DI 210 Final Exam - Take home portion, Spring 2012

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April 17, 2012

The answers to the following questions must be typed, and your answer to each question must be over a page but no more than 2 pages long (single spaced). You may turn them in using dropbox on OAKS. They are due Monday, April 30th at midnight.

You must complete this assignment independently. You may discuss general concepts with your fellow students, but you may not discuss anything specific.

Name: ________________________

1. (25 points) You are hired by Best Buy to help compete with Amazon. They are losing business to the online giant, and they need to find an edge to stay competitive. Best Buy’s advantage is they have a physical store front, and they are looking for ways to leverage it to increase sales. Right now their rewards database is a complete mess, and they are hiring you to make a data management and organization system that they can use to mine purchasing patterns that can be exploited to improve revenue. Write a one to two page report on how you will construct such a system. You must be as specific as possible, and you have full license to make resonable assumptions about the data. You may assume that the person reading your report is in an IT related field, and as such a person, they are familiar with relational databases, etc. Translation: I do not want a list of definitions :)

2. (25 points) You are in graduate school for a computer science related degree, and as your masters thesis, your advisor wants you to collaborate with scientists studying coral at the University of Hawaii. These are the same collaborators and the same data that we have been discussing in class for the last week. Write a one to two page proposal on how you will construct a system to facilitate data processing, collaboration, and analysis for these collaborators. You must be as specific as possible, and you have full license to make resonable assumptions about the data. You may assume that the person reading your report is in an IT related field, and as such a person, they are familiar with relational databases, etc. Translation: I do not want a list of definitions :)

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