

# The Secret Life of Data

How Data Shapes Our World

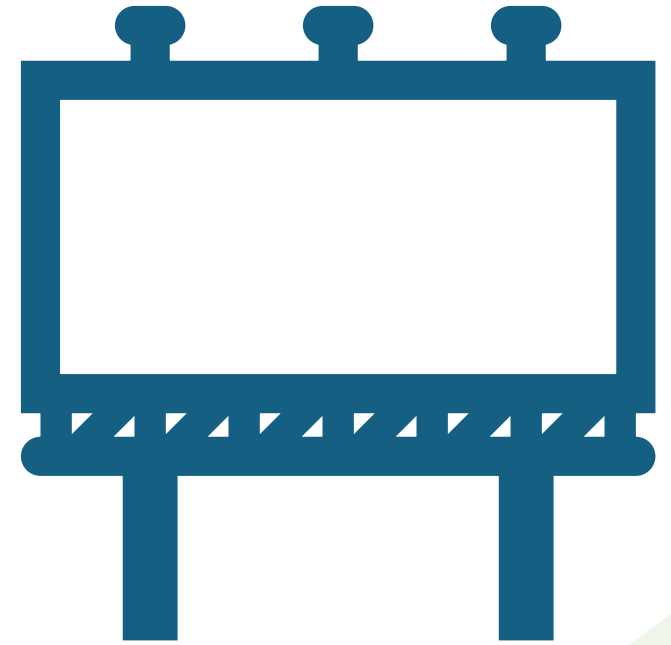
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# Introduction - What is Data?

## The Secret Life of Data

- Every day, we create and share data without realizing it.
- This data influences the ads we see, the decisions businesses make, and even how we travel.
- We will explore three ways data affects our lives:
  - Personalized Ads
  - Decision Making
  - The Future of Transportation



# Personalized Advertising

## How Data is Used in Advertising



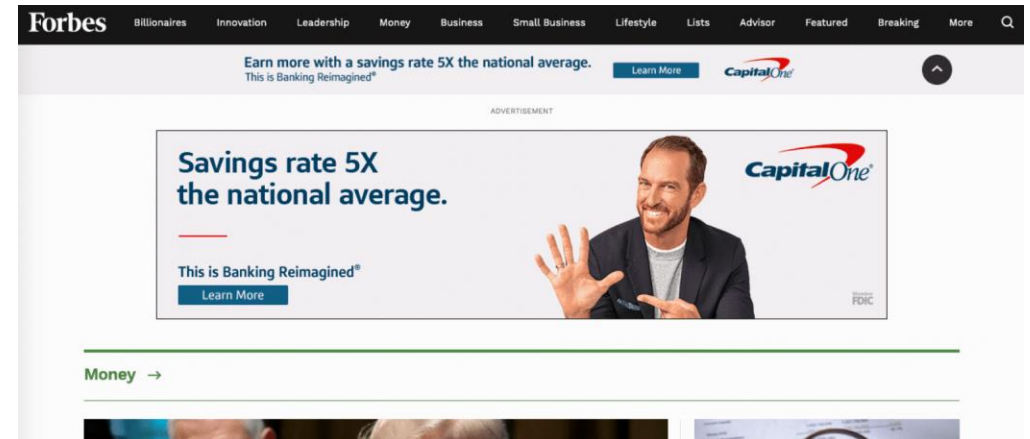
Companies track what we search for and what we like online.



They use this information to show us ads that match our interests.



This is why you often see ads for things you recently searched for.



# How Personalized Ads Work

## The Process Behind Personalized Ads



**Tracking:** Websites and apps collect data on what you do online.



**Analyzing:** Companies study this data to understand your interests.



**Advertising:** You see ads based on your likes and habits.



Some people worry about privacy when companies collect too much data

**Example:** Watching videos on YouTube and getting video suggestions based on your history.



# How Data Influences Decisions

## The Power of Data in Everyday Decisions

- Businesses use data to make better choices, like what products to sell.
- Data helps doctors, banks, and even governments plan for the future.
- However, data can also be misleading if it is used unfairly.

**Example:** Netflix looks at what people watch to decide which new shows to create.





# The Future of Transportation

## How Data is Changing Travel

- Self-driving cars use data to understand roads and avoid accidents.
- Companies use data to plan new types of transport, like flying taxis.
- This technology could make travel easier and faster in the future.

**Example:** Google's Waymo self-driving car, which can drive people without a driver.



# Conclusion – The Future of Data What's Next for Data?

- Data is shaping the future in many ways.
- It can help make life easier, but it also raises privacy concerns.
- The challenge is to use data wisely while protecting people's rights.

**Example:** New technologies like AI and smart homes that use data to improve daily life.