**ACTIVIDAD #1**

**Tipo actividad: Reading comprehension activity: "The importance of big Data to Business (Book-Big Data for Dummies), Fill in the blank activity, Quizz**

**2) Pre-reading activity: Discuss some vocabulary related to the reading below.**

* **Big Data:** Meaning: Large and complex datasets, often characterized by the three Vs - volume, velocity, and variety.
* **Data Management:** Meaning: The process of collecting, storing, organizing, and ensuring the accuracy of data within an organization.
* **Compromises:** Meaning: Settlements or agreements in which data management professionals had to make concessions due to limitations.
* **Gating Factors:** Meaning: Hindrances or obstacles that prevent businesses from deriving maximum value from their data.
* **Immutability:** Meaning: The quality of being unchangeable or unable to be altered, highlighted in the context of an immutable ledger in big data.
* **Integration:** Meaning: The process of combining or coordinating different data elements to improve decision-making.
* **Planning Cycle:** Meaning: The iterative process of planning, doing analysis, checking results, and acting on the plan, especially in the context of big data.
* **Business Outcomes:** Meaning: The results or consequences that businesses aim to achieve through leveraging big data for planning and decision-making.
* **Nuances:** Meaning: Subtle variations or aspects of business impacts that need to be understood and considered.
* **Evaluation Cycle:** Meaning: A repeated cycle of evaluating big data analytics results and testing the outcomes of executing business strategy for continuous improvement.

**3) Reading comprehension activity: "The importance of big Data to Business (Book-Big Data for Dummies)"**

**Archivo PDF:**

[**https://drive.google.com/file/d/1lwydfCJ5gayYKIawLCwwvyAXhIkU0qHS/view?usp=sharing**](https://drive.google.com/file/d/1lwydfCJ5gayYKIawLCwwvyAXhIkU0qHS/view?usp=sharing)

**4) Fill in the blank activity: identifying appropriate words or phrases from the text.**

The idea of managing data to transform business has existed for as long as organizations have been capturing information about their \_\_\_\_\_\_\_\_\_\_, their customers, their prospects, and their products.

Companies have had to make compromises in data management, either by saving only \_\_\_\_\_\_\_\_\_\_ of data or by creating separate databases to store segments of data.

The gating factors keeping businesses from deriving maximum value from their data included the expense of purchasing enough systems and storage, the problem of managing a database that was too big to be managed, backed up, or \_\_\_\_\_\_\_\_\_\_.

The big data analytics market is currently very immature, requiring organizations to find highly skilled professionals within consulting organizations who can help make progress due to the lack of highly abstracted and easy-to-use \_\_\_\_\_\_\_\_\_\_.

The process of analyzing data and forgetting to do a reality check can lead to relying on data sources that will take businesses in the \_\_\_\_\_\_\_\_\_\_ direction, emphasizing the importance of checking the results during the planning process.

**5) Quizizz activity based on the text.**

LINK: <https://quizizz.com/admin/quiz/65b5c91fdedb0e76b6748d7c?source=quiz_share>

**6) Before the reading activity, explain what the skimming strategy is.**

Skimming is a reading strategy where the reader quickly glances over a text to get a general sense of its content, main ideas, and structure. Instead of reading every word, the reader focuses on headings, subheadings, keywords, and the first and last sentences of paragraphs. Skimming is particularly useful when you want to quickly assess whether a text is relevant to your needs, gather an overview, or decide if it's worth reading more thoroughly.

**The key elements of skimming include:**

* Headings and Subheadings: Read titles, headings, and subheadings to understand the main topics and organization of the text.
* First and Last Sentences: Read the first and last sentences of paragraphs to capture the main idea or summary of each section.
* Keywords and Phrases: Identify keywords and phrases that stand out and convey the main concepts or themes.
* Introduction and Conclusion: Read the introduction and conclusion of the text to grasp the overall purpose and summary.

Skimming allows readers to quickly assess a large volume of information and decide whether to invest more time in a detailed reading. It's an effective strategy for previewing texts, understanding their structure, and making informed decisions about further engagement.