answer: D

76. What is the primary focus of social analytics and social network analysis?

- A) Analyzing weather patterns
- B) Studying human behavior on social media platforms
- C) Exploring deep space phenomena
- D) Understanding geological formations

Answer: B

77. Which of the following is NOT a common social media platform?

- A) Facebook
- B) Twitter
- C) LinkedIn
- D) Google Earth

Answer: D

78. What is the primary goal of social media analytics?

- A) Sharing personal photos
- B) Analyzing and interpreting data from social media platforms
- C) Sending instant messages
- D) Creating online games

Answer: B

79. What is the purpose of sensitivity analysis in prescriptive analytics?

- A) To analyze social media data
- B) To optimize supply chain operations
- C) To evaluate the impact of changes in input variables on the output of a model
- D) To conduct market research

Answer: C

80. Which technique is used in prescriptive analytics to explore the impact of changes in input variables on the outcome of a model?

- A) What-If Analysis
- B) Sensitivity Analysis
- C) Social Network Analysis
- D) Goal Seeking

Answer: B

81. What-If Analysis is primarily used for:

- A) Counting frequent items in a continuous data stream
- B) Evaluating the risk associated with new business ventures
- C) Optimizing scheduling and logistics in the transportation industry
- D) Exploring the potential outcomes of different scenarios by changing input

variables

Answer: D

82. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: D

83. What is the primary objective of goal seeking in prescriptive analytics?

- A) To maximize profit
- B) To achieve specific objectives or targets by adjusting input variables
- C) To analyze social media data
- D) To optimize supply chain operations

Answer: B

84. Which technique in prescriptive analytics is used to find the input values necessary to achieve a desired output?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: C

85. How does prescriptive analytics differ from descriptive and predictive analytics?

A) Descriptive analytics focuses on explaining past events, predictive analytics forecasts future events, while prescriptive analytics provides recommendations for actions to achieve desired outcomes

B) Prescriptive analytics focuses on explaining past events, descriptive analytics forecasts future events, while predictive analytics provides recommendations for actions to achieve desired outcomes

C) Predictive analytics focuses on explaining past events, prescriptive analytics forecasts future events, while descriptive analytics provides recommendations for actions to achieve desired outcomes

D) Prescriptive analytics focuses on forecasting future events, descriptive analytics provides recommendations for actions, while predictive analytics explains past events

Answer: A

86. Which of the following is a common goal of prescriptive analytics?

- A) Describing past events accurately
- B) Forecasting future events
- C) Providing recommendations for actions to achieve desired outcomes
- D) Analyzing data patterns

Answer: C

87. What role does optimization play in prescriptive analytics?

- A) Optimization helps in understanding past events accurately

B) Optimization provides recommendations for actions based on historical data

C) Optimization finds the best solution to achieve specific objectives or targets by adjusting input variables

D) Optimization predicts future events accurately

Answer: C

88. How does sensitivity analysis contribute to decision-making in prescriptive analytics?

A) By exploring the impact of changes in input variables on the outcome of a model

B) By providing recommendations for actions to achieve desired outcomes

C) By forecasting future events accurately

D) By analyzing social media data

Answer: A

89. What-If Analysis is primarily used for:

A) Analyzing social media data

B) Optimizing supply chain operations

C) Evaluating the risk associated with new business ventures

D) Exploring the potential outcomes of different scenarios by changing input variables

Answer: D

90. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

A) Sensitivity Analysis

B) What-If Analysis

C) Goal Seeking

D) Optimization

Answer: D

91. What is the primary objective of goal seeking in prescriptive analytics?

- A) To maximize profit
- B) To achieve specific objectives or targets by adjusting input variables
- C) To analyze social media data
- D) To optimize supply chain operations

Answer: B

92. Which technique in prescriptive analytics is used to find the input values necessary to achieve a desired output?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: C

93. How does prescriptive analytics differ from descriptive and predictive analytics?

A) Descriptive analytics focuses on explaining past events, predictive analytics forecasts future events, while prescriptive analytics provides recommendations for actions to achieve desired outcomes

B) Prescriptive analytics focuses on explaining past events, descriptive analytics forecasts future events, while predictive analytics provides recommendations for actions to achieve desired outcomes

C) Predictive analytics focuses on explaining past events, prescriptive analytics forecasts future events, while descriptive analytics provides recommendations for actions to achieve desired outcomes

D) Prescriptive analytics focuses on forecasting future events, descriptive analytics provides recommendations for actions, while predictive analytics explains past events

Answer: A

94. Which of the following is a common goal of prescriptive analytics?

- A) Describing past events accurately

- B) Forecasting future events
- C) Providing recommendations for actions to achieve desired outcomes
- D) Analyzing data patterns

Answer: C

95. What role does optimization play in prescriptive analytics?

- A) Optimization helps in understanding past events accurately
- B) Optimization provides recommendations for actions based on historical data
- C) Optimization finds the best solution to achieve specific objectives or targets by adjusting input variables
- D) Optimization predicts future events accurately

Answer: C

96. How does sensitivity analysis contribute to decision-making in prescriptive analytics?

- A) By exploring the impact of changes in input variables on the outcome of a model
- B) By providing recommendations for actions to achieve desired outcomes
- C) By forecasting future events accurately
- D) By analyzing social media data

Answer: A

97. What-If Analysis is primarily used for:

- A) Analyzing social media data
- B) Optimizing supply chain operations
- C) Evaluating the risk associated with new business ventures
- D) Exploring the potential outcomes of different scenarios by changing input variables

