

Problem solving with big data

A lesson on data science & analytics for grades 6-12

Depending on who's collecting the data, they may be using that data for your benefit, or they could be using it for theirs.

Learn more about problem solving with big data by watching [this video](#) and then expand your knowledge by completing the worksheet below by yourself or with an adult!

Try It Yourself!

Imagine that “Nyle” is a company that sells all kinds of products online. Users on the site can search for and order products that are interesting to them. Advertisers would like to advertise their products on Nyle to increase sales. Ideally they would only show ads to people who are likely to buy their products. Fill in the table below with examples of each. Then answer the three questions at the bottom.

Vocabulary:

- **User actively provided** – The user actively provides data and understands that their actions are providing data to the company.
- **User passively provided** – The user might not know that their behavior on the website is generating data to solve a problem.
- **Sensor data** – Sensors automatically collect data about the world. Usually this is not measuring anything about people.

User Actively Provided

User Passively Provided

Sensor Data

1. What kind of information should Nyle collect about its users so that the ads are relevant to their customers?

2. How might Nyle collect this information?

3. Watch this [video](#) and explain how to solve this problem.

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