**DIGITAL MARKETING STRATEGY**

**Learning Outcome 4: ACTIVITY 1**

**SMALL GROUP ACTIVITY**

**Internet of things and big data**

Select one of the case studies outlined in the blog ‘Ten examples of IoT and Big Data working well together’ at <http://www.zdnet.com/article/ten-examples-of-iot-and-big-data-working-well-together/>.

Choose one of the case studies and investigate disparate pieces of data helped to identify patterns, predict future trends so the organisation could take action.

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