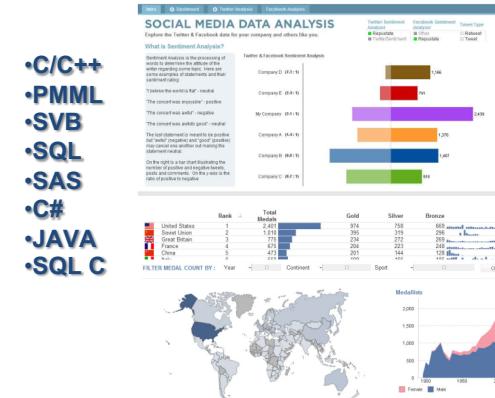
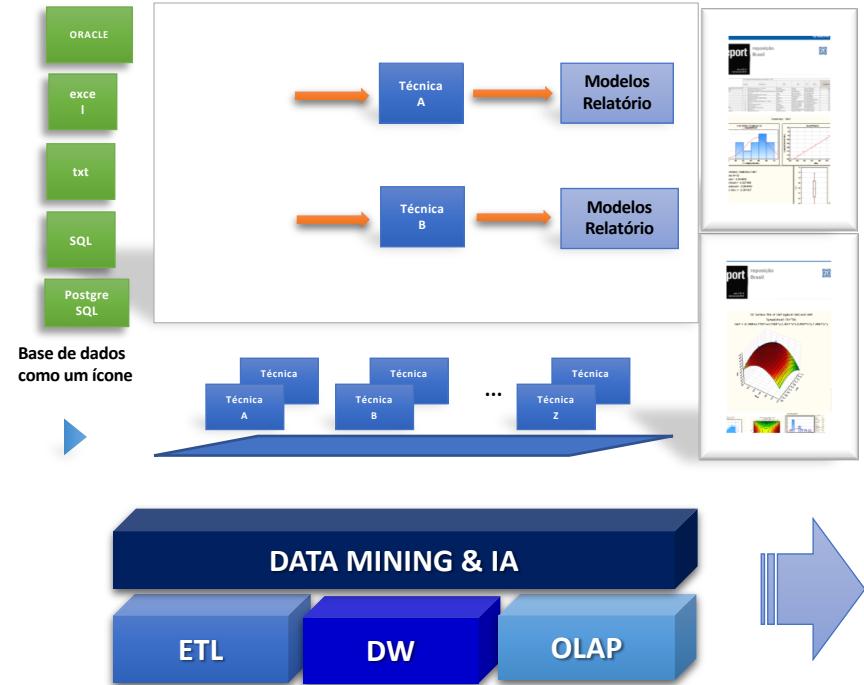
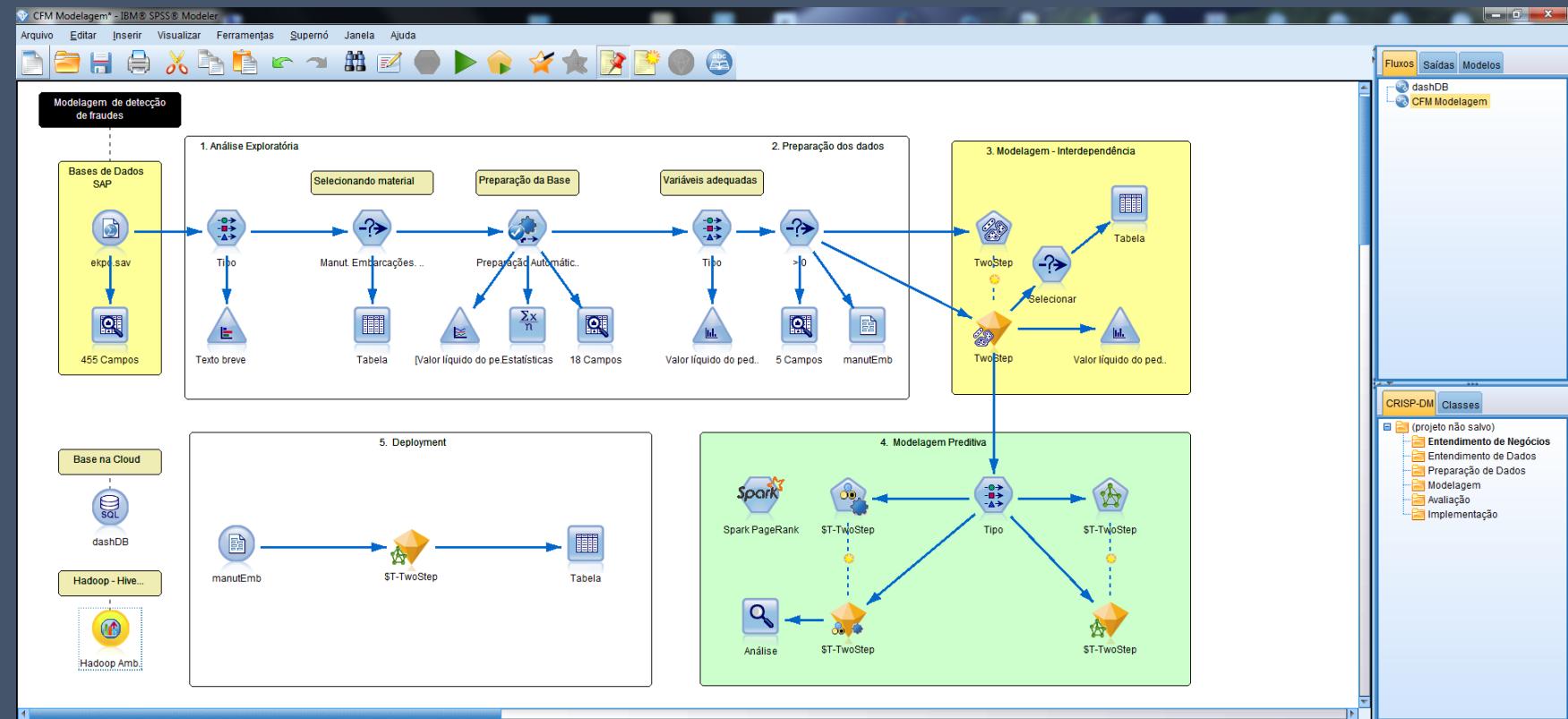




Data Science Abordagens e Práticas

PROF. CLÁUDIO PINHEIRO





“There is no AI without IA”

ROB THOMAS - General Manager

- 1- Artificial Intelligence
- 2 –Information Architecture

A professional setting where a man and a woman are looking at a large digital screen. The man, in the foreground, has his arms crossed and is looking towards the screen. The screen displays a complex financial dashboard with various charts, tables, and data points. A prominent feature is a large table titled 'PAYMENT COMPARISON' with columns like 'LOAN AMOUNT', 'INTEREST RATE', and 'MONTHLY PAYMENT'. Overlaid on the right side of the screen are several large, bold text elements. At the top right is the logo 'FIAP'. Below it is the word 'Data Science'. To the left of 'Data Science' is the text 'ROI : 459%'. Below 'ROI' is a dashed-line box containing the words 'PAYBACK:' and '< 6 Meses'. At the bottom right are two more text boxes: 'Governança Escalabilidade' and 'Multicloud Integração'.

