

Módulo 1

Unit 5

Discussion questions about: "What Exactly Is Big Data and Why Should You Care?"

Discussion question based on the video: "What Exactly Is Big Data and Why Should You Care?"

1. How can Big Data be used to improve customer experiences? Provide examples of companies that have successfully leveraged Big Data to enhance their customer experiences.
2. What are some of the challenges associated with processing and analyzing Big Data? How can organizations overcome these challenges to derive value from their data?
3. How can Big Data be used to drive innovation and create new products and services? Provide examples of companies that have successfully used Big Data to innovate.
4. What ethical considerations should organizations keep in mind when collecting and analyzing Big Data? How can organizations ensure that they are using data in a responsible and ethical manner?
5. How can individuals and organizations protect their data privacy in the age of Big Data? What steps can be taken to ensure that personal data is not misused or mishandled?

