

[PDF] Data Science For Business: What You Need To Know About Data Mining And Data-Analytic Thinking

Foster Provost, Tom Fawcett - pdf download free book

Data Science - Business

Data Science *for* Business What You Need to Know About Data Mining and Data-Analytic Thinking

This broad, deep, but not too technical guide introduces you to the fundamental principles of data science and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. By learning data science principles, you will understand the many data mining techniques in use today. More importantly, these principles underpin the processes and strategies necessary to solve business problems through data mining techniques.

"This book goes beyond data analytics 101. It's the essential guide for those of us (all of us?) whose businesses are built on the ubiquity of data opportunities and the new demands for data-driven decision making."

— Tom Phillips, CEO DataEye, former Head of Google Search and Analytics

"The authors, both renowned experts in data science before it had a name, have taken a complex topic and made it accessible to all levels. This is the first book of its kind, with a focus on data science concepts as applied to practical business problems. It is liberally sprinkled with compelling real-world examples outlining familiar, accessible problems in the business world: customer churn, targeted marketing, new website analysis."

"The book is unique in that it does not give a cookbook of algorithms, rather it helps the reader understand the underlying concepts behind data science, and most importantly how to approach and be successful at problem solving. Whether you are looking for a good comprehensive overview of data science or are a budding data scientist in need of the basics, this is a must read."

— Chris Whalen, Director, Statistics Research, AT&T Labs
Winner of the \$1 Million Netflix Challenge

"Data is the foundation of our success of productivity growth, innovation, and faster customer insight. Only recently viewed broadly as a source of competitive advantage, dealing well with data is rapidly becoming table stakes in any business. The authors' first-hand experience makes this a must read—a window into your competitor's strategy."

— Alan Murray, Social Entrepreneur, Partner, Carolina Ventures



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Books Details:

Title: Data Science for Business: Wh

Author: Foster Provost, Tom Fawcett

Released:

Language:

Pages: 414

ISBN: 1449361323

ISBN13: 9781449361327

ASIN: 1449361323

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pdf, mobi, epub, azw, kindle

Description:

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today.

Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making.

- Understand how data science fits in your organization—and how you can use it for competitive advantage
 - Treat data as a business asset that requires careful investment if you're to gain real value
 - Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way
 - Learn general concepts for actually extracting knowledge from data
 - Apply data science principles when interviewing data science job candidates
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