

Name _____

Magic in Numbers: How Machine Learning Powers Big Data Analytics

Short Answer Key

1. (Sample answer) Machine learning helps prepare Big Data by cleaning and preprocessing it, removing errors and inconsistencies.
2. (Sample answer) Machine learning can be used for predictive analytics in financial markets to forecast stock prices based on historical data and market trends.
3. (Sample answer) Machine learning can assist in creating personalized marketing campaigns by analyzing customer behavior and tailoring advertisements to individual preferences.
4. (Sample answer) Ethical considerations in machine learning include data privacy, bias in algorithms, and potential consequences of algorithmic decisions on individuals and society.
5. (Sample answer) Machine learning can be used for customer segmentation by analyzing purchase history and demographics to group customers with similar characteristics.

