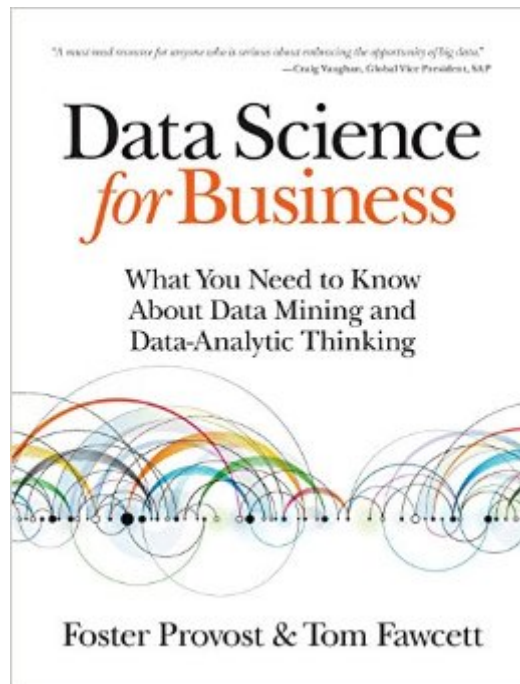# Data Science For Business: What You Need To Know About Data Mining And Data-Analytic Thinking

Synopsis

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. Youâ ™ll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your companyâ ™s data science projects. Youâ ™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 organizationâ ”and how you can use it for competitive advantageTreat data as a business asset that requires careful investment if youâ ™re to gain real valueApproach business problems data-analytically, using the data-mining process to gather good data in the most appropriate wayLearn general concepts for actually extracting knowledge from dataApply data science principles when interviewing data science job candidates

Book Information

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Customer Reviews

At it's core, Data science is the elimination of guess, intuition,hunch and decisions backed by Data .Data Science is ranked the Sexiest Job Of 21st Century by Harvard Business Review. Today there

is a tremendous demand for everything "Data Science", Companies need "Data scientists", IT resources are refocusing themselves to be the "Data scientists". Contrary to popular beliefs that Marketing benefits a lot from data science, companies are finding benefits across the spectrum of their operations . Example : A leading Trucking company used Data mining skill to predict which part of the truck is going to break next instead of replacing it at specific intervals, a Leading insurer predicted those who will complete their antibiotic course based on their home ownership history. If this type of stories and scope interests you, read the book "Big Data: A Revolution That Will Transform How We Live, Work, and Think".I am an aspiring "Data Scientist" and so this review will have a slight tilt from a "Data Scientist" perspective over the business user.WHAT THIS BOOK IS ?This book is very well written ,but not for the faint heart. It is a text book and authors have taken lot of care so general audience can also benefit from it, and also not to dilute it's textbook value. To get the full benefit of the book, read about 50 pages (Do not flip pages), never more than 10 -15 pages per session. The book is intense so you will need to take a break in between or will lose the thread. Once you are finished with fifteen pages, go to the first page and read , highlight the important areas and then go to the next page.

Foster Provost and Tom Fawcett have set out to write the go-to reference on Big Data. 'Data Science for Business', what you need to know about Data Mining and Data-Analytic Thinking, published by O'Reilly Media.They have produced an authoritative book that is both a pathfinder and a lighthouse. It is a long, clearly-written book that shows what can be done using Big Data, where to go and what techniques to use to get it done, and what to watch out for.Thank you for writing this book. The authors and their many references are already established and respected. The book brings the issues and their business applications together in one essential place. Already in just 1 month since release (25th July 2013) the eBook has gathered praise quotes from a dozen industry names. I am honoured to receive a complimentary review copy.So to add to the recommendations, I pitch my review slightly differently: Who in business should buy this book? What does this book add to what we are already doing in business with Data and Data Mining?On first reading, if you work in analysis, IT, Business Intelligence, Management Reporting, Marketing or SEO, I guarantee your reaction at some point will be 'I do that too'.For me the 'Aha!' realisation came a few pages into chapter 2. The authors discuss database searches for the most profitable items in a business. All businesses do that every day! But not always in the way the academics think.The book surprised me in covering a broader range of topics than I previously considered were Data Science. Here are some great success stories to illustrate what data science is. Buy the book to see how these things

really work and how the leading companies are applying themselves to these challenges.

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