

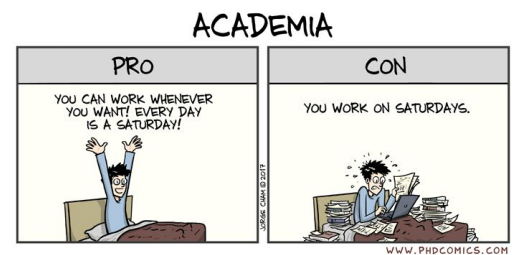


Data Science: Applications

Lecturer: Mohammad Taha Fakharian

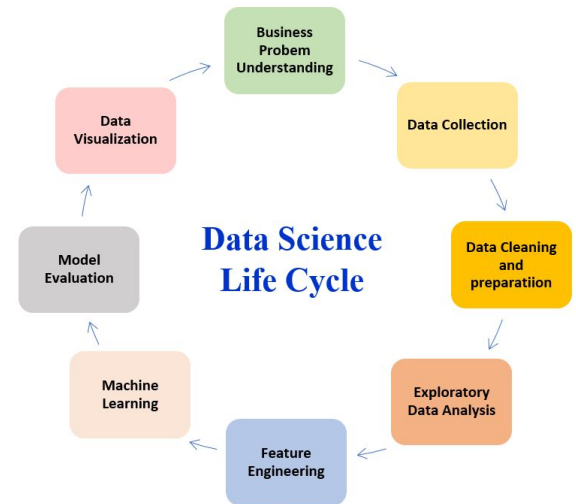
Academia VS Industry

- Priorities
- The 80/20 rule
- Which mindset is better?



What We Have Learnt So Far

1. Asking Question and Data Gathering
2. Data Preprocessing
3. Data Analysis
4. Feature Engineering
5. Modeling
6. Data Visualization



Let's Solve Some Real-Life Problems!

Problem 1: Billboard Advertising

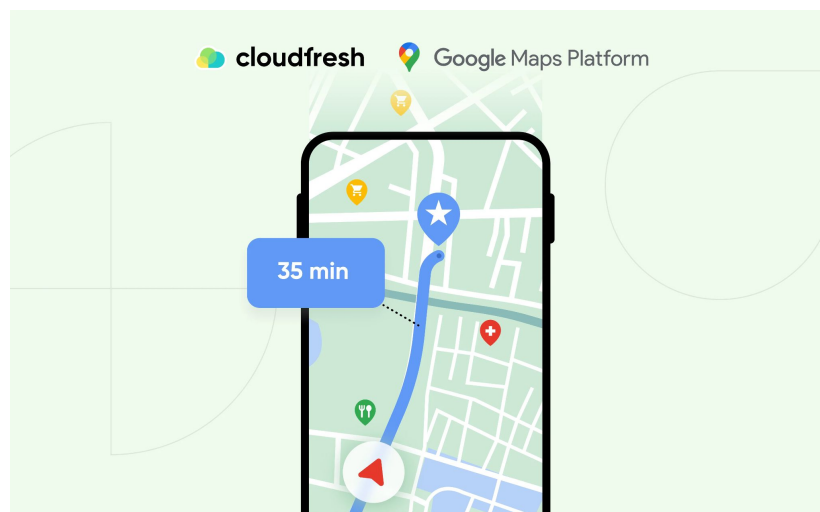


Problem 2: ATM Transactions

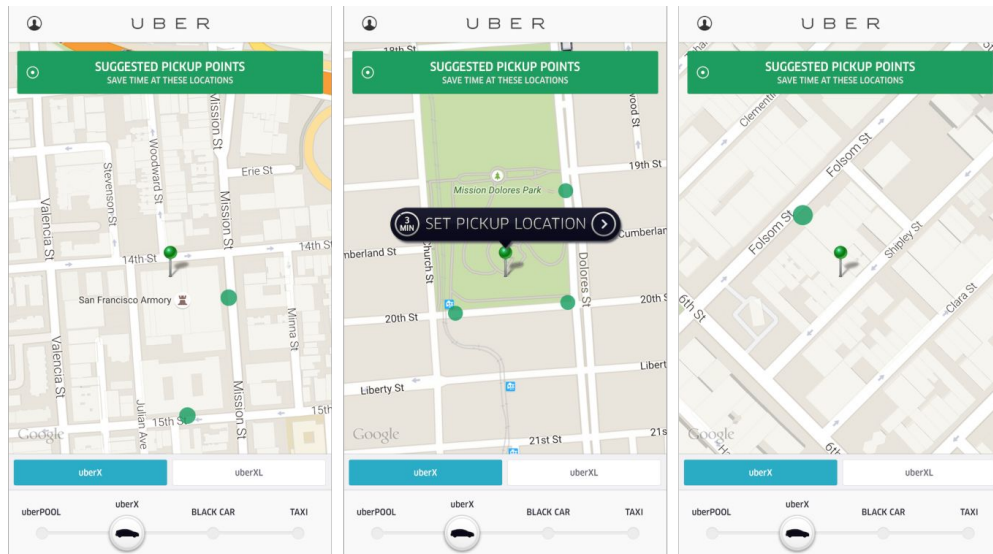


Let's Make it Harder!

Problem 3: ETA(Estimated Time of Arrival)

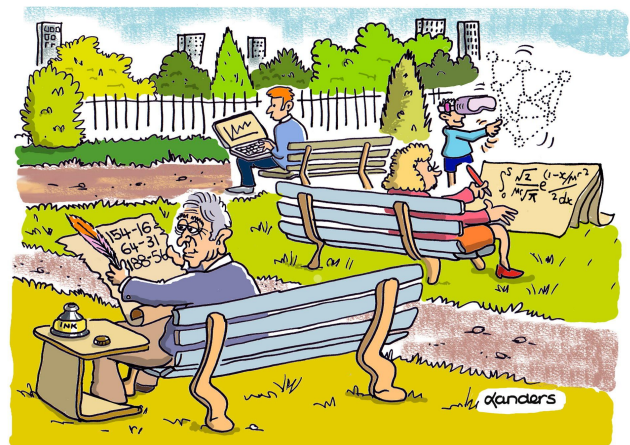


Problem 4: Location Suggestion



Final Notes

- Understand business metrics
- Understand your limitations
- Understand the 80/20 rule
- Data that matters! Speak with analytics, not just words!



The many generations of data science