FIAP

Data Science

ROI : 459%

PAYBACK:

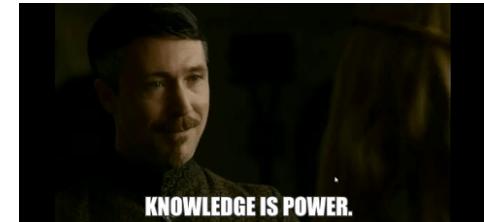
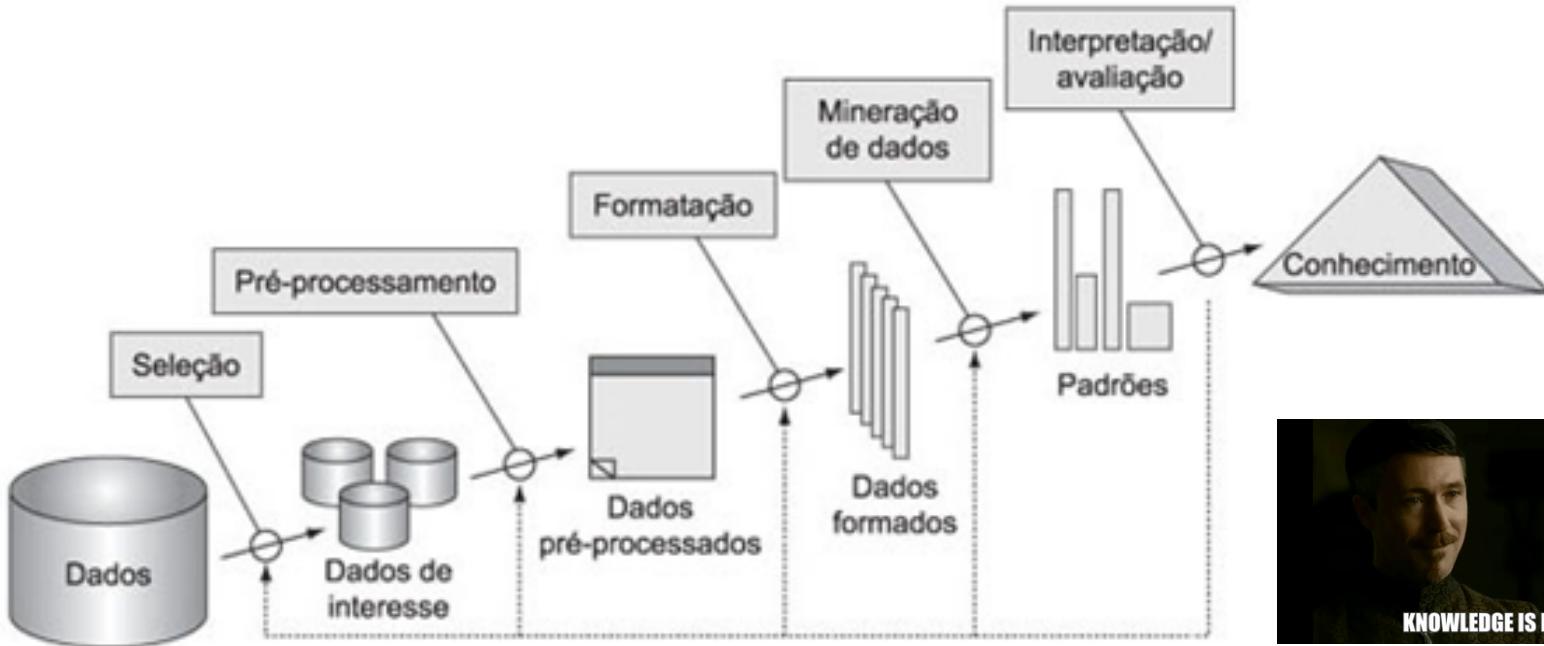
< 6 Meses

**Governança
Escalabilidade**

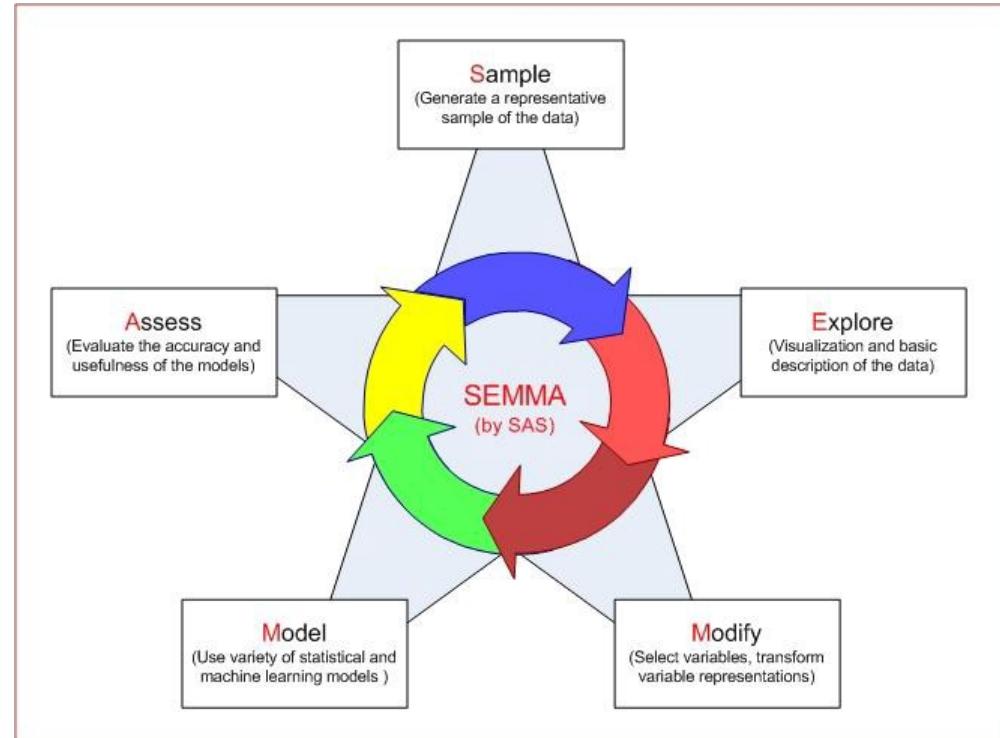
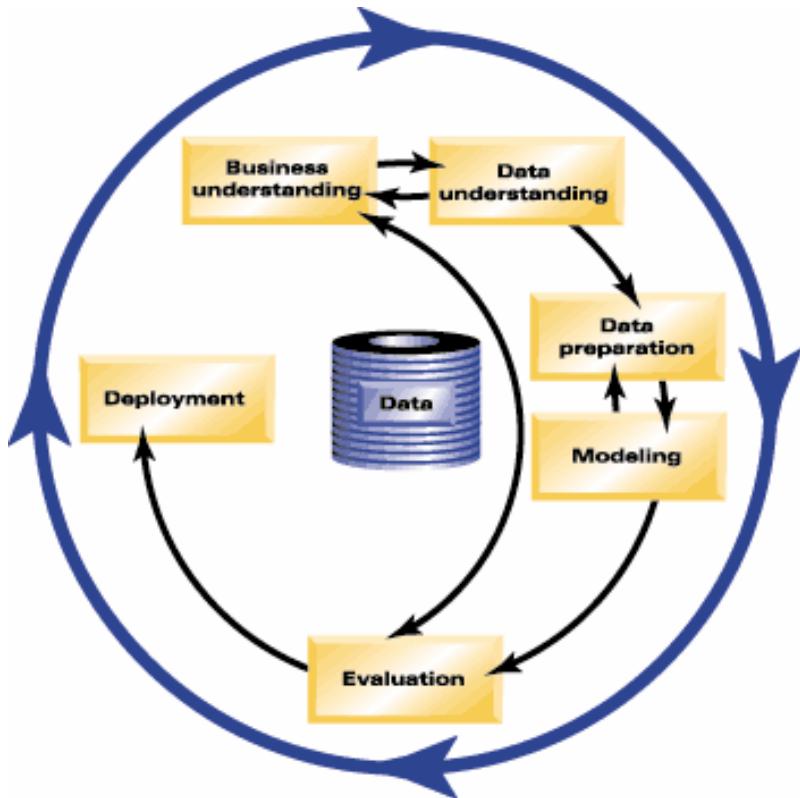
**Multicloud
Integração**

