FUNDAMENTAL BUSINESS DATA VISUALIZATION NOTES

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Based on course material provided through King Mongkut's University of Technology Thonburi (KMUTT)

All Learning Unit Documents

Course Introduction

Human interprets picture better from words

↳ like plotting chart to look pattern

- Start by asking Question
- Understand data collection

  transform data to proper data

  - data cleaning
- 3 Libraries

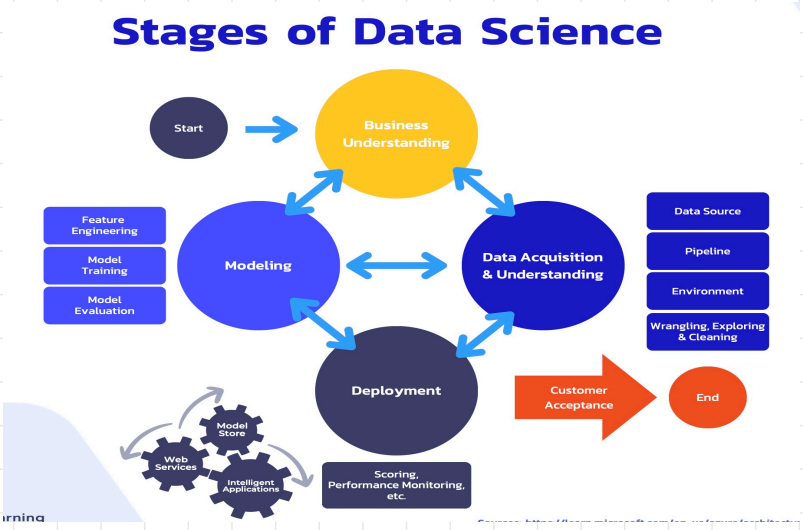
With data visualization → for users

→ for team

Introduction to Data Science for Business

Stages of Data Science

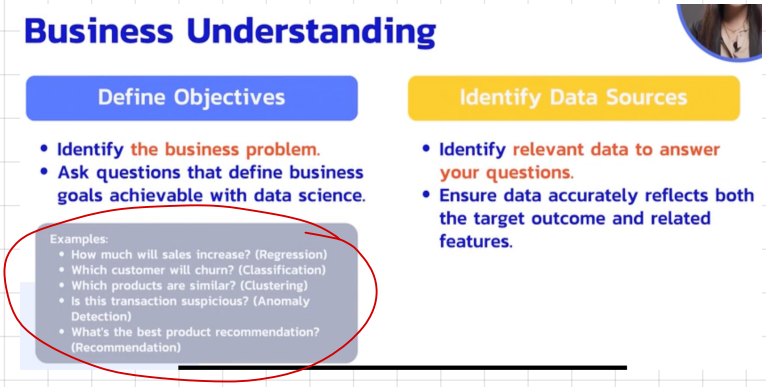
1. Data Acquisition & Understanding
   - involves collecting raw data from various sources like databases, API, web scraping
2. Data Modeling
   - analyze and process data to create model that can identify pattern & prediction
   - involves STATISTICAL ANALYSIS
3. Deployment
   - used to make prediction and decision in REAL TIME
4. Customer Acceptance
   - presented to stake holders / end user for feedback



Before data analysis, we need to understand Business

① What problem are we solving?

- ask the right questions
- find the right data



Data Acquisiton and Understanding

- prepare data before analyzing

Ingest the data

- get the data into the system

Explore the data

- check quality of data, ensure clean (data cleaning)

Set up the data Pipeline

Modeling

Feature engineering

- process in which we transform raw data into features so that the model can understand

Model training

- test model and pick that solves problem accurately

Determine if your model is suitable for production

- test in real time

Deployment

Operationalize the model

transfer model to the special environment

Expose model with an API interface

API allows applications to easily talk to the model and get predictions

Customer Acceptance

System Validation

Project handoff