

Name _____

Navigating the Challenges of Big Data and Analytics

Open-Ended Response Answer Key

1. Possible Answer: Overcoming the challenges of Big Data and Analytics can benefit the retail company by improving inventory management through predictive analytics, optimizing marketing strategies based on customer behavior analysis, and enhancing customer experiences through personalized recommendations.
2. Possible Answer: An e-commerce company leveraged Big Data analytics to analyze customer browsing and purchase behavior. By addressing data volume and variety challenges, they implemented personalized product recommendations and marketing campaigns, resulting in a significant increase in sales and customer satisfaction.
3. Possible Answer: Skilled data professionals are essential as they have the expertise to navigate Big Data challenges, including data cleaning, integration, and analysis. They use advanced techniques and algorithms to extract valuable insights from data, enabling organizations to make informed decisions and gain a competitive edge.
4. Possible Answer: Individuals can benefit from Big Data and Analytics by using data-driven insights to make informed decisions in various aspects of their lives. For example, using personal finance apps to analyze spending habits and save money, or using health monitoring devices to track fitness and make healthier lifestyle choices.

