| **Raw Data** | **Data Type** | **Information** |
| --- | --- | --- |
| 5.8 | Float | Distance to goal is 5.8 squares |
| “S” | String | Item type “S” |
| 27oC | Integer | Temperature of the environment is 27 degrees celsius |
| “Green” | String | Item colour “Green” |
| True | Boolean | Item Selectable = True |
| “E” | String | Item type “E” |

**A fitness app records your daily steps**

* **What data is being collected?**
* The steps
* The places you go
* Your average speed
* **Why is the data useful?**
* This data can be used to make recommendations to increase/decrease the person's daily steps
* This data can also learn more about the person's habits and
* **What actions might result from this analysis?**

**A school tracks student lateness**

* **What data is being collected?**
* Student attendance
* **Why is the data useful?**
* Teachers can use this data to know which students are always late and need some help in not being late.
* **What actions might result from this analysis?**
* This better informs teachers to keep a record of who has been coming to school late and who has been coming on time.

| Example | Source | Why it is collected | Who uses it |
| --- | --- | --- | --- |
| Bus arrival time | Transport App | To track busses | Public + Planners |
| Human’s favourite type of videos | Human selecting videos | So humans will stay longer on Youtube | Youtube’s algorithm |
| Phone’s current position | GPS signals. | So the app can show information relevant to the place | Lots and lots of apps |
| Student attendance | Roll call | To make sure kids are coming to school | Teachers |
| Daily steps | Smartwatch | To help the human know if they have been exercising | Any smartwatch user |
| Keyboard presses | Keyboard usage | For the computer (and hackers) to know what is being typed to act accordingly. | Computers (and hackers) |
| Online shopping data | Clicks and filled in fields | To determine what is being purchased, where the product is to be delivered, and who to contact if something goes wrong. | Online shopping companies, delivery companies. |