

ONLINE MASTERS IN **DATA SCIENCE**

DSC 207 - PYTHON FOR DATA SCIENCE

# DATA SCIENCE IN EVERYDAY LIFE


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**By the end of this video, you will be able to:**

- Recite examples of data science in everyday life
  - Describe how data science benefits businesses for better decision-making and risk mitigation
  - Recognize societal-scale applications of data science
- 
- A decorative teal triangle is located in the bottom right corner of the slide.



## Entertainment Industry: Movie Recommendations

Customer  
Demographic

Previous  
Preferences

Previous  
Searches



What kind  
of movies  
does this  
customer  
like?



Movie  
Recommendations



## PREDICTION

What kind of movies do customers like?



## ACTION

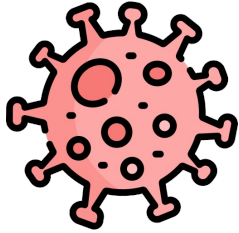
What movies to produce and market?



## Entertainment Industry: Smart Healthcare



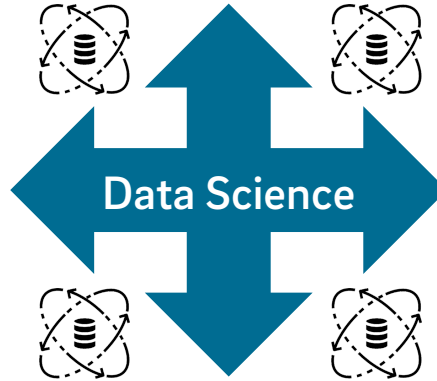
# Safety: Data Science for Emergency Management



**Preparedness**



**Recovery**



**Mitigation**



**Response**



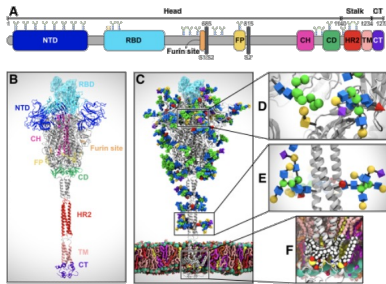
# Data Science Impact to Fight COVID-19



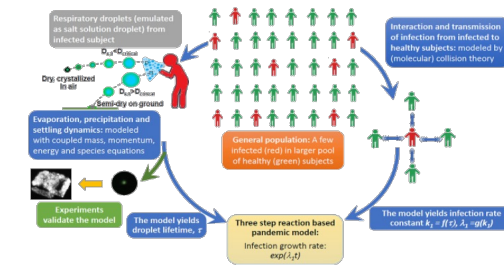
- Disease data
- Virus models
- Wearables
- Public health surveys
- Social media
- Contact data
- ...

- Decision-support
- Policy making
- Vaccine
- Treatment
- Cure
- ...

- Spread modeling
- Understanding the virus
- Drug design
- Vaccine development
- Economical impact
- Mental health
- ...



<https://www.tacc.utexas.edu/-/sugar-coating-locks-and-loads-coronavirus-for-infection>



<https://phys.org/news/2020-06-respiratory-droplet-motion-evaporation-covid-type.html>