

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.

