Homework 1 Gabe Stroe

1. They all represent data.
2. As cities grew it became important to keep track of how many people lived in them for taxes and for general understanding of the city’s population.
3. We had an increased need in record keeping so data became very important in tracking what was being purchased and how much was needed.
4. Being able to punch holes in cards led to the ability for being able track data on early computers.
5. 1. Being able to story the data on computer systems, as that lead to such an amazing ability to gather so much more data and keep it accurate over time.
   2. Coins, as this was in my opinion the first major use of data. Using coin to represent wealth. It also allowed trade to explode.
   3. Lastly the next big thing to me is the processing power to work with data that has develops over the recent years. This has made the data we gather today infinitely more valuable.
6. Yes, the value in fast mathematical computations is pretty strong. Although the need for data analysis may have sped the computer development process, I do think it would still have developed on its own for the purpose of calculations.
7. Both of them need data to keep track of their assets and source of income.
8. Today, we have costs, accuracy, data corruption, usefulness of the data due to overabundance, and morality of data acquisition. I believe the two big issues that aren’t necessarily being solved today is the overabundance and morality of data collection. For example a controversial collection of data recently was the NSA collection phone call records and certain conversations if they contained some key words or happened at key times. The problem was that it was so much data collected that it is mostly useless for the purpose of national security, and to this day there still has been no evident that data collection in this manner as actually prevented a terrorist attack.
9. Very important, in the business world incorrect data could mean loss of revenue or spending more assets than one owns.
10. I would imagine it is one of the most important resources, maybe second to money itself. Data keeps track of all the income assets and even valuable development data that a company may use for its product. Keeping all that accurately and secure is fairly important.
11. The large amounts of data that was coming in, and needing to visually represent all of that data to a useful manor to other people. Data that isn’t represented or shown in a way people understand is useless data.

Exercise 4.

My insurance company will be able to use data in a such a way that we are able to show our customers the likely hood of them having something happen to them and show them how much they would have to pay without the insurance we provide, while also being able to better allocate our pricing to cover the types of damages that are most likely to happen.

Minicase 1.

1. The data that we would be able to track would be, the customers new and returning and the number of such per trip, location of customer base, demographic of customers, amount of food which is eaten during each meal every day, which cruise events are the most popular and on which nights, points that passengers are most likely to get sick, and the overall customer satisfaction of the trip. All of this I would say is corporate resources as it will help us increase our customer base and retention.
2. Knowing what events are popular and what foods people prefer and we need more of will help push our costs down, potential even lower to cost for the customer to give us a big cost advantage over the competitor. Also know when people are most likely to feel ill on a cruse would help us show a better customer service and rating as we would be able to tend to them better and their illness would not affect their opinion of the cruise line.