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.

LIVEWORKSHEETS