ACTIVITY 1:

Match the collocations to their correct definitions.

1) Deploy a solution

2) Artificial intelligence

3) Process data

4) Data mining

5) Cloud computing

6) Machine learning

7) User interface

8) Cyber security

9) Optimize performance

10) Data analytics

ACTIVITY 2:

Complete the sentences below with the correct collocations from options. You will need to use each collocation only once.

1) We need to _____ to understand customer behavior.

2) The _____ from our social media platforms is crucial for marketing analysis.

3) We're looking for a _____ to manage our customer data effectively.

4) It's essential to _____ from different sources for accurate reporting.

5) _____ helps us predict sales trends and adjust our strategy.

6) Salesforce systems _____ to ensure data integrity.

7) We can _____ to track campaign performance.

8) AI systems _____ user interactions to improve accuracy.

9) We need to _____ to keep our data safe.

10) The system provides a _____, allowing for fast access to important information.