1)

This article talks about how Spotify uses machine learning algorithms, natural language processing, and convolutional neural networks to optimize the user's experience to drive higher membership numbers. Unlike a lot of music, streaming, and membership-based companies, like themselves, Spotify garners most of its revenue from memberships. As a result, the incentive for Spotify to create an optimal customer experience is imperative and has been something that has kept them ahead of many companies in the music streaming industry, some with more initial capital. Using the advanced computer learning techniques, Spotify analyzes what you listen to, and then compares this data to the billions of playlists on the platform. Based on this, the application will find what "similar users" listen to, as well as your historical listening data, to build customized playlists. Over time, through repeated analysis of what you listen to, Spotify builds a "taste profile" and uses this to optimize the user's listening experience, in a way that is unique to them. Another element that has set them apart, has been the popularity of Spotify Wrapped – a showcase to the user of the pure data on their music taste, including their favorite songs, artists, genres, and their listening time. This experience gives the user a unique sense of pride in their music taste, which has become a popular thing to share for the user on social media, essentially making Spotify Wrapped an excellent marketing campaign for Spotify's unique platform. With constant analysis on user data, Spotify has captivated an engaged audience, and staved off the competition from rivals, such as Apple Music, Pandora, Deezer, Amazon, TIDAL, and many more to maintain its spot as a giant in the music industry, and its unique approach to capturing listening data to create an optimal listening experience is to thank for that.

2)

This article is about health and human services and how they utilize big data to improve the efficiency and effectiveness of their services. It has three main uses which are helping people access their services, helping field workers solve problems, and big picture planning. One organization that successfully compiled much of its service data in one place to streamline its process is HHS-Connect. They created one database that combined several other databases which made it so that clients accessing their services often did not need to re-enter their information, which makes it easier for the consumers to use the services, and easier for the services to be more efficient, therefore getting to more clients.\

3) a)

Context: I workout five times a week.

b)

Goal: My workout goal is to lose weight, but in a way where I retain my muscle.

c)

Data: Track my weekly calories and exercise load (in approximate calories burned) by using an app like MyFitnessPal and compare that to my weight at the beginning and end of the week.

d)

This will allow me to see what caloric intake and what caloric outpost most optimally allows me to lose weight. Data week-to-week will allow me to see whether each week was a success, and long term data (like whether initial weight loss began to plateau) will allow me to see whether the strategy is sustainable for continued success.

https://www.aidataanalytics.network/data-monetization/articles/data-visualization-monetization-and-personalization-spotify