Big Data-Big Insights

ICE BREAKERS [PAGE 35]

Ice Breakers | Q 1.1 | Page 35

Give business suggestions to the respective industry/company for the following situations.

Many passengers prefer morning flights between 7 am and 9 am from Mumbai to Delhi.

Suggestion: _____

Solution: Suggestion: Increase the number of flights between 7 am and 9 am.

Ice Breakers | Q 1.2 | Page 35

Give business suggestions to the respective industry/company for the following situations.

Many students are opting for UPSC/MPSC Exams.

Suggestion: _____.

Solution: Suggestion: Publish more reference books for UPSC/MPSC Exams.

Ice Breakers | Q 1.3 | Page 35

Give business suggestions to the respective industry/company for the following situation.

Many people go for morning walk to Kamla Nehru Park.

Suggestion: _____

Solution: Suggestion: Build more jogging tracks at Kamla Nehru Park.

Ice Breakers | Q 1.4 | Page 35

Give business suggestions to the respective industry/company for the following situation.

Many people buy clothes from miracle.com an online shopping site

Suggestion: _____

Solution: Suggestion: Increase the inventory, variety and product offerings of miracle.com.

Ice Breakers | Q 1.5 | Page 35

Give business suggestions to the respective industry/company for the following situation.

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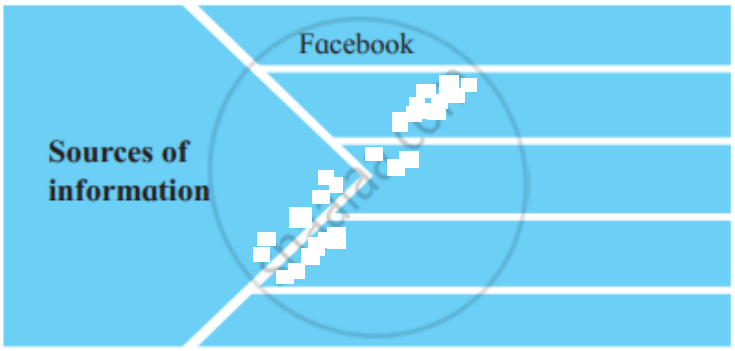
The viewership on television is more between 8 pm and 10 pm.

Suggestion: _____

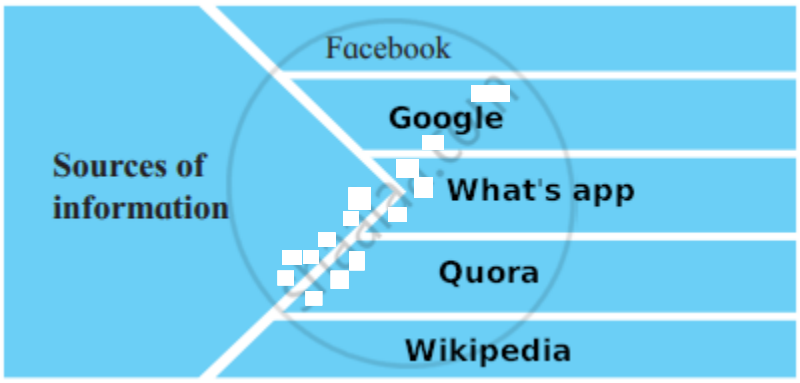
Solution: Suggestion: Broadcast most popular TV shows between 8 pm and 10 pm to get maximum advertising revenue.

Ice Breakers | Q 2 | Page 35

People get information from various sources: Can you name a few?



Solution:



BRAINSTORMING (A1) [PAGE 40]

Brainstorming (A1) | Q 1 | Page 40

Youtube has many videos on various things. Listen to the uses and health benefits of 'Lemon' and share them with your friends.

Solution: Lemons can be used in various food and beverage preparations. From a simple fresh lime juice to a lemon pie, it's an ingredient that comes packed with a tangy taste. Some of its health benefits are:

1. it detoxifies the body
2. aids in weight loss
3. promotes heart and kidney health
4. improves digestion
5. is a good source of Vitamin C thus boosts immunity.

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BRAINSTORMING (A2) [PAGES 40 - 41]

Brainstorming (A2) | Q 1.1 | Page 40

Make point-wise notes from the lesson regarding the uses of Big Data in Location Tracking. Do not write complete sentences.

Location Tracking

(1) _____

(2) _____

(3) _____

(4) _____

Solution: Location Tracking

(1) Get real time traffic data on congestion

(2) Get updates on route closures and one way

(3) Understand accident prone areas

(4) Identify and track exact location.

