###Project 01

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In this essay you will be reviewing information that over different companies. The information I will be reviewing is Data, User interface, and logic. The three companies I will be reviewing are Amazon, Walmart, and Facebook. The overview will be about the company and how the companies utilize Data, User interface, and logic.

The first company I will review is Amazon. Amazon uses data by keeping an accurate log of items throughout their inventories across the world. Amazon has their user interface set up to take the users input and to search not only their website but other websites that are in partnership with Amazon. Amazons logic will take information given and output an answer, for example if Emma bought the last television the website would then utilize its logic to output information to be shown on the website as there are none available for purchase.

The second company I will review is Walmart. Walmart utilizes data keeping accurate logs of items throughout their inventories across the world. Walmart’s user interface is set up to take user input and then to pull information from their data tables and output whatever the user searched for. Walmart utilizes cascading sheet style (CSS) on their webpage which allows people to pay Walmart to advertise their items which increases Walmart’s revenue.

The third and last company I will be reviewing is Facebook. Facebook utilizes data by taking users friends on Facebook and finding other connections by comparing like friends between all like users to show recommendations for new friends to expand connections. Facebook allows users to manipulate their personal data and to store the saved information on Facebooks data storage. Facebook utilizes logic by taking users stored cookies from visiting websites and then in turn displaying those items on Facebook as advertisements.

I just reviewed Data, User interface, and logic within Amazon, Walmart, and Facebook. These companies do a lot more than what I just gave information however, this will give you a general idea of how the companies utilize information technology. This utilization keeps these companies ahead of all competitors and with their heavy footprint in cloud applications and moving forward they will remain the lead competitors.