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Data Warehousing 11g Essentials

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QUESTION 1

You customer wants to segment their customers1 demographic data into those that use and do not use loyalty card. What would you recommend?

A. Use Oracle OLAP Option.

B. Use Oracle SQL Analytic Functions.

C. Use classification algorithm in Oracle Data Mining.

D. Use non-negative matrix factorization in Oracle Data Mining.

Correct Answer: C

Explanation:

Classification is a data mining function that assigns items in a collection to target categories or classes. The goal of classification is to accurately predict the target class for each case in the data. For example, a

classification model could be used to identify loan applicants as low, medium, or high credit risks.

The simplest type of classification problem is binary classification. In binary classification, the target

attribute has only two possible values: for example, high credit rating or low credit rating

Note:

Oracle Data Mining provides the following algorithms for classification:

*

 Decision Tree

Decision trees automatically generate rules, which are conditional statements that reveal the logic used to

build the tree.

*

 Naive Bayes

Naive Bayes uses Bayes\' Theorem, a formula that calculates a probability by counting the frequency of

values and combinations of values in the historical data.

*

 Generalized Linear Models (GLM)

GLM is a popular statistical technique for linear modeling. Oracle Data Mining implements GLM for binary

classification and for regression. GLM provides extensive coefficient statistics and model statistics, as well

as row diagnostics. GLM also supports confidence bounds.

*

Support Vector Machine

Support Vector Machine (SVM) is a powerful, state-of-the-art algorithm based on linear and nonlinear

regression. Oracle Data Mining implements SVM for binary and multiclass classification.

References:

QUESTION 2

Identify the benefit of using bitmap join indexes. Select one.

A. Faster query performance for all queries.

B. Reduced space for indexes.

C. Faster query performance for some queries.

D. Lower memory usage.

Correct Answer: B

Explanation:

Oracle benchmarks claim that bitmap join indexes can run a query more than eight times faster than

traditional indexing methods.

However, this speed improvement is dependent upon many factors, and the bitmap join is not a panacea.

Some restrictions on using the bitmap join index include:

The indexed columns must be of low cardinality--usually with less than 300 distinct values. The query must

not have any references in the WHERE clause to data columns that are not contained in the index.

The overhead when updating bitmap join indexes is substantial. For practical use, bitmap join indexes are

dropped and rebuilt each evening about the daily batch load jobs. This means that bitmap join indexes are

useful only for Oracle data warehouses that remain read-only during the processing day.

References:

QUESTION 3

For which task would you NOT use Oracle Data Mining?

A. Predicting customer behavior

B. Associating factors with a business issue

C. Determining associations within a population

D. Reducing the amount of data used in a data warehouse

Correct Answer: D

Explanation:

Data mining does not reduce the amount of data in the warehouse.

Note:

Data mining (the analysis step of the knowledge discovery in databases process, or KDD), a relatively

young and interdisciplinary field of computer science is the process of discovering new patterns from large

data sets involving methods at the intersection of artificial intelligence, machine learning, statistics and

database systems. The overall goal of the data mining process is to extract knowledge from a data set in a

human-understandable structure and besides the raw analysis step involves database and data

management aspects, data preprocessing, model and inference considerations, interestingness metrics,

complexity considerations, post-processing of found structure, visualization and online updating.

QUESTION 4

What are Oracle Data Integrator templates used for?

A. To model SAP applications

B. To define how to transform data

C. As reports to monitor ETL activity

D. None of these

Correct Answer: B

Explanation: Oracle Data Integrator streamlines the highperformance movement and transformation of data between disparate systems in batch, real-time, synchronous, and asynchronous modes. Knowledge Modules are at the core of the Oracle Data Integrator architecture. They make all Oracle Data Integrator processes modular, flexible, and extensible. Knowledge Modules implement the actual data flows and define the templates for generating code across the multiple systems involved in each process. Knowledge Modules are generic, because they allow data flows to be generated regardless of the transformation rules. And they are highly specific, because the code they generate and the integration strategy they implement are finely tuned for a given technology. Oracle Data Integrator provides a comprehensive library of Knowledge Modules, which can be tailored to implement existing best practices (for example, for highest performance, for adhering to corporate standards, or for specific vertical know-how). By helping companies capture and reuse technical expertise and best practices, Oracle Data Integrator\'s Knowledge Module framework reduces the cost of ownership. It also enables metadata-driven extensibility of product functionality to meet the most demanding data integration challenges.

References:

QUESTION 5

The Analytic Workspace Manager would be used to generate_____.

A. Materialized views

B. Oracle OLAP Option cubes

C. Oracle Data Mining algorithms

D. Oracle SQL Analytic functions

Correct Answer: B

Explanation: You can use Analytic Workspace Manager for creating measures, dimensions and cubes in the OLAP database if the database was installed with the OLAP option. Workspace Manager, a feature of Oracle Database, enables application developers and DBAs to manage current, proposed and historical versions of data in the same database.

Note: Applications and DBA operations often work with more than one version of the data. Three common reasons to have multiple data versions are concurrency, auditing and scenario creation. Oracle Workspace Manager provides workspaces as a virtual environment to isolate a collection of changes to production data, keep a history of changes to data and create multiple data scenarios for "what if" analysis. It can save money, time and labor over traditional approaches.

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