Metodologia KDD

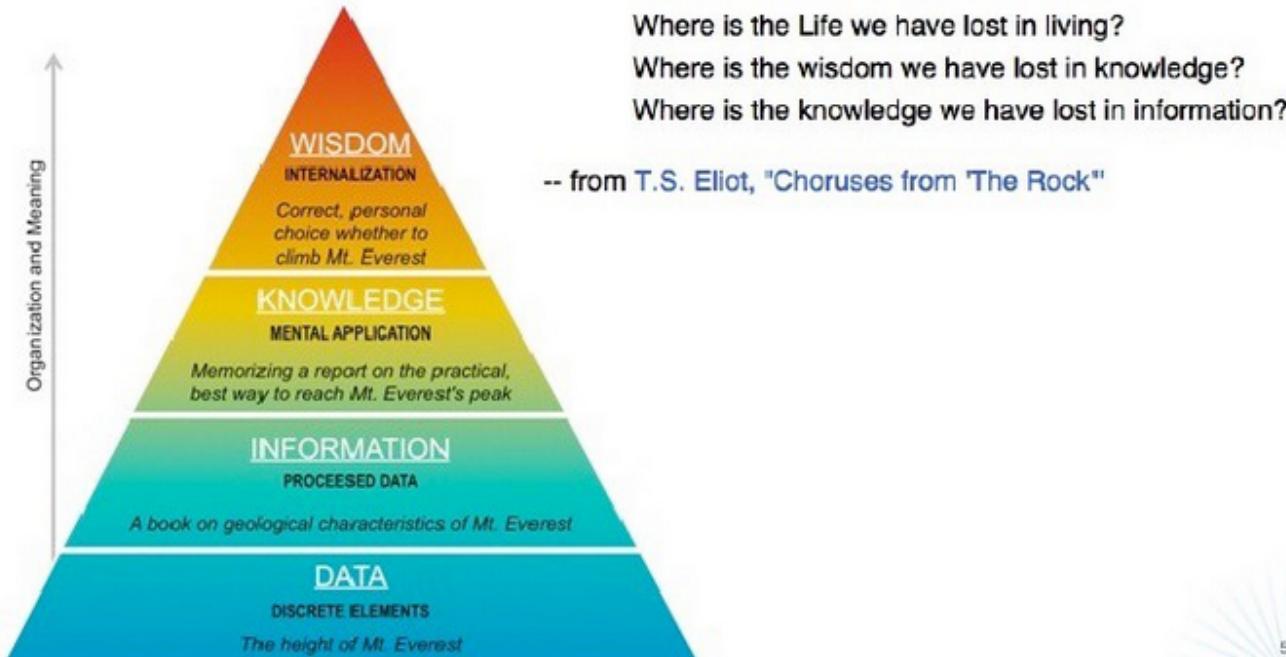
Knowledge Data Discovery



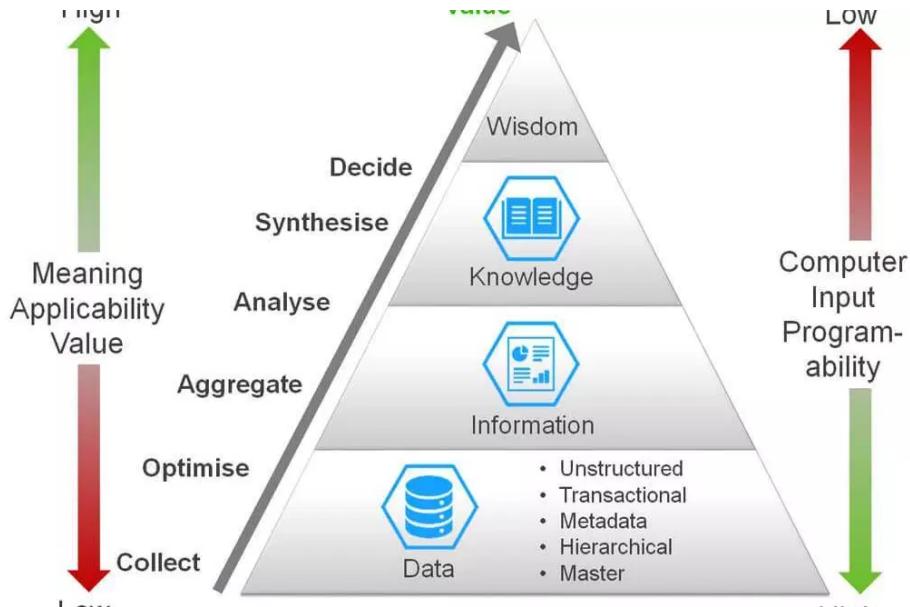
CRISP DM & SEMMA



The DIKW hierarchy



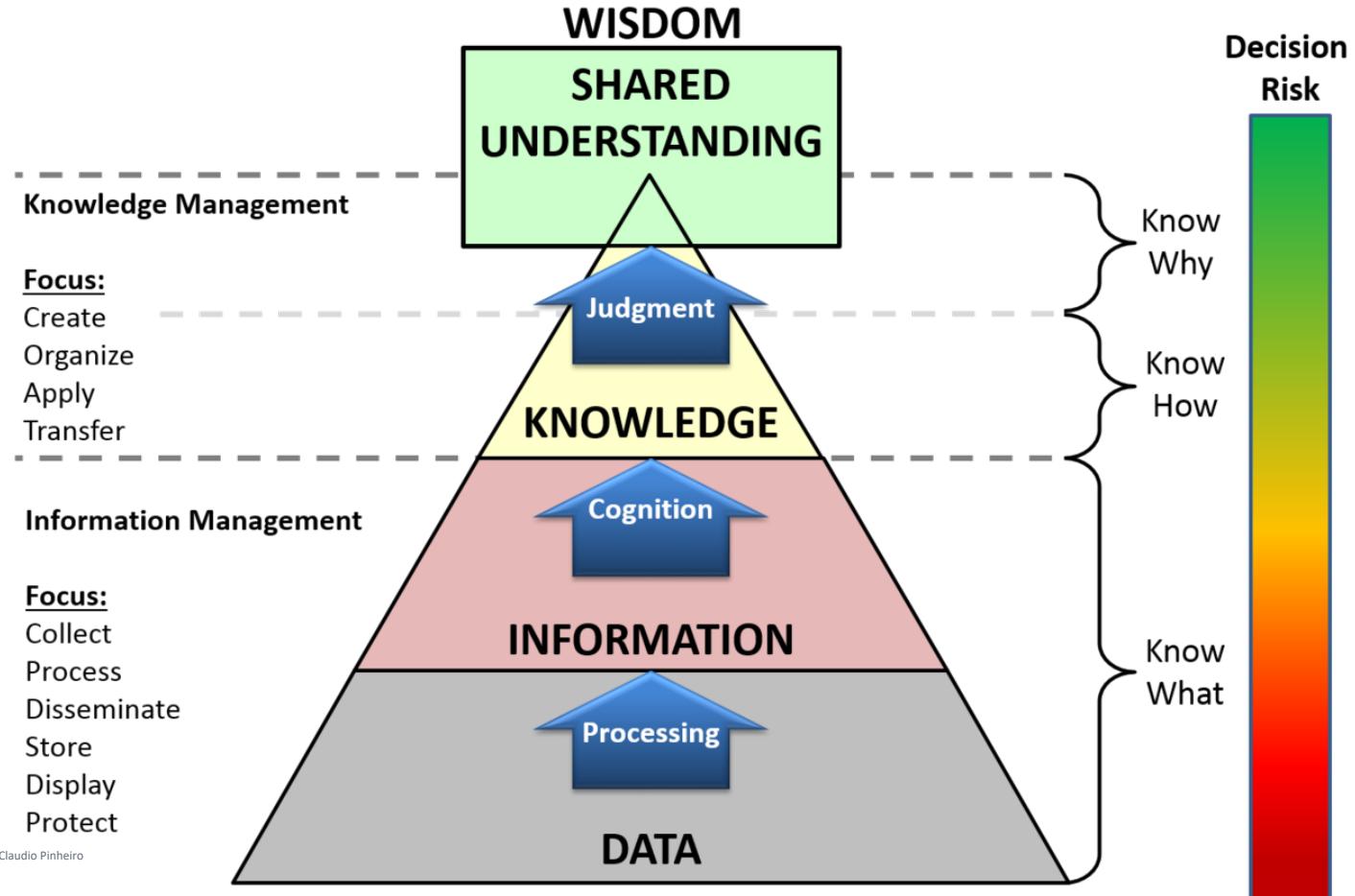
DIKW (Data, Information, Knowledge, Wisdom)



