

# DATA

## 1 Complete the text with the words from the list.

*gather   behaviour   age   driven  
demographics   analytics   history*

Since the beginning of the information <sup>1</sup> \_\_\_\_\_, many successful business operations have become data-<sup>2</sup> \_\_\_\_\_. As a result, many new jobs have emerged including that of the data scientist. These are people who specialize in data <sup>3</sup> \_\_\_\_\_. They are highly trained professionals who love to <sup>4</sup> \_\_\_\_\_ customer data and discover things about our <sup>5</sup> \_\_\_\_\_ as consumers. This can include everything from studying our transactional <sup>6</sup> \_\_\_\_\_ when we buy things online through to looking at the <sup>7</sup> \_\_\_\_\_ of customers spread across the world. So if you have a love for big data, this is the job for you.

## 2 Match 1–8 to a–h.

- 1 I'd like to make \_\_\_\_
  - 2 We monitor the \_\_\_\_
  - 3 There's been an overnight data \_\_\_\_
  - 4 The company mustn't abuse the \_\_\_\_
  - 5 Click this box if you agree to the privacy \_\_\_\_
  - 6 Do not disclose your \_\_\_\_
  - 7 This advertising campaign targets \_\_\_\_
  - 8 Online shopping sites have to encrypt \_\_\_\_
- a trust of its customers when they give permission to use their data.
  - b the users in our European markets.
  - c some recommendations based on this data.
  - d breach and some credit card numbers were stolen.
  - e policy on data use.
  - f online behaviour of staff using this software.
  - g password details to anyone.
  - h the credit card numbers of all customers.