Brainstorming (A2) | Q 1.2 | Page 40

Make point-wise notes from the lesson regarding the uses of Big Data in the Health Care Industry. Do not write complete sentences.

Health Care Industry

(1) _____

(2) _____

(3) _____

(4) _____

Solution: Health Care Industry

(1) Smart watches and health apps collect data to offer personalised solutions

(2) Doctors diagnose diseases faster, find cure as well as maintain patient records

(3) Prevention of disease outbreaks and epidemics

(4) Pharmaceutical companies can create better medicines.

Brainstorming (A2) | Q 1.3 | Page 40

Make point-wise notes from the lesson regarding the uses of Big Data in the Education Industry. Do not write complete sentences.

Education Industry

(1) _____

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(2) _____

(3) _____

(4) _____

Solution: Education Industry

(1) Provides information about the study patterns of students

(2) Helps develop different study material for different students

(3) Helps in understanding student's choices and difficulties

(4) Improves the operational effectiveness of educational institutions

Brainstorming (A2) | Q 2 | Page 41

When you are asked for personal details on social media, what precautions will you take? Discuss in pairs and write down.

Solution: When I am asked for personal details on social media I will take the following precautions:

1. Verify whether the website is legitimate and not a fraud.

2. Ensure if the web browser I am using is personal and private by practising safe browsing.

3. Choose strong passwords and log out once I share the details.

4. I will not download anything or click on links that seem suspicious.

Brainstorming (A2) | Q 3 | Page 41

Do you think all the data we receive is used for positive things? If 'No', make a list of the negative things which can be done with the help of Big Data.

Solution: No, I feel that some of our data is put to negative use as well. A few of the negative things that can be done with the help of Big Data are – identity theft, invasion of privacy, exposing intimate details about someone's life, phishing, malvertising, spamming and financial frauds.

BRAINSTORMING (A3) [PAGE 41]

Brainstorming (A3) | Q 1.1 | Page 41

Guess the meaning of the following idioms and phrases and use them in sentences of your own. One is done for you.

One-size-fits-all – suitable for or used in all circumstances

Statement: The wrist watches have adjustable belts, so one- size- fits- all.

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'Once in a blue moon'

Solution: 'Once in a blue moon' - very rarely

Statement: Raman stays in a different country and calls his parents **once in a blue moon**.

Brainstorming (A3) | Q 1.2 | Page 41

Guess the meaning of the following idioms and phrases and use them in sentences of your own. One is done for you.

One-size-fits-all – suitable for or used in all circumstances

Statement: The wrist watches have adjustable belts, so one- size- fits- all.

'One up on'

Solution: One up on – having an advantage over

Statement: Ameeta always tried to have one up on her brother when it came to impressing their parents.

Brainstorming (A3) | Q 1.3 | Page 41

Guess the meaning of the following idioms and phrases and use them in sentences of your own. One is done for you.

One-size-fits-all – suitable for or used in all circumstances

Statement: The wrist watches have adjustable belts, so one- size- fits- all.

'Once bitten twice shy'

Solution: Once bitten twice shy – being cautious after an unpleasant experience

Statement: Walking back on the stage was really difficult for me after my first performance was not well received – **once bitten twice shy**.

Brainstorming (A3) | Q 1.4 | Page 41

Guess the meaning of the following idioms and phrases and use them in sentences of your own. One is done for you.

One-size-fits-all – suitable for or used in all circumstances

Statement: The wrist watches have adjustable belts, so one- size- fits- all.

'One up on'

Solution: One up on – having an advantage over

Statement: Ameeta always tried to have one up on her brother when it came to impressing their parents.

BRAINSTORMING (A4) [PAGES 41 - 42]

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Brainstorming (A4) | Q 1.1 | Page 41

Do as directed.

Advertisers are one of the biggest players in Big Data.

Begin the sentence with 'Very few _____'

Solution: Very few players are as big as advertisers in Big Data.

Brainstorming (A4) | Q 1.1 | Page 41

Do as directed.

Advertisers are one of the biggest players in Big Data.

Use 'bigger than' and rewrite the sentence.

Solution: Not many players are bigger than advertisers in Big Data.

Brainstorming (A4) | Q 1.2 | Page 41

Do as directed.

No other diagnosis is as good as the diagnosis done with the help of Big Data.

Use 'best' and rewrite the sentence.

Solution: The best diagnosis is done with the help of Big Data.

Brainstorming (A4) | Q 1.2 | Page 41

Do as directed.

No other diagnosis is as good as the diagnosis done with the help of Big Data.

Use 'better than' and rewrite the sentence.

