**Brief Introduction**

Globacom - Globacom Limited, commonly known as Glo, is a Nigerian multinational telecommunications company founded on 29 August 2003 by Mike Adenuga. As of today, the company is the second largest telecommunications company in Nigeria and Ghana.

I have been an active Globacom customer since 2006.

**1)** **What personal data does this organisation store about you? i.e. you are one of its’ customers.**

**Name some of the fields (don’t just say name, address, phone number, email address, etc.) – think about the fields that are ‘core’ to the business!**

The details globacom stores about me:

* Identity Data

Includes first name, last name, date of birth, language.

* Contact Data

Includes email address, contact number, full address

* Financial Data

Includes your bank account and payment card details (where you choose to purchase products and make a payment directly, such as on our website).

* Billing Data

Includes your details about payments about the products and services purchases.

* Technical Data

Includes internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform I use to access their websites and third-parties.

* Profile Data

Includes your username and password, my purchases, interests, and preferences.

* Usage Data

Includes information about how I use their website, products and services, top up records, call data records which includes traffic data and location data.

* Marketing and Communications Data

Includes your preferences in receiving marketing and other Globacom Communications (as chosen and consented to) and your communication preferences.

* Customer Care Data

Includes feedback survey responses and voice mail recordings when I contact customer service.

2) **How can this customer data be used to the organisation’s advantage? Explain.**

Identity Data is used in registering new customers and creating customer demographic data such as age, marital status, education, location (including post code).

Technical Data and Usage Data are used analysing the use of social media

Facebook understanding User personal interests displays the relevant content on my news feed which to retain me with the social media platform, The Marketplace is customizes according to the user’s personal interests. Marketplace consists of products like Fashion, cosmetics etc.

Location –

Facebook collects user location details through which it obtains user home address, office address, vacation places, check-in at restaurants and resorts. These data help Facebook to promote the Ads which are relevant to the place users travel like restaurants, travel destinations, Holiday packages, Hotels.

This also shows the users the nearby business from their location. This way Facebook generates a large sum of revenue.

Educational details –

By collecting my educational details Facebook suggests user online courses out in the market and which are relevant to their educational details. It also suggests the trending courses according to the user’s department of the study. It also connects people on to a suitable community according to their preferences in the institution

Professional details

The professional details provided by users which helps Facebook to promote job roles available in the company.Suggesting communities with in the organisation.

What key questions would the organisation like answers to (from data mining) to give it a competitive advantage?

Behavioural patterns, patterns of usage and trends?

Effective analysis of user’s behaviour?

Right Promotion of Ads according to user’s interests?

Does Facebook have a reputation in affiliate marketing?

Is the rate of active users is in depleting trend?