Unit 8—Customer’s 360 View, Not for Virtual Reality

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The 360 Degree view of the Customer is a concept that has become extremely common as a talking point regarding data science, and online privacy. Utilized heavily in marketing tactics, the 360 degree view serves to know all there is about a potential customer, and how that information may relate to purchasing tendencies and heuristics generation. This can be a phenomenal driving force to target advertisements specifically to those that may end of purchasing a product to drive more revenue. When talking about this particular aspect of data science, it is also important to break the concept down into sections to better understand the whole; this can be done by discussion “the four V’s of Big Data”. Volume, Velocity, Variety, and Veracity can give useful insights into how such concepts may interact with Big Data mechanisms, and how that may impact the consumer (Grand Canyon University, 2019). Using these four V’s will explore the fundamentals of customer views as a data science.

Volume can be a daunting concept to consider; especially given that the 360 Degree view of the Customer is all about volume of data. This V, however, is extremely simple. All that this data science is trying to do is to ascertain who a particular user is, and what they are interested/susceptible to. In this way, the volume of data collected are simple notes about the person such as gender, hobbies, and so on (EBN, 2016). It is important to note that this view of the customer is not only focused on what a particular client may want to purchase, but mostly what a particular client may be inclined to purchase (Marr, 2017). This distinction makes an incredible amount of difference. For instance, ethical marketing may lead an advertisement showing of some innovative products to produce a favorable response in the potential customer to drive revenue based on want and need. Unethical marketing using the 360 degree view may pinpoint addictions such as gambling dependencies, and show advertisements to keep that focused in the customer’s mind, and thus drive more revenue based off of predatory practices.

Velocity in Big Data refers to the rate at which the volume data is retrieved (Grand Canyon University, 2019). In terms of the 360 view, velocity can take different amounts of time based on each individual that has their data collected. A user that wakes up to start their day on their phone with Google News, goes to work, updates on social media, and comes home to browse YouTube may have data collected extremely quickly. Another user that only uses the internet to buy cleaning products may take more time to develop a complete profile on. Because of this, it is important to consider what information you may be providing to which companies, should you value your online privacy.

The third V to mention would be that of Variety. Variety concerns the total avenues of data of which are collected. This may also be referred to as sources, or points of reference for your data (Grand Canyon University, 2019). Using this metric, a higher variety would mean many different kinds of data being collected. The 360 Degree View of the customer has a wide variety of data collected; as is its nature. Companies may use a user’s physical characteristics such as GPS location metrics and physical characteristics in tandem with metadata such as online habits and purchase trends to develop a profile of a user and potential customer in order to get a better idea of who they are, and how they would interact with a given service or product (Harvard University, 2020). This idea of interaction with the customer can be essential to what the 360 Degree view is trying to accomplish, and because of this, having a variety of sources to confirm data entries on customers is absolutely vital. This would make Variety one of the most important V’s to consider with respect to the 360 View and Big Data.

The final V of Big Data is Veracity. As put by Grand Canyon University, “Veracity relates to how reliable data is. An analyst wants to ensure that the data they look at is valid and comes from a trusted source. This is determined by where the data comes from and how it is collected. Data collected from native sites rather than third-parties is necessary for reliable results. Additionally, testing measures must be properly designed to ensure that data results in the desired information and is not extraneous” (2019). This is to say that veracity is a measure of reliability in a dataset, or rather how well it can hold up considering every factory. Data that is collected based on a tree of results may be second-hand information and subject to alterations or distortions from the truth. This data may be somewhat exaggerated when compared with reality. For this reason, datasets strive to be comprised with only reliable data that comes directly from the clearest and most direct source that it could. This way, data may run less of a risk of becoming a caricature of the traits it needs to portray, and datasets are less likely to be inaccurate. After all, it is impossible to be able to target revenue generators, if the only information obtained on them are simply false. For this reason, the 360 Degree View of the Customer needs veracious data that can be refined and evaluated as time goes on, and more data comes in. An accurate picture of potential customers is essential for the services provided that would be otherwise impossible to achieve in lieu of the 360 Degree View.

Many mechanisms sit in place to ensure our society keeps going on. None of them are quite so tenacious as the 360 Degree View of the Customer. Due to the nature of these algorithms, such data is always being collected on who is using which service, and how that fits into their personality profiles. Security and privacy measures exist to limit the collection of data on any one particular user (Google, 2023), but the reality is that such a future is simply unavoidable. Due to this, one may consider what kinds of data is being collected about them, and what image their data makes to portray their online persona. According to the four V’s of Big Data, Volume, Velocity, Variety, and Veracity, tools exist to help these datasets struggle less with metrics, and help develop a more complete and efficient profile of individuals to be used in things like marketing and revenue generation to get an idea of what works.

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