# Lesson 12 Database Management

1. D
2. A
3. B
4. D
5. A
6. C – (I thought that we also read that JavaSript can be used this way as well)
7. D
8. D
9. D
10. C

Critical Thinking:

1. Pitt Fitness would like to enhance their web presence and enable the exchange of data on the web. What type of Markup Language should they use and why?
   * They would like benefit from either JSON or XML if they are using nothing, and even though we read that XML is specifically designed for exchange of data on the web, I think Pitt Fitness might see greater benefit from using JSON if they were trying to increase web presence. Regardless, the question said which “Markup language” should they use, and XML is a markup language. One reason why they should use this format, or perhaps one practical thing that would help them would be to upload their sitemap to google merchant center / google search console. This should create greater web visibility for them as well as enable plenty of data exchange on the web between their site and Google such as when items are updated, or sitemaps change like adding a new page for promotional purposes.
2. Describe some of the big data that Pitt Fitness might collect and find useful.
   * All of the bulleted items in the text would be useful for Pit fitness (PF) perhaps in the following ways:
     1. Blog Postings – mentions of PF across multiple related sites, or sites that Pitt Fitness might collaborate with to boost brand awareness. PF may also start their own blog and digest the analytics of those that frequent
     2. Images – Anytime PF is tagged in a photo they could examine ethe demographic of that person / their peers maybe? Perhaps geographical information is useful too so that they can market to various locations with some target campaigns.
     3. Reviews – This would be vital. PF would want to know what their reviews say, they would want to know where they are coming from, they might want to know how much traffic has been moving around a great review / bad review to either try to create conversions or to avoid further perception damage.
     4. Clicks on a webpage – This is key for PF of course, as they would want to see how much traffic they have, where it’s coming from, not just geographically, but the source of the click, the duration of the site visit, the bounce info, etc.
     5. Tweets – Here again is a great resource, as PF would be able to monitor engagement with their followers, perhaps see / examine what is taking off and be able to tailor their posts to select groups
     6. Connections – This would be so useful, as PF would have a huge list of prospects just by looking at 1 relationship for every customer. (Huge is subjective, but they would in theory have as many leads as customers)
     7. Voice Commands – This might be a very valuable piece of data, as if PF is able to identify key phrases, they could integrate that into their marketing strategy
     8. Search Keywords – This is critical for any business that has an online presence. Like the rest of these, they make it easier or more likely that someone will even discover your business online, which might be akin to finding as well be a single fish in the ocean. Finding a single fish in the entire ocean might seem impossible, but if you have a sign every 5 feet guiding you, you might just find the fish.