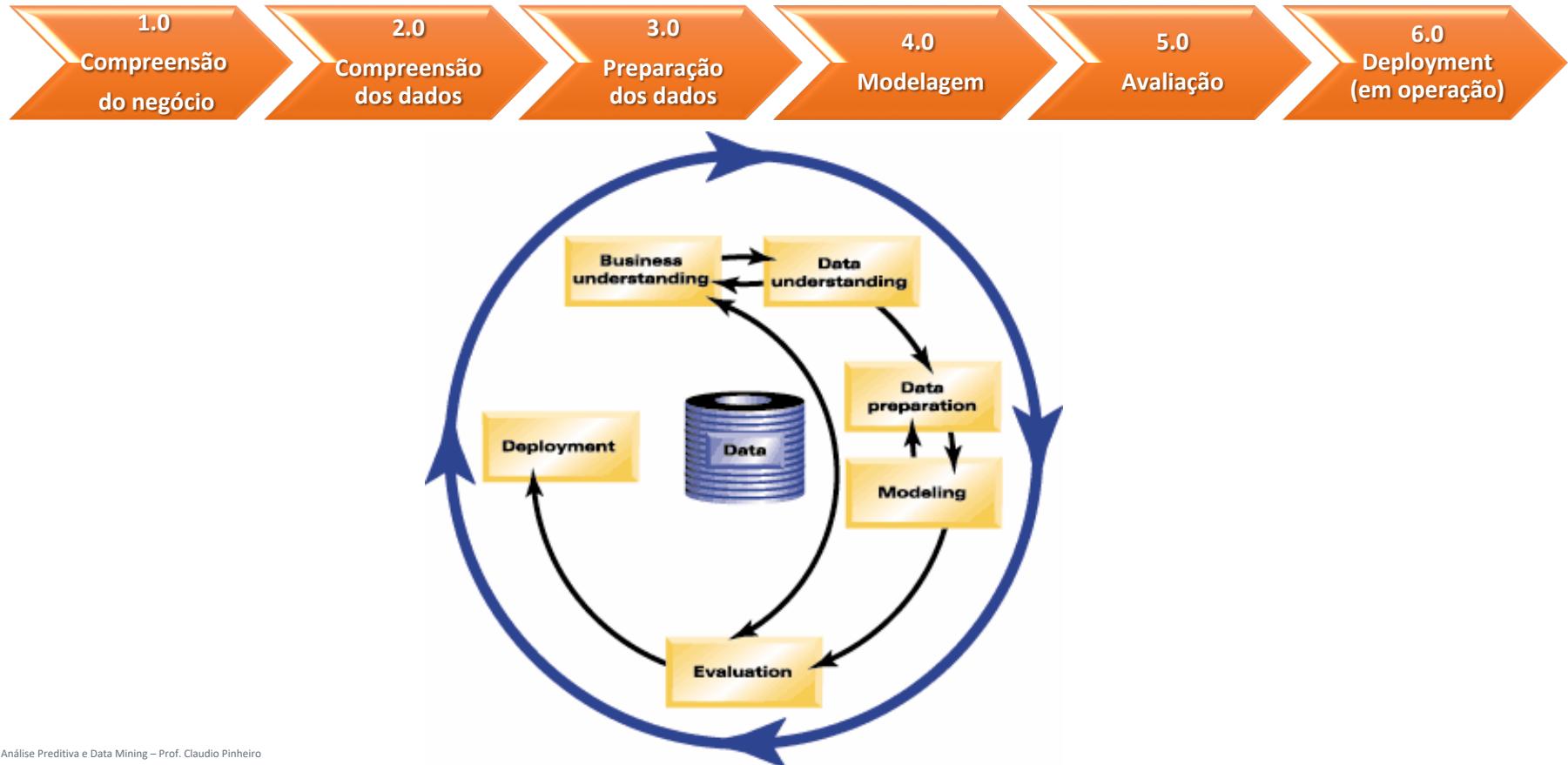
Os seus componentes, em ordem crescente de importância e normalmente dispostos em um sistema de coordenadas cartesianas, são os seguintes:

- 1. Dados (Data)** é o nível mais básico;
- 2. Informação (Information)** acrescenta contexto e significado aos dados;
- 3. Conhecimento (Knowledge)** acrescenta a forma como usar adequadamente a informação;
- 4. Sabedoria (Wisdom)** acrescenta o entendimento de quando utilizá-los.

