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March 7, 2023

## **Database Technology**

### **Why Business Professionals Should Learn Database Technology**

#### **Learning Database Technology Enhances Business Competitiveness**

Database technology is an invaluable tool for business professionals. It offers a comprehensive platform for storing, organizing, and analyzing data, which can drive corporate decisions and give business professionals an advantage over their competitors. Database technology can keep and analyze customer data, financial records, and other information relevant to businesses (Zhang et al., 2019). The feature above allows business professionals to make educated decisions and acquire insights into their operations. Additionally, Database technology can automate processes and procedures, saving firms time and resources and enabling them to concentrate on more significant projects.

#### **Database Technology Enhances Collaboration**

Database technology can help facilitate collaboration between different business departments and stakeholders. It allows business professionals to share information and

collaborate on projects quickly and securely, enabling them to make choices more rapidly and improving their operations' efficiency. In addition, the technology behind Databases may help enhance communication and allow business professionals to maintain connections. The feature enables business professionals to remain current and collaborate more efficiently.

### **Database Technology Improves Productivity**

Database technology can automate processes and tasks, eliminating manual labor and reducing the time and resources needed to complete tasks. Also, database technology can help measure and monitor performance, which enables business experts to recognize areas in which improvements can be made and concentrate their efforts on improving the efficiency of their operations.

### **Database Technology Increases Data Security**

Database technology offers enhanced data security, allowing business professionals to securely store and manage their data. Data can be encrypted with the help of Database technology, which defends it against harmful assaults and ensures that only authorized individuals can access the information. In addition, business professionals can utilize Database technology to monitor and audit data access, which enables them to keep track of who accessed the data and when.

## **Three Non-Obvious Ways You Connect With A Database Regularly**

### **Online Shopping**

When shopping online, customers interact with a database without realizing it. Interacting with a database occurs whenever consumers browse products, add items to their shopping cart, or complete the checkout process. Customers can swiftly and safely browse items and make purchases, thanks to the database, which keeps information about products, orders, and

consumers. In addition, clients can check the progress of their orders and access information regarding their payments thanks to the database.

### **Social Media**

Social media platforms are powered by databases that store user information, posts, and media. When users engage with a database in any way—for example, when they log in to their accounts, browse posts or share content—they do it via a database. Users can view and retrieve the information stored in their accounts rapidly and safely since the database saves user information. In addition, the database serves as a repository for posts and media, making it possible for users to see posts, comment on posts, and exchange content.

### **Banking**

Banking customers interact with a database daily without realizing it. Customers engage with a database whenever they log in to their accounts, check their account balances, transfer payments, or pay their bills. Customers can see and manage their accounts swiftly and safely thanks to the database, which keeps information about consumers and their histories and transactions. In addition, the database facilitates payment information recording, which enables customers to make payments and securely transfer monies in a short amount of time.

## References

Zhang, J., Liu, Y., Zhou, K., Li, G., Xiao, Z., Cheng, B., ... & Li, Z. (2019, June). An end-to-end automatic cloud database tuning system using deep reinforcement learning. In *Proceedings of the 2019 International Conference on Management of Data* (pp. 415-432).