Assignment.

1. How do you intend to use the knowledge of data science?

I intend to usebtht study of data science for the advancement of myself. I would very much like to undertake an academic program that would data analysis and would like this to be my step in the right direction.

2. Clearly explain a scenario you can remember that an organization deployed the knowledge of Data Science to serve you or sell its product.

Amazon, due to their large and vast online shopping presence, they had an issue with spam, fake review. They employed a data science strategy called fakespot , an addin which automatically detects fake reviews.

3. List possible exhaust data and their corresponding captured or primary data

Exhaust primary data

Cookies products added to carts during a shopping.

4. Using Facebook as a case study, explain the lifecycle of your data

The lifecycle of data: Through the creation of a Facebook account

1. Generation: When a new user visits the Facebook website and clicks sign in.

2. Collection: A form is produced where the user enters all pertinent information that is required.

3. Processing: If the data is according to the standard of FB. The account is created. Of course sensitive data are shrouded, hidden. Only high level staff sees behind the shroud to raw data.

4. Storage: this data is given a unique identifier and stored in the Facebook database.

5. Analysis: we know that FB gives data our for research purposes. A need might arise for a specific type of data e.g All Bostonians between the age of 16 and 18 who created their accounts between 12 noon and 2pm. These specification can be querried from the database

6. Visualization: using graphs , tables. Analysis in 5 can be presented to highlight the core for people to see.

7. Interpretation: this invoked the vocal explanation of the visualized data.