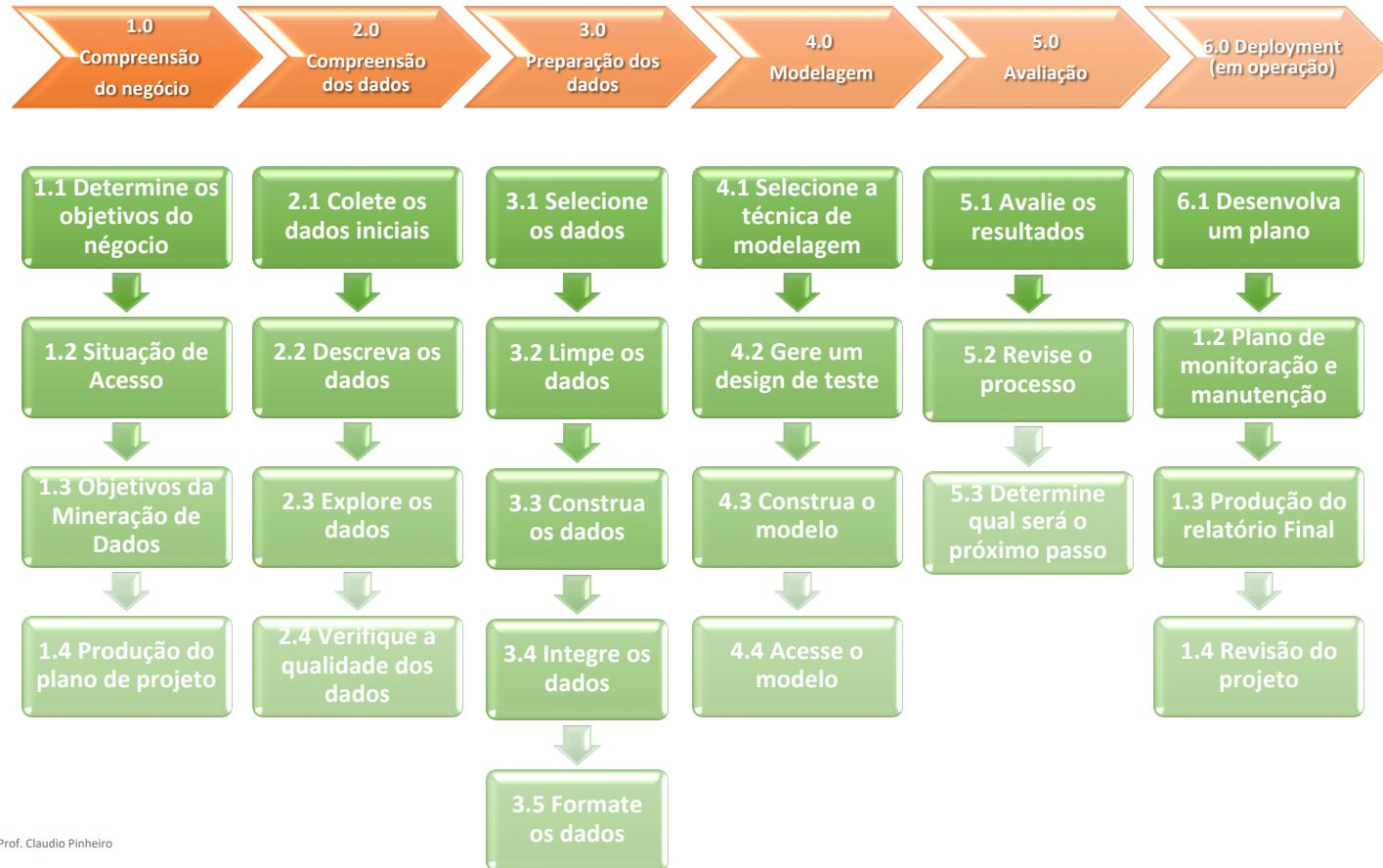
Knowledge Management Cognitive Pyramid



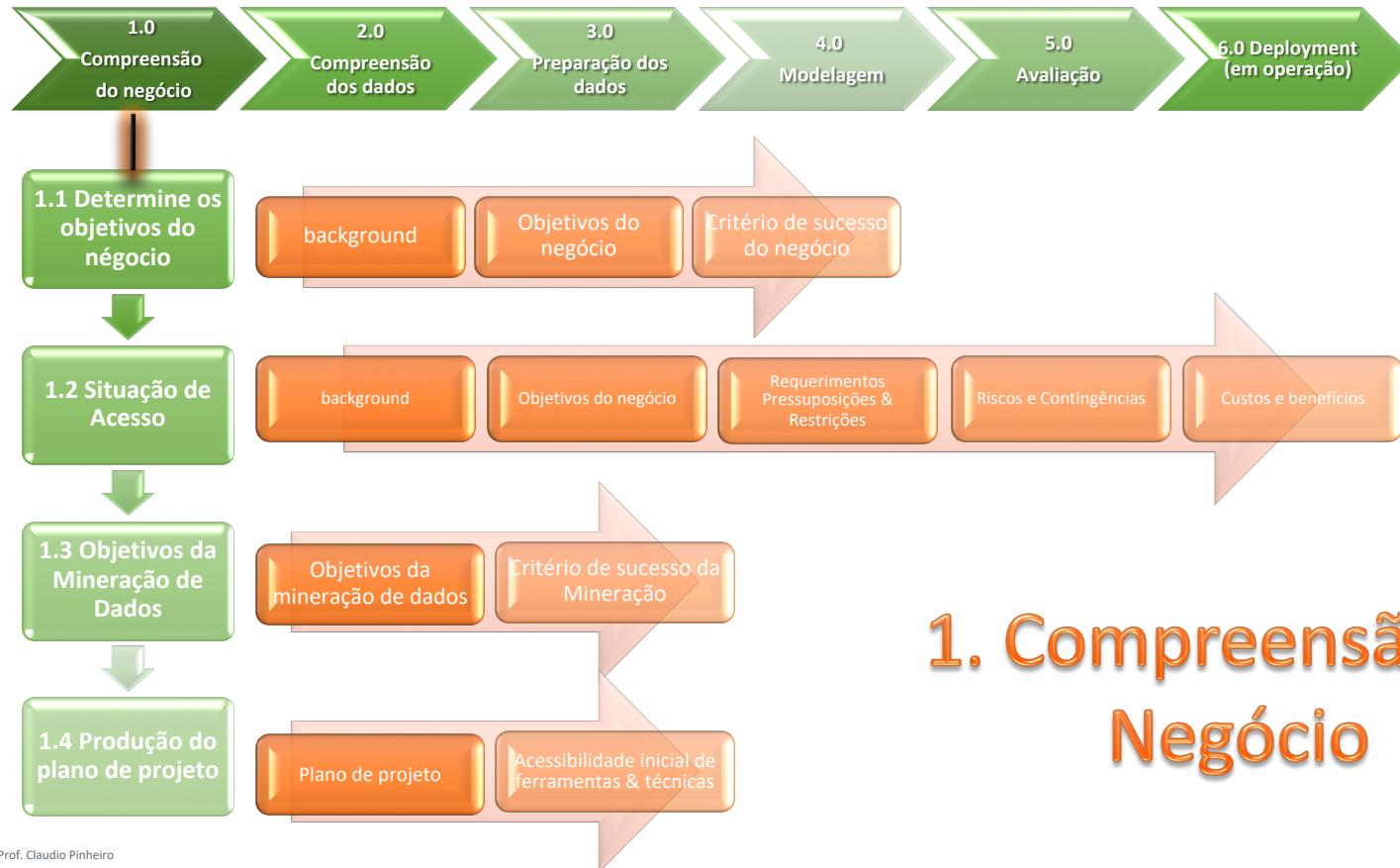
Utilizando uma metodologia de mineração



