

DATA

1 Complete the text with the words from the list.

*gather behaviour age driven
demographics analytics history*

Since the beginning of the information ¹ _____, many successful business operations have become data-² _____. As a result, many new jobs have emerged including that of the data scientist. These are people who specialize in data ³ _____. They are highly trained professionals who love to ⁴ _____ customer data and discover things about our ⁵ _____ as consumers. This can include everything from studying our transactional ⁶ _____ when we buy things online through to looking at the ⁷ _____ 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.