Solution: None of the diagnosis is better than the diagnosis done with the help of Big Data.

Brainstorming (A4) | Q 1.3 | Page 41

Do as directed.

These internet giants provide the greatest data about people.

Begin the sentence with 'No other____'

Solution: No other internet giant provides the greatest data about people.

Brainstorming (A4) | Q 1.3 | Page 41

Do as directed.

These internet giants provide the greatest data about people.

Use 'greater than' and rewrite the sentence.

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Solution: The data that these internet giants provide about people is greater than any other.

Brainstorming (A4) | Q 2.1 | Page 42

Read the sentence from the text.

New insights have enabled the banks and finance companies to come up with suitable plans.

This sentence can be rewritten as 'New insights have enabled the banks as well as finance companies to come up with suitable plans'.

Remember, 'as well as' serves the same purpose as that of co-ordinating the conjunction 'and' in the sentence. When one of them is inserted in the sentence, other should be removed.

Use 'as well as', 'either ..... or' in the following sentences.

Whatever activity we do online is recorded, monitored and analysed.

Solution: 1. Whatever activity we do online is recorded, monitored as well as analysed.

2. Whatever activity we do online is either recorded, or monitored or analysed.

Brainstorming (A4) | Q 2.2 | Page 42

Read the sentence from the text.

New insights have enabled the banks and finance companies to come up with suitable plans.

This sentence can be rewritten as 'New insights have enabled the banks as well as finance companies to come up with suitable plans'.

Remember, 'as well as' serves the same purpose as that of co-ordinating the conjunction 'and' in the sentence. When one of them is inserted in the sentence, other should be removed.

Use 'as well as', 'either ..... or' in the following sentences.

Big Data has been useful in identifying and tracking the exact location of a place.

Solution: 1. Big Data has been useful in identifying as well as tracking the exact location of a place.

2. Big Data has been useful in either identifying or tracking the location of a place.

Brainstorming (A4) | Q 2.3 | Page 42

Read the sentence from the text.

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New insights have enabled the banks and finance companies to come up with suitable plans.

This sentence can be rewritten as ‘New insights have enabled the banks as well as finance companies to come up with suitable plans’.

Remember, ‘as well as’ serves the same purpose as that of co-ordinating the conjunction ‘and’ in the sentence. When one of them is inserted in the sentence, other should be removed.

Use ‘as well as’, ‘either ..... or’ in the following sentences.

Weather sensors and satellites help us to understand the weather and help in weather forecasting.

Solution: 1. Weather sensors as well as satellites help us to understand the weather as well as help in weather forecasting.

2. Either weather sensors or satellites help us to understand the weather and help in weather forecasting.

Brainstorming (A4) | Q 2.4 | Page 42

Read the sentence from the text.

New insights have enabled the banks and finance companies to come up with suitable plans.

This sentence can be rewritten as ‘New insights have enabled the banks as well as finance companies to come up with suitable plans’.

Remember, ‘as well as’ serves the same purpose as that of co-ordinating the conjunction ‘and’ in the sentence. When one of them is inserted in the sentence, other should be removed.

Use ‘as well as’, ‘either ..... or’ in the following sentences.

Big Data helps in monitoring the outbreaks of epidemics and diseases.

Solution: 1. Big data helps in monitoring the outbreaks of epidemics as well as diseases.

2. Big data helps in monitoring the outbreaks of either epidemics or diseases.

Brainstorming (A4) | Q 2.5 | Page 42

Read the sentence from the text.

New insights have enabled the banks and finance companies to come up with suitable plans.

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This sentence can be rewritten as ‘New insights have enabled the banks as well as finance companies to come up with suitable plans’.

Remember, ‘as well as’ serves the same purpose as that of co-ordinating the conjunction ‘and’ in the sentence. When one of them is inserted in the sentence, other should be removed.

Use ‘as well as’, ‘either ..... or’ in the following sentences.

New insights have enabled the banks and finance companies to come up with suitable plans.

Solution: 1. New insights have enabled banks as well as finance companies to come up with suitable plans.

2. New insights have enables either banks or finance companies to come up with suitable plans.

BRAINSTORMING (A5) [PAGE 42]

Brainstorming (A5) | Q 1 | Page 42

Interview the students of your class regarding the career they would like to pursue and the reason for selecting that particular career. Collect the data from your class and analyze the information you have collected.

Solution: Do it yourself.

Brainstorming (A5) | Q 2.1 | Page 42

To listen well is as powerful a means of influence as to talk well and is essential to all true conversations. Form a group and have a group discussion on the topic.

