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Week 2: Explore Data Analysis

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Explore Data Analysis

When an end user leverages a product from Microsoft, it will emit telemetry back to their headquarters. This data is stored on their internal big data clusters called Cosmos. During my tenure each of the six physical clusters consisted of 55,000 servers and 3.2 exabytes of storage capacity. There were even posters in the hallway, which claimed that stacking the servers of a single cluster vertically would be taller than Mount Everest.

Despite holding enormous datasets and having unbelievable I/O it was unable to magically answer business questions. The only way to accomplish cover the data to information was through data analysis.

# Explain How the Face Book Data Was Created

In this section tie in Facebook Marketing text. (Treadaway, 2012)

# Determine Weakness and Improvements to the data

## Overview of the features?

**What features could be added?**

## How could those features be included?

# Identify what Research is Based on this Data

## Advertising

Social media is valuable to advertisers as it leads to more targeted ads.

## Fraud

Looking at networks and other graph based data can allow us to easily discover fraudulent relationships.

## Increasing Social Circles

Social media helps grow social groups, such as dating and expanding hobbyist groups.

# Predict Future Uses of Social Media Data

## Use Case 1

## Use Case 2

## Use Case 3

# Summarize how Data is Stored and Structured

## Reverse Indexes

Elastic search / kusto models

## Graph Databases

Neo4J / Neptune or something like that