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And Data  
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computer science

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problems to

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communication

between business

stakeholders and

data scientists,

but also how

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participate  
intelligently in  
You Need To  
your company's  
Know About  
data science  
Data Mining  
projects.

And Data Ytic  
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Thinking: What  
you need to know  
about ...*

Summarizing  
everything, your  
business data  
science project

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Business What  
You Need To  
Know About  
Data Mining  
And Data Analytics  
Thinking

will have six  
major steps:  
Data Collection  
Data Storage  
Data Cleaning  
Data Analysis  
(here you can  
work on business  
analytics or  
predictive  
analytics  
projects – or on  
data-based  
products)

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Communication, What

data You Need To

visualization

Data-driven

Decision Data Mining

And Data Ytic

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*guide for ...*

We'll start the

course by

defining what

data science is.

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We'll cover the data science workflow, and how data science is applied to real-world business problems. We'll finish the chapter by learning about ways to structure your data team to

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meet your What  
organization's  
needs.

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Data science for  
business exists  
to solve real  
problems where  
data is integral  
to the discovery  
and/or

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solutions. There  
are three  
aspects to this  
expertise:

Understanding of  
the business  
strategy,  
economics, and  
models Business  
insight and  
intuition  
specific to the  
individual firm  
and its industry

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introduces the



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Business What  
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.

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“data-analytic  
thinking”  
necessary for  
extracting  
useful knowledge  
and business  
value from the  
data you  
collect.

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you need to know  
about ...*

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developed in  
partnership with  
industry and is  
designed to  
produce  
graduates with  
the skills that  
companies need.

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And Data Ytic

people with data analytics skills is projected to grow rapidly.

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for Business |

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the “hows” but  
the “whys, ”

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for those  
wishing to  
become involved  
in the  
development and  
application of  
data driven  
systems. ...

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Science? Data  
science  
continues to  
evolve as one of  
the most  
promising and in-  
demand career  
paths for  
skilled  
professionals.  
Today,  
successful data  
professionals

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Business What  
they must  
You Need To  
advance past the  
Know About  
traditional  
Data Mining  
skills of  
analyzing large  
And Data The  
amounts of data,  
Thinking  
data mining, and  
programming  
skills.

*What is Data  
Science? -  
University of  
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*Berkeley*  
*You Need To*

*Know About*  
Our MSc Data  
Science for

*Data Mining*  
Business online

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course equips

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you to make  
strategic

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decisions rooted  
in big data.

Data scientists  
are becoming  
increasingly

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valued by What  
companies who  
You Need To  
understand that  
Know About  
good data  
Data Mining  
analysis can  
And Dataitic  
help them to  
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improve customer  
service,  
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problems or  
opportunities in  
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Thinking  
identifies key  
metrics that are  
essential for  
the  
determination of  
business  
performance.

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Based on this, the business can take important measures to quantify and evaluate its performance and take appropriate management steps. It can also help the managers to analyze and determine the

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potential What  
candidates for  
the business.

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Business - 7*

*Major*

*Implementations  
of ...*

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Methods for

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module, you will  
learn the

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Business and  
What  
You Need To  
Know About  
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And Data Thinking

concepts and  
intuitions about  
the basic  
approaches for  
data analysis,  
including linear  
regression,  
naive Bayes,  
decision trees,  
clustering, and  
logistic  
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core of nearly  
every business  
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questions (both  
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perspective) and  
to use the  
appropriate  
mathematical and  
IT tools to  
answer them.

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and fun way. The  
course provides  
students with  
practical hands-  
on experience  
using real-world  
datasets.

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