

The Data Science Process

Polong Lin

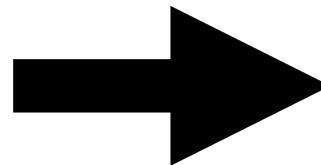
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***“Every day,
we create **2.5 quintillion bytes** of data –
so much that **90% of the data** in the world today
has been created in the **last two years** alone.”***



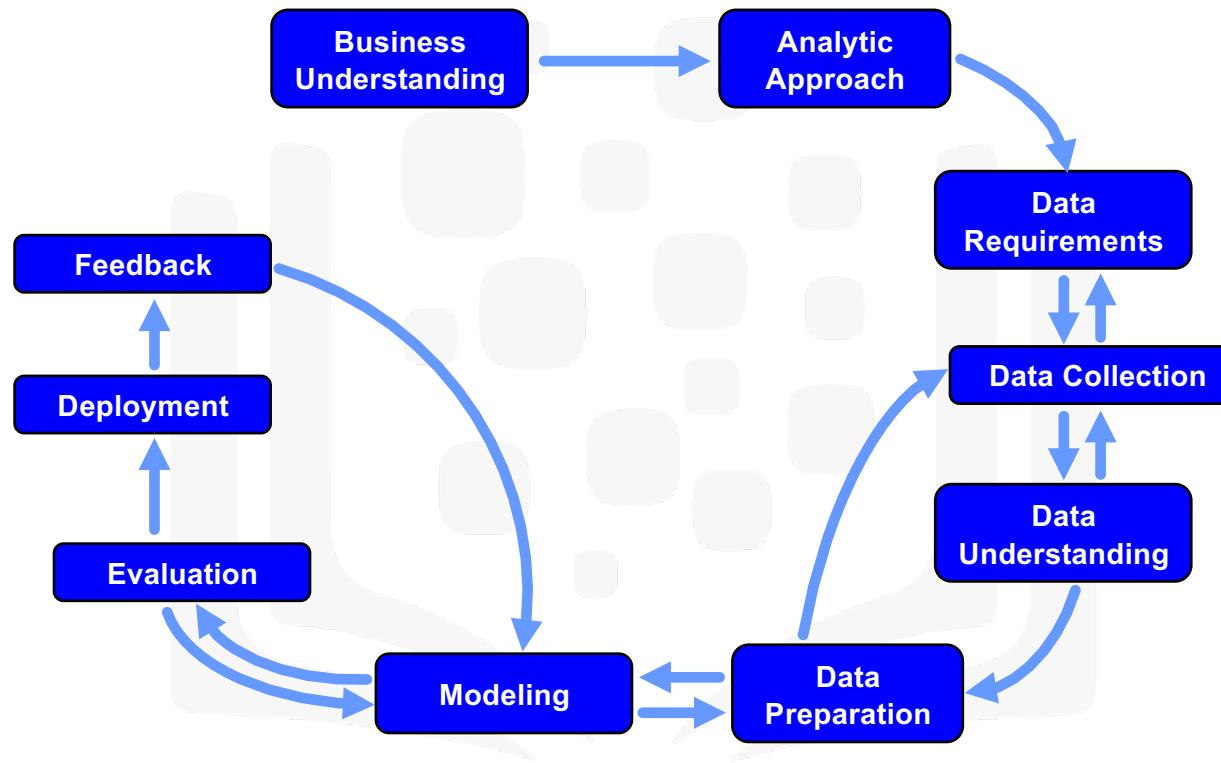
Data science

The interest in data science

- Solve problems and answer questions using data
- Goal to improve future outcomes

What is the data science process?

CRISP-DM Methodology diagram



1. Business understanding



Every project begins with **business understanding**.

- Project objective?
- Business sponsors play the most critical role
- What are we trying to do – what is the goal?
- How do you define “success” and how can you measure it?

1. Business understanding



Traffic:

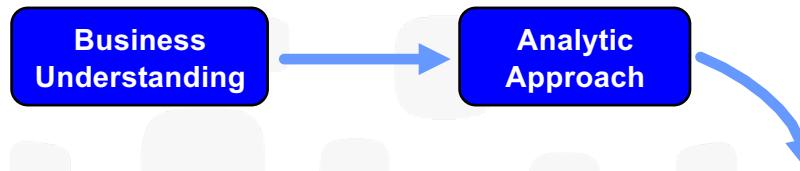
Problem: Traffic congestion wastes time and money

Clear question: How can we optimize traffic light duration using data on traffic patterns, weather, and pedestrian traffic?

Measurable outcomes:

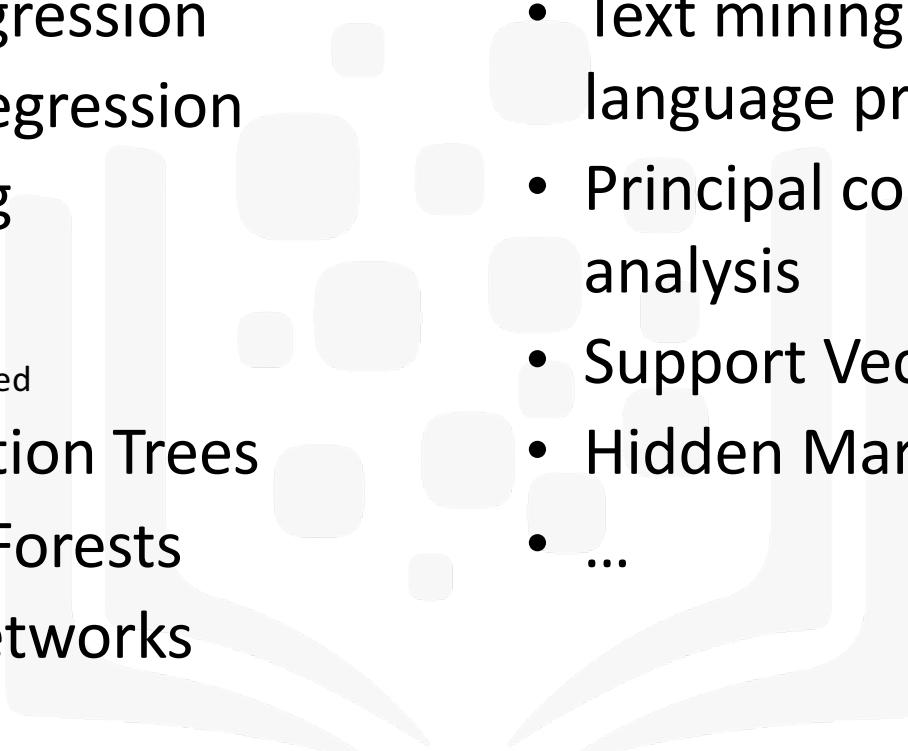
- % decrease in commