

MIS 548 Module 2 Knowledge Check 1; Data Mining Process, Methods, and Algorithms - Answers



In data mining, classification models help in prediction.

- A ☒ True
- B ☐ False

Explanation

Answer A is correct.



Data mining requires specialized data analysts to ask ad hoc questions and obtain answers quickly from the system.

- A ☐ True
- B ☒ False

Explanation

Answer B is correct.



Decision trees are most appropriate for categorical data and interval data.

- A ☒ True
- B ☐ False

Explanation

Answer A is correct.



Fill in the blank with the appropriate term related to associations in data mining.

Correct Answer

Your Answer

Association rule mining is also known as the in the retail industry.

Note : Your response need not be case-sensitive.

Explanation

Association rule mining is also known as the **market-basket analysis** in the retail industry.



Fill in the blank with the appropriate term related to analytics and data science.

Correct Answer

Your Answer

Data mining starts with a loosely defined discovery statement, whereas starts with a well-defined proposition and hypothesis.

Note : Your response need not be case-sensitive.

Explanation

Data mining starts with a loosely defined discovery statement, whereas **statistics** starts with a well-defined proposition and hypothesis.