



# DATA SCIENCE WITH MACHINE LEARNING

**A JOURNEY FROM DATA TO DECISIONS**

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# Course Components

**Data science** is a multidisciplinary field. It encompasses a wide range of topics.

- **Understanding** of the data science field and the type of analysis carried out
- **Mathematics**
- **Statistics**
- **Python**
- Applying **advanced statistical techniques** in Python
- **Data Visualization**
- **Machine Learning**
- **Deep Learning**

# What is Data Science?

Data Science is an interdisciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge and insights from structured and unstructured data.

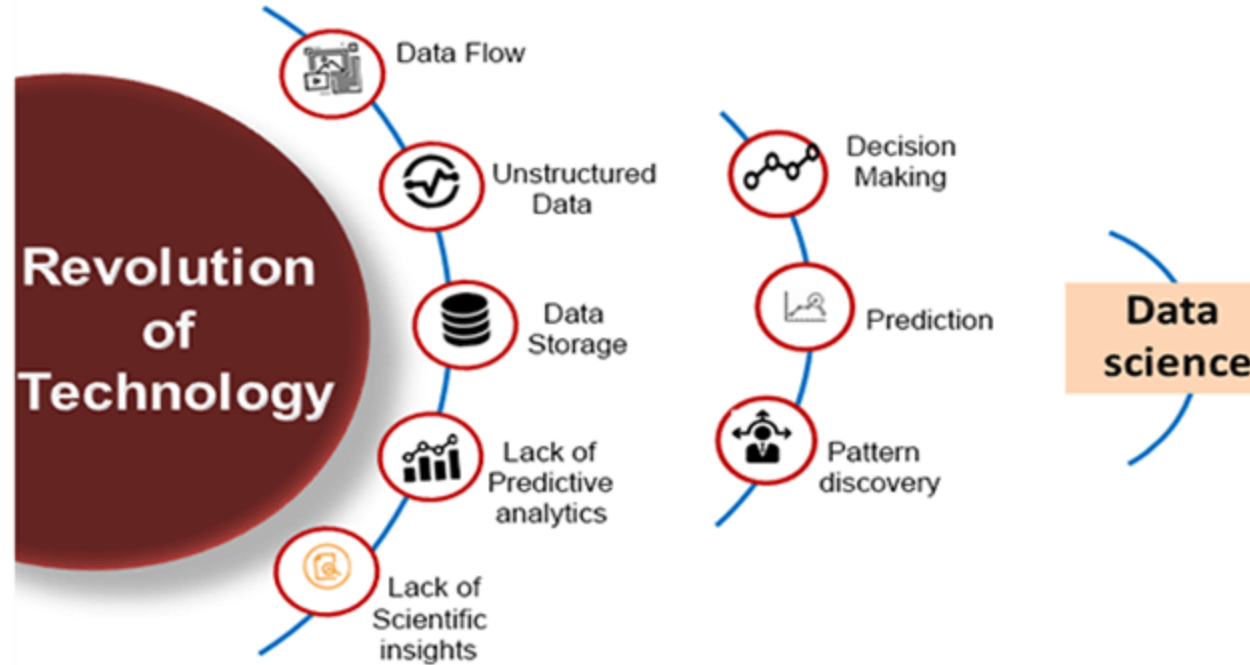


# What is Data Science?

**Data** science **encapsulates** the **interdisciplinary activities** required to create **data-centric artifacts and applications** that address specific **scientific**, **socio-political**, **business**, or other **questions**.

# Why we need Data Science?

Traditionally, the data that we had was mostly **structured** and small in size, which could be **analyzed** by using the simple **BI** tools.



## Value Addition

Can **Data Science** add value to our business if yes then how?



# Value Addition

## DATA SCIENCE APPLICATIONS



Post adds on the websites

Get targeted customers

**Data Science For Targeted Advertising**



Take user's query

Provide results

Show relevant recommendations

**Data Science For Internet Search**



Analyze search patterns

Recommend products to consumers

Show high-quality products

**Data Science For Ecommerce**



Find latest course

Collect students feedback

Understand students requirements

**Data Science For Education**



Analyze user's Data

Use Machine algorithms

Recommended movies

**Data Science For Video Streaming**