



# 1Z0-515<sup>Q&As</sup>

Data Warehousing 11g Essentials

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### QUESTION 1

Which questions CANNOT be addressed by Oracle Data Mining?

- A. Fraud detection
- B. Prediction of customer behavior
- C. Root cause de
- D. Identify factors associated with a business problem

Correct Answer: C

Explanation:

Data Mining can provide valuable results:

\*Predict customer behavior (Classification) (not B)

\*Predict or estimate a value (Regression)

\*Segment a population (Clustering)

\*Identify factors more associated with a business  
problem (Attribute Importance) (not D)

\*

Find profiles of targeted people or items (Decision Trees)

\*

Determine important relationships and market baskets within the population (Associations)

\*

Find fraudulent or rare events (Anomaly Detection) (not A)

References:

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### QUESTION 2

What would you do to compress data in partitions that are frequently updated in Oracle Database 11g?

- A. Use Hybrid Columnar Compression.
- B. Use Advanced Compression Option.
- C. Use Hybrid Partitions.
- D. Avoid compressing any data.



Correct Answer: B

Explanation:

Advanced Compression features in Oracle Database 11g include:

\* Online Transaction Processing (OLTP) Table Compression: This breakthrough compression feature compresses table data during all types of data manipulation operations, including conventional INSERT or UPDATE. OLTP Table Compression leverages a sophisticated and intelligent algorithm that minimizes compression overhead during write operations, thereby making it viable for highly transactional workloads

References:

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### QUESTION 3

Your customer wants to determine "market baskets." What do you recommend?

- A. Use Oracle OLAP Option.
- B. Use Oracle SQL Analytic Functions.
- C. Use associations algorithm in Oracle Data Mining.
- D. Use regression analysis in Oracle Data Mining

Correct Answer: C

Explanation:

Association is a data mining function that discovers the probability of the co-occurrence of items in a collection. The relationships between co-occurring items are expressed as association rules.

#### Market-Basket Analysis

Association rules are often used to analyze sales transactions. For example, it might be noted that customers who buy cereal at the grocery store often buy milk at the same time. In fact, association analysis might find that 85% of the checkout sessions that include cereal also include milk. This relationship could be formulated as the following rule.

Cereal implies milk with 85% confidence

This application of association modeling is called market-basket analysis. It is valuable for direct marketing, sales promotions, and for discovering business trends. Market-basket analysis can also be used effectively for store layout, catalog design, and cross-sell.

#### Association Algorithm

Oracle Data Mining uses the Apriori algorithm to calculate association rules for items in frequent itemsets.



References:

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#### 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:

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#### QUESTION 5

Flash in the Oracle Exadata Database Machine is of lower latency (and enables faster access to data) than:

- A. Memory
- B. Memory and locally attached disk
- C. Memory and network-attached disk
- D. Locally attached and network-attached disk

Correct Answer: D

Explanation:

The Exadata Smart Flash Cache is also used to reduce the latency of log write I/O eliminating performance bottlenecks that might occur due to database logging.

Flash memory has very good average write latency. It is faster than locally attached and network- attached



disks. However, it is not faster than Memory (RAM).

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