IST722: Unit 01 Participation Questions

**This is an individual assignment.**

**Before you begin, please make sure you’ve read and understand 1) our class honor code, 2) course policies on late work and 3) participation policies as posted on the syllabus. “I didn’t know” is not an excuse.**

**You should cite your sources in a standard format like MPA or APA and include a list of works cited.**

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# Instructions

Answer each of the following questions as concisely as possible. More is not necessarily better. Please justify your answer by citing your sources from the assigned readings from our textbooks, our class lectures, or online if directed to do so. Be sure to cite in text and include a list of works cited. Place your answer below each question. When you’re finished, print out this document and bring it to class as part of your participation grade.

# Questions

1. Describe why you believe that any company can be considered a corporate data factory.

* We live in a world where data has become more important than oil and every company needs data to provide and satisfy customer needs. To meet consumer demand, compete with competition and complexities and operate efficiently companies need to store and use data effectively. Companies need to support business operations, predict and fulfill the needs of customer based on the current demand and need to effectively manage actions resulting from the predictions made. For all the above tasks companies need to deploy a system which can cater to all the needs of customer. Any company can be considered a corporate data factory because

it has an infrastructure in place which does store past and present data, manipulates data as per the needs and forecast the sales based on the data to make profits. Any company has the activities like customer communication, delivery of information, configuration management, data quality management and system administration which makes a company a corporate data factory.

I believe that any company can be considered a corporate data factory because they have the resources and understanding about data which can meet and satisfy customer demands.

1. Name three places where data is being collected on you and your activities.
2. Online Shopping – Amazon- Whenever I shop online, data is collected on me. Data like my name, mobile number, email, age, sex is collected. Also, data about my activities like things I am buying, when I am buying are collected.
3. Social media- Data is collected on me and my activities on social media platforms like Facebook, Instagram, Twitter. Eg: Posts I am liking/commenting/sharing, Links I am opening.
4. Banks – Data about me is collected by the banks I have account with. They know when I am paying my bills, when I am transferring money to my friends. They also have a data about my address, social security number, passport number, nationality.

On a side note, I feel data is collected everywhere theses days be it college, grocery shopping, shopping centers.

WORKS CITED:

Kimball, R. (2007). *The data warehouse lifecycle toolkit* Wiley Pub.