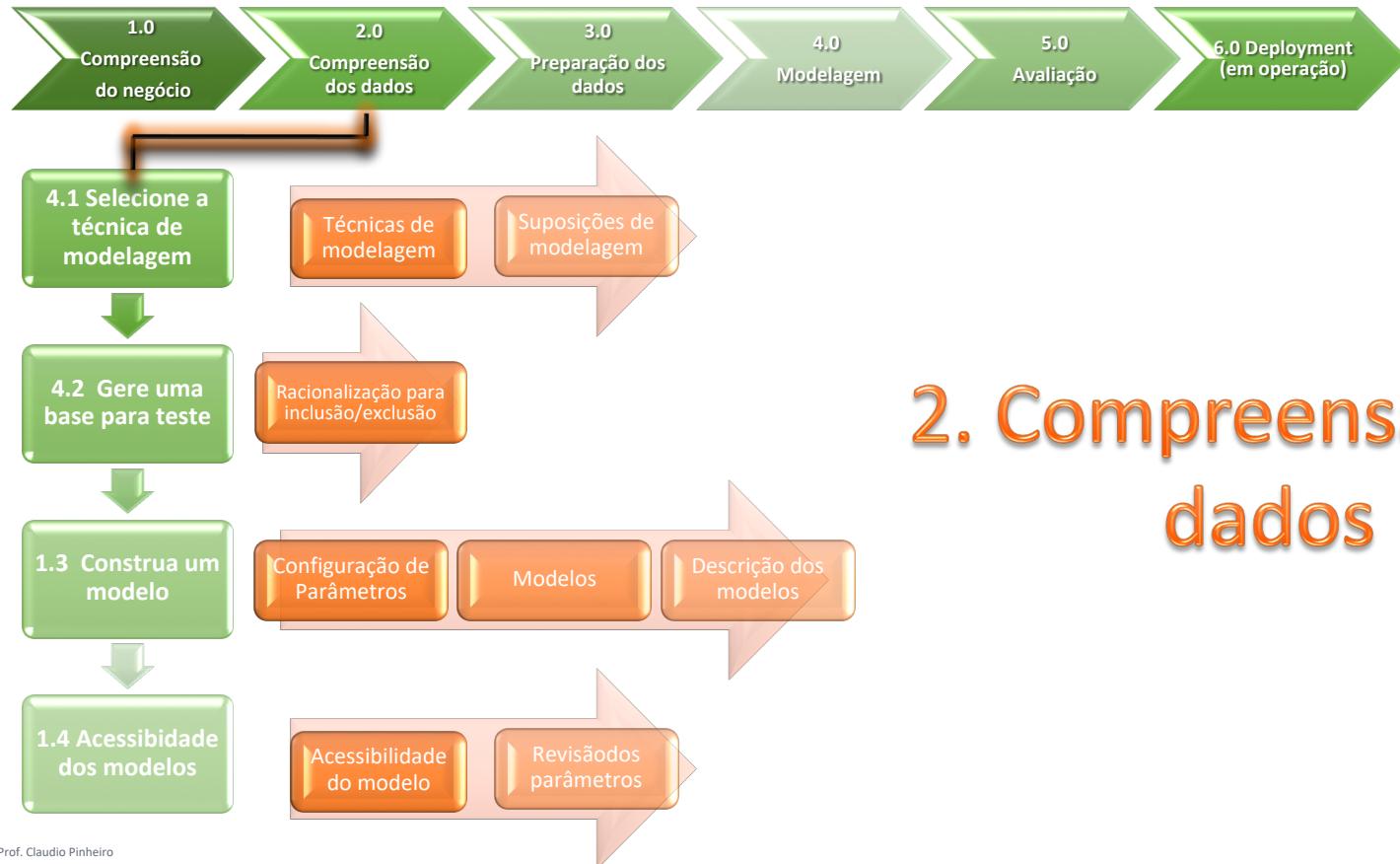
Aprofundamento de metodologia de mineração



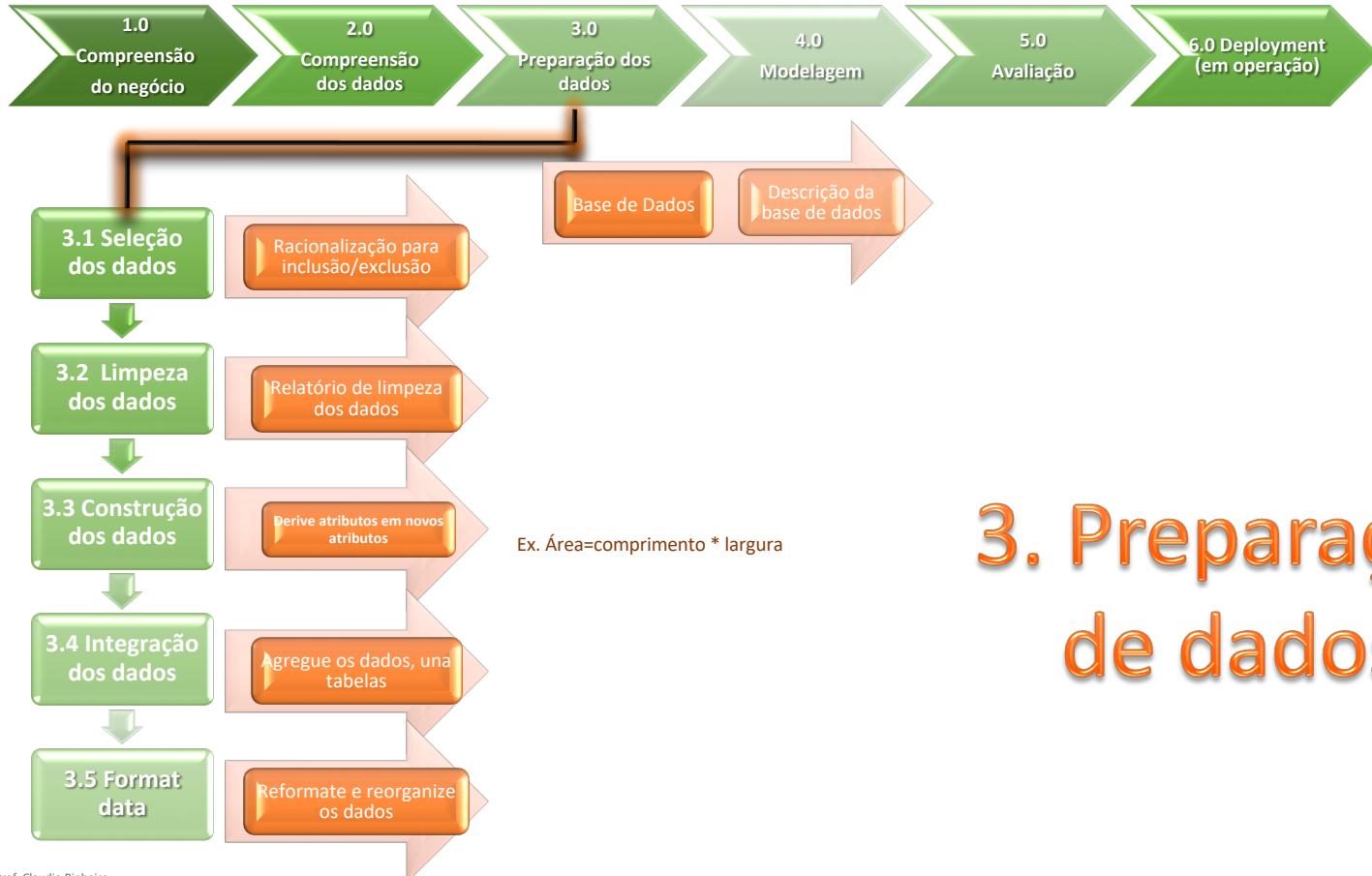
APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO



APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO

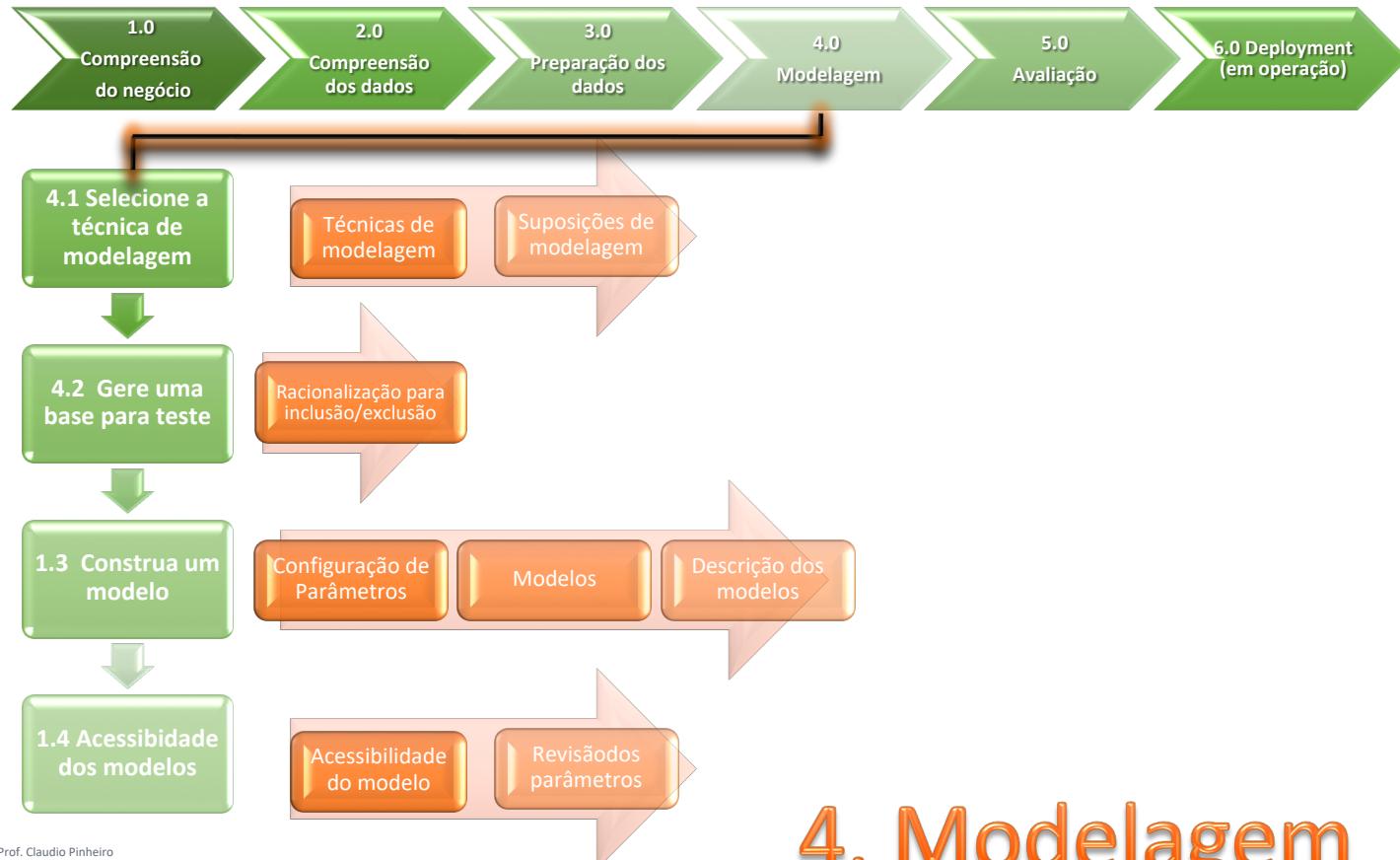


APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO



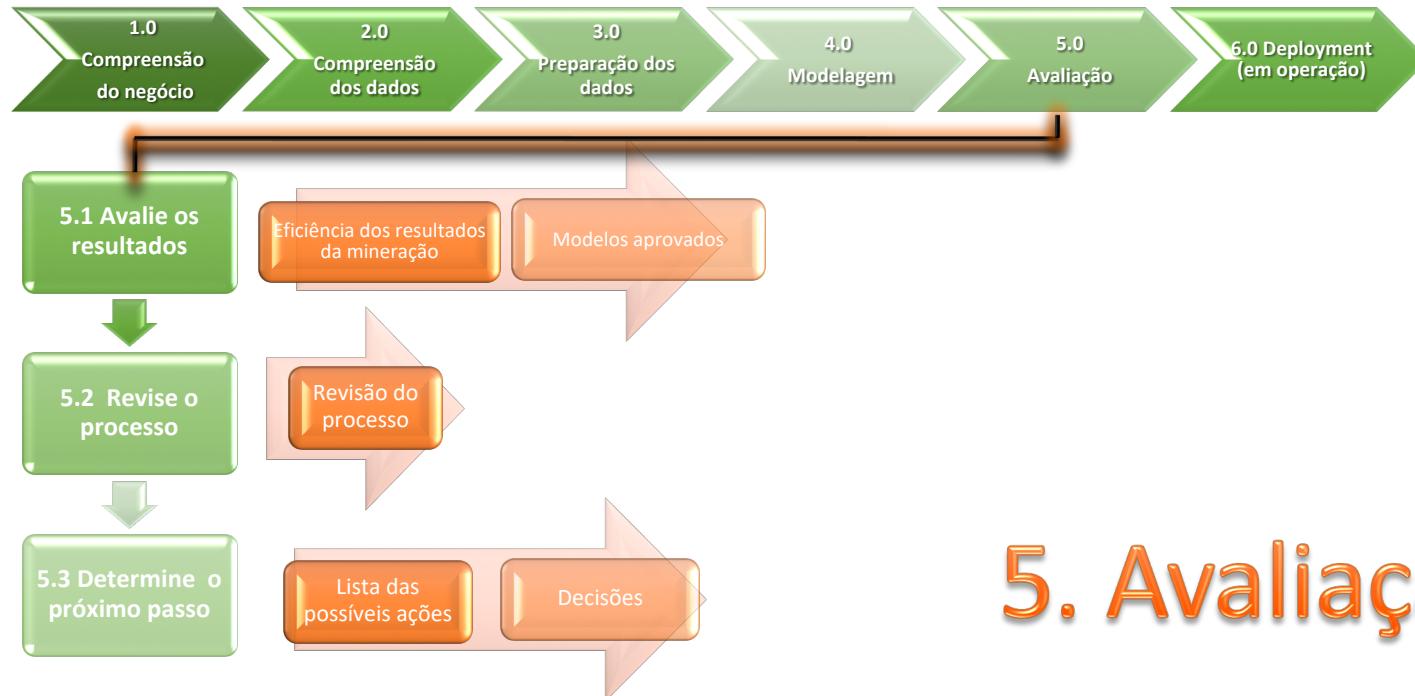
3. Preparação de dados

APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO



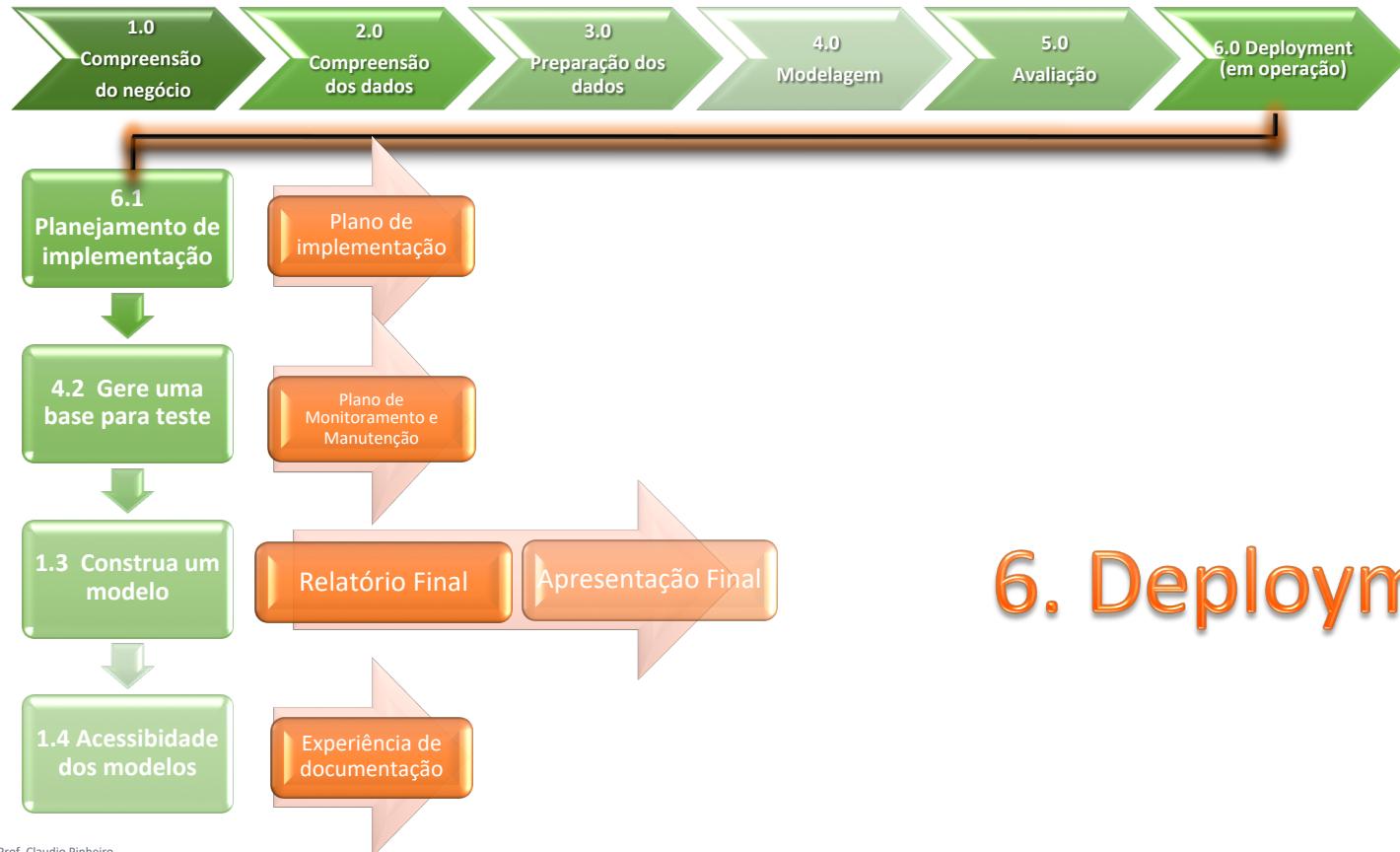
4. Modelagem

APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO



5. Avaliação

