

## Answers

1. There are differences to the types of data stored, because the Data Lake stores various types of data, such as files, images, videos, etc. Data Lake can store unstructured, semi-structured or structured data. The Data Warehouse, however, stores structured data, making it have a specific pattern. In addition, the Data Warehouse is used for business intelligence (BI), based on SQL. Data lakes are understood by data scientists as well as BI analysts.
2. The sale table is the fact table. The others, however, are dimension tables.
3. There are advantages and disadvantages to both models. The Star Schema, for example, has its advantages related to greater ease in relation to navigation in software, but it repeats descriptions in the records, wasting space, because there is a repetition of the same descriptions. Snow Flake furthermore has the advantage of reducing the dimensional data storage space. However, there is the addition of tables and, thus, it can be much more complex to navigate through the database software.
4. The Bronze layer is when there is the moment of arrival of data from various sources, which can be called data ingestion. Right after that, there's data processing and training, called the Silver layer. Finally, after processing the data, we can record information in the cured zone, called the Golden layer, which is important in reports.
5. Yes, because one of the great advantages of using the Data Lake repository in public relations is the speed with which data is stored in the initial state and, therefore, there is more information to be analyzed.