**Question 1**

A data warehouse centralizes and consolidates large amounts of data from a variety of sources used business intelligence (BI) and analytics. These sources include internal systems like transactional applications, operational systems, and application log files, as well as external sources such as third-party services and cloud systems (Oracle, n.d.). The collected data is typically categorized into structured, semi-structured, and unstructured types. Structured type, such as relational database data, is the primary focus of traditional data warehouses. Semi-structured on the hand, include XML as well as JSON data. Unstructured type of data, includes images and social media content, can also integrated into modern data warehouses for comprehensive analysis (Oracle, n.d.).

**Question 2**

As social media transition to real-time data transmission, data warehousing is also evolving to accommodate the need for faster and more agile business insights. This evolution integrates traditional BI methods with agile BI and big data to meet the demands of the "Age of the Customer" (van Loon, 2016). The shift enables businesses to analyze social media data in real-time, providing actionable insights and improving customer engagement. Agility and cloud-based data storage play vital roles in enhancing collaboration and minimizing inefficiencies, allowing businesses to quickly adapt to ever-changing customer preferences and behaviors (van Loon, 2016).

**Reference:**

van Loon, R. (2016). *What is the future of data warehousing?* Digital Doughnut. Retrieved from <https://www.digitaldoughnut.com/articles/2016/november/what-is-the-future-of-data-warehousing>

Oracle. (n.d.). *What is a data warehouse?* Retrieved from <https://www.oracle.com/ph/database/what-is-a-data-warehouse>