Answer: D

98. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: D

99. What is the primary objective of goal seeking in prescriptive analytics?

- A) To maximize profit
- B) To achieve specific objectives or targets by adjusting input variables
- C) To analyze social media data
- D) To optimize supply chain operations

Answer: B

100. Which technique in prescriptive analytics is used to find the input values necessary to achieve a desired output?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: C

101. What is the primary focus of social analytics and social network analysis?

- A) Analyzing weather patterns
- B) Studying human behavior on social media platforms
- C) Exploring deep space phenomena
- D) Understanding geological formations

Answer: B

102. Which of the following is NOT a common social media platform?

- A) Facebook
- B) Twitter
- C) LinkedIn
- D) Google Earth



Answer: D

103. What is the primary goal of social media analytics?

- A) Sharing personal photos
- B) Analyzing and interpreting data from social media platforms
- C) Sending instant messages
- D) Creating online games

Answer: B

104. What is the purpose of sensitivity analysis in prescriptive analytics?

- A) To analyze social media data
- B) To optimize supply chain operations
- C) To evaluate the impact of changes in input variables on the output of a model
- D) To conduct market research

Answer: C

105. Which technique is used in prescriptive analytics to explore the impact of changes in input variables on the outcome of a model?

- A) What-If Analysis
- B) Sensitivity Analysis
- C) Social Network Analysis
- D) Goal Seeking

Answer: B

106. What-If Analysis is primarily used for:

- A) Counting frequent items in a continuous data stream
- B) Evaluating the risk associated with new business ventures
- C) Optimizing scheduling and logistics in the transportation industry
- D) Exploring the potential outcomes of different scenarios by changing input variables

Answer: D

107. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: D

108. What is the primary objective of goal seeking in prescriptive analytics?

- A) To maximize profit
- B) To achieve specific objectives or targets by adjusting input variables
- C) To analyze social media data
- D) To optimize supply chain operations

Answer: B

109. Which technique in prescriptive analytics is used to find the input values necessary to achieve a desired output?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: C

110. How does prescriptive analytics differ from descriptive and predictive analytics?

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C) Predictive analytics focuses on explaining past events, prescriptive analytics forecasts future events, while descriptive analytics provides recommendations for actions to achieve desired outcomes

D) Prescriptive analytics focuses on forecasting future events, descriptive analytics provides recommendations for actions, while predictive analytics explains past events

Answer: A

111. Which of the following is a common goal of prescriptive analytics?

- A) Describing past events accurately
- B) Forecasting future events
- C) Providing recommendations for actions to achieve desired outcomes
- D) Analyzing data patterns

Answer: C

112. What role does optimization play in prescriptive analytics?

- A) Optimization helps in understanding past events accurately
- B) Optimization provides recommendations for actions based on historical data
- C) Optimization finds the best solution to achieve specific objectives or targets by adjusting input variables
- D) Optimization predicts future events accurately

Answer: C

113. How does sensitivity analysis contribute to decision-making in prescriptive analytics?

- A) By exploring the impact of changes in input variables on the outcome of a model
- B) By providing recommendations for actions to achieve desired outcomes
- C) By forecasting future events accurately
- D) By analyzing social media data

Answer: A

114. What-If Analysis is primarily used for:

- A) Analyzing social media data
- B) Optimizing supply chain operations
- C) Evaluating the risk associated with new business ventures
- D) Exploring the potential outcomes of different scenarios by changing input variables

Answer: D

115. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking

D) Optimization

Answer: D

116. What is the primary objective of goal seeking in prescriptive analytics?

- A) To maximize profit
- B) To achieve specific objectives or targets by adjusting input variables
- C) To analyze social media data
- D) To optimize supply chain operations

Answer: B

117. Which technique in prescriptive analytics is used to find the input values necessary to achieve a desired output?

- A) Sensitivity Analysis
- B) What-If Analysis
- C) Goal Seeking
- D) Optimization

Answer: C

118. What is the primary focus of social analytics and social network analysis?

- A) Analyzing weather patterns
- B) Studying human behavior on social media platforms
- C) Exploring deep space phenomena
- D) Understanding geological formations

Answer: B

119. Which of the following is NOT a common social media platform?

- A) Facebook
- B) Twitter
- C) LinkedIn
- D) Google Earth

Answer: D

120. What is the primary goal of social media analytics?

- A) Sharing personal photos
- B) Analyzing and interpreting data from social media platforms
- C) Sending instant messages
- D) Creating online games

Answer: B

121. What is the purpose of sensitivity analysis in prescriptive analytics?

- A) To analyze social media data
- B) To optimize supply chain operations
- C) To evaluate the impact of changes in input variables on the output of a model
- D) To conduct market research

Answer: C

122. Which technique is used in prescriptive analytics to explore the impact of changes in input variables on the outcome of a model?

- A) What-If Analysis
- B) Sensitivity Analysis
- C) Social Network Analysis

D) Goal Seeking

Answer: B

123. What-If Analysis is primarily used for:

A) Counting frequent items in a continuous data stream

B) Evaluating the risk associated with new business ventures

C) Optimizing scheduling and logistics in the transportation industry

D) Exploring the potential outcomes of different scenarios by changing input variables

Answer: D

124. Which technique in prescriptive analytics helps in finding the optimal solution to a problem by systematically exploring possible solutions?

A) Sensitivity Analysis

B) What-If Analysis

C) Goal Seeking

D) Optimization

Answer: D

125. What is the primary objective of goal seeking in prescriptive analytics?

A) To maximize profit

B) To achieve specific objectives or targets by adjusting input variables

C) To analyze social media data

D) To optimize supply chain operations

Answer: B