1. **How do you intend to use knowledge of data science**

**Ans:** To extract data from large data set on an e-commerce site to develop better marketing strategy.

1. **Clearly explain a scenario you can remember that an organization deployed the knowledge of data science to serve you or sell its product**

**Ans**: I was looking up an e-commerce site to purchase a mobile phone, I was not sure of the phone to purchase. When I checked the specification of the first phone, the site suggested other phone products with similar specifications

1. **List possible exhaust data and their corresponding captured or primary data**

**Ans:**

Phone number e-commerce website

Credit card details e-commerce website

Duration of time spent on a site social media, e-commerce. Corporate website

1. **Using facebook as a case study, explain the lifecycle of your data.**

* Facebook generates data from users when users visit and sign up on the site or the application
* Whenever data is to be sent across the platform by a user facebook maintains the data by processing and compressing as appropriate.
* Next the data can be ‘used’ that is; viewed by other users
* Facebook is then able to publish the data. This is achieved by sharing the data with 3rd party users (advertising agencies) for marketing purposes.
* When the data is of less use, it is archived. Stored in a space or folder that is not frequently visited.
* Lastly, the data can be purged or deleted if no longer in use.