Social Media - Curse or Boon

Solution:

Moderator:	You’ve all been given a few minutes to think on your topic for today’s group discussion, which is ‘Social Media – Curse or Boon’.
Sohil:	In today’s day and age, there aren’t many people who are not on social media. It is a platform which helps us to network and to stay connected with our friends and acquaintances. It has made the world smaller and brought people closer together.

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Ritesh:	I'm afraid I don't completely agree with that. We may be able to stay connected with our near and dear ones through social media, but this very platform is also the source of many hacking, internet frauds, identity thefts, etc. Thousands of people are duped through such cyber crimes.
Ravi:	That is true. But it can't be denied that social media has changed our lives for the better. It is a wonderful tool which connects like-minded individuals/ groups, thus enabling exchange of ideas, transfer of information, etc. For example, virtual classes and webinars won't be possible without it.
Sita:	I am in agreement with Ravi. Social media can be a boon, but only if it is accessed carefully. As users, we all need to be careful about which sites we visit and with what kind of people we interact. Social media is a complex web of millions of people interfacing at the same time. So, it is not uncommon to come across fraudsters, hackers and the like. If we use social media responsibly, it is definitely a boon.
Pooja:	I wish to add something here too. Apart from interacting, social media is also used for spreading awareness, promoting businesses, and providing assistance for various issues or problems faced by the people. Therefore, it would be unfair to term it as a curse when it does so much for the community.
Sita:	Oh yes! That is so true. Also, the best part about social media is that it all happens real-time, so there is no delay in communication and with the ever-changing community trends, people are able to keep up with the changing times. Whether it's the government sharing political news or the media sharing live updates, people always have access to the latest happenings through social media.
Nilesh:	That may be the case. But what about when one gets addicted to social media

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	and it begins to affect a person's social and professional life. With the countless options available to keep us busy on social media, it is not difficult to develop an addiction and to be unable to draw ourselves away from it.
Vikas:	True, I could not agree more with Nilesh. With the endless networking sites, community pages, discussion forums, chat rooms, etc. people may get so attracted to social media that it may disrupt their lives.
Moderator:	We have almost reached the end of the allocated time. Would anyone like to conclude?
Nilesh:	To summarise today's discussion, social media can be boon or a curse, depending upon how the users access it. If they are responsible in their usage, then social media can definitely be a boon, but carelessness and ignorance while being active on social media can turn it into a curse. Thus, it can be said that social media is a double-edged sword, which requires the users' discretion at all times.

Brainstorming (A5) | Q 2.2 | Page 42

To listen well is as powerful a means of influence as to talk well and is essential to all true conversations. Form a group and have a group discussion on the topic.

Women Empowerment and Equality

Solution: Do it yourself.

Brainstorming (A5) | Q 2.3 | Page 42

To listen well is as powerful a means of influence as to talk well and is essential to all true conversations. Form a group and have a group discussion on the topic.

Climate Change

Solution: Do it yourself.

BRAINSTORMING (A6) [PAGE 42]

Brainstorming (A6) | Q 1 | Page 42

Find out job opportunities in the following area and the skill required for them.

Clinical Data Management

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Solution: Clinical Data Management:

Job Opportunities	In pharmaceutical, biotech, and device/diagnostic companies.
Required skillset	Strong written and verbal communication skills, database management skills, project management skills.

Brainstorming (A6) | Q 2 | Page 42

Find out job opportunities in the following area and the skill required for them.

Data Operations and Research

Solution: Data Operations and Research

Job Opportunities	In IT, telecom and airline companies as well as government agencies.
Required skillset	Research and analysis skills, critical thinking, wise decision making, interpersonal skills, problem-solving, excellent with maths and writing, creative thinking, information interpretation.

Brainstorming (A6) | Q 3 | Page 42

Find out job opportunities in the following area and the skill required for them.

Network Operations

Solution: Network Operations:

Job Opportunities	In IT, banking and finance industries.
Required skillset	Network support, network management, network monitoring and troubleshooting, communication skills

Brainstorming (A6) | Q 4 | Page 42

Find out job opportunities in the following area and the skill required for them.

Data Entry Operation

Solution: Data Entry Operation:

Job Opportunities	In BPOs, KPOs, Publishing and Web industry

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Required skillset	Knowledge of computers, fast typing skills, ability to multitask, strong verbal and written skills.

Brainstorming (A6) | Q 5 | Page 42

Find out job opportunities in the following area and the skill required for them.

Data Processing

Solution: Data Processing

Job Opportunities	In ITeS, BPO and IT companies
Required skillset	Computer skills, time management, teamwork, multitasking skills, communication skills

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