

Name \_\_\_\_\_

## The Magic of Collecting and Storing Data in Big Data Systems

### Open-Ended Response Answer Key

1. Data collected from customer feedback surveys provides insights into customer preferences, satisfaction levels, and areas of improvement. It helps the retail company tailor its products and services to meet customer expectations, ultimately leading to increased customer loyalty and growth.
2. The collection and storage of data in Big Data systems played a significant role in tracking and predicting the spread of diseases like COVID-19. It allowed health authorities to make informed decisions and allocate resources effectively, ultimately saving lives.
3. Data transformation is essential as it converts raw data into a usable format, making it suitable for analysis. It includes processes like data normalization and feature engineering, which enhance the quality of data and enable meaningful analysis.
4. Individuals can benefit from data collected and stored in Big Data systems by making informed decisions based on data-driven insights. For example, using fitness trackers to collect data on exercise and sleep patterns can help individuals make healthier lifestyle choices.

