[CNFR0463@umn.edu](mailto:CNFR0463@umn.edu)

Bdcq3754zpirtuwn

Why is data so desirable?

Data growth (creation)

Growth in analytic tools

Companies wanna make money making decisions based in data

What is data science?

Truth/Story telling

Which do Americans prefer: Italian or Mexican food?

Answering a question.

1. Decompose the question – what does it really mean?
   1. What do we mean by Americans? Central, Northern, Southern America?
   2. Get a representative sample of Americans
   3. What do we mean by prefer? Define preference, foods we wish we could eat? How uniform is the preference by region, demographic, etc. Subjective thing we need to quantity.
   4. What do we mean by Italian or Mexican food? Is pizza Italian, Taco Bell Mexican? Home food or restaurants? Best experiences or poorer renditions of foods?
   5. Narrow the scope
2. Identify data sources
3. Define Strategy and Metrics – sample size 🡪# of reviews/preference rating
4. Build Data Retrieval Plan 🡪 APIs

Application Programming Interface – API “The connector” backdoor into data

1. Retrieving the Data
   1. Create an API request
   2. Save in a data frame
   3. Something
2. Assemble and Clean the data
3. Analyze for Trends
4. Acknowledge Limitations – all the definitions and qualifiers of the data set it self
   1. Limitations in analysis
5. Make the Call or tell the story– make a conclusion based on data/limitations/qualifiers, etc. What can you argue or make your case about? Based on what?