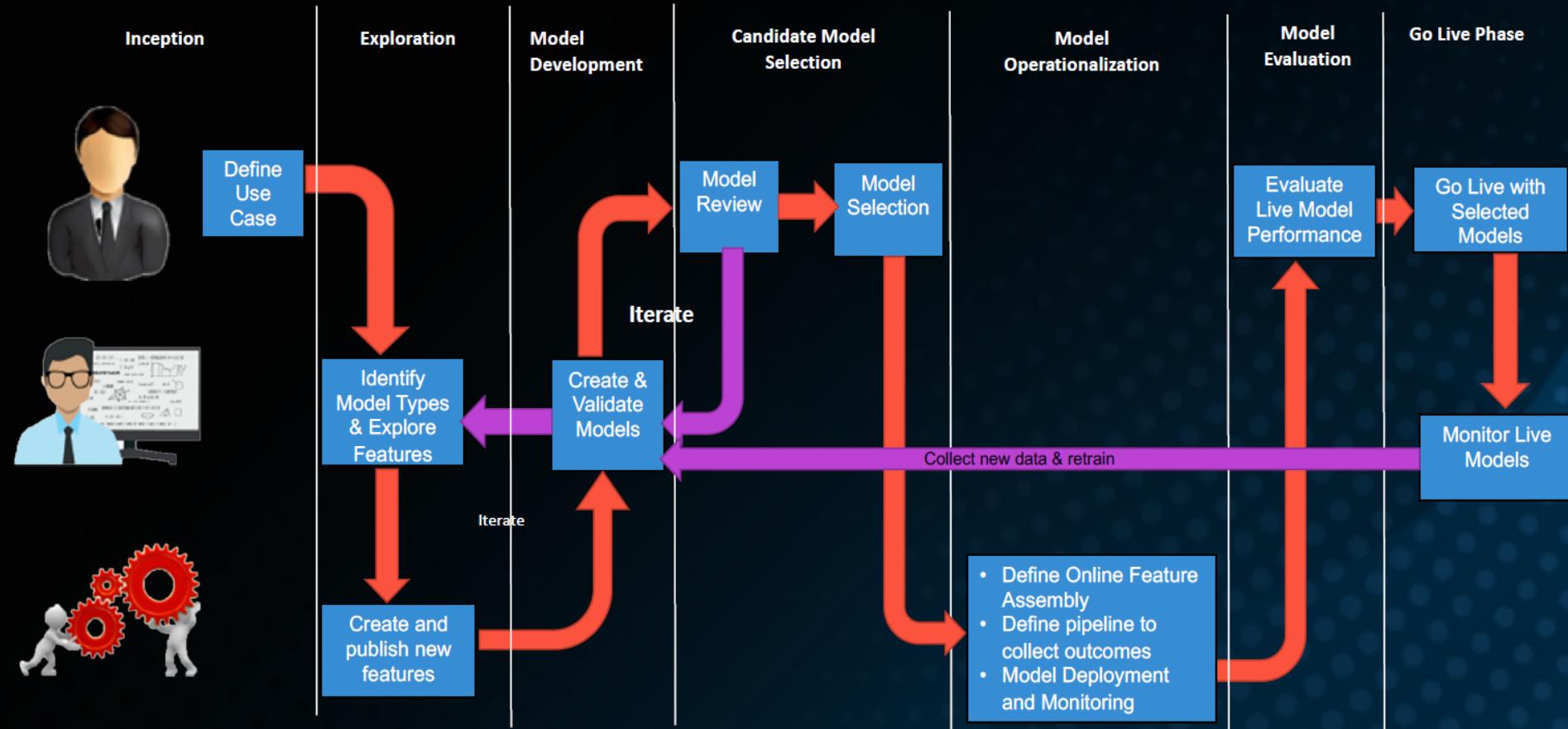
APROFUNDAMENTO DE METODOLOGIA DE MINERAÇÃO



6. Deployment

ML Lifecycle – Roles & Workflow

FIAP



**Em 2018, A combinação
Humanos e IA irá disruptar os
serviços de atendimento e as
estatégias comerciais**

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Mude o Futuro
AGORA!



Muit
Obrigado !

CLÁUDIO PINHEIRO
FIAP – Professor



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