Data Science and Privacy

Bellevue University

Exercise 4.2

DSC500: Introduction to Data Science

Felipe Rodriguez

September 24, 2022

**Data Science and Privacy**

Data science is an ever-growing industry that expands every day by data that is collected and the uses of that data. Data is valuable to companies to make decisions about marketing, costs, or products that are made available to consumers. Companies can use private data from consumers in their modeling or decisions, but are consumers aware of how this private data is managed?

|  |  |
| --- | --- |
| Pros | Cons |
| Private data can provide company insight to warehouse locations. If a certain area purchases more than others, a new location can be opened. | Private data can be breached causing security issues. |
| Can provide demographic information to tailor products to consumers better | Cost of keeping data secure will be increased. |
| Gain a competitive advantage to other companies who don’t collect data. | Not every employee will be able to use data for modeling or predictive analysis. |
| Keep a history of consumers and products they purchased and see trends over time. | Data quality will be difficult to maintain due to consumer information changing over time. |
| Manage ads to target key demographics. | If consumer’s data is used, there will need to be communication on how data is used by the company to the consumer. |