

Name _____

Magic in Numbers: How Machine Learning Powers Big Data Analytics

Short Answer

1. How does machine learning help prepare Big Data for analysis?
2. Give an example of how machine learning can be used for predictive analytics in a real-life scenario.
3. Explain how machine learning can assist in creating personalized marketing campaigns.
4. What are some ethical considerations when using machine learning in Big Data analytics?
5. Describe a situation where machine learning can be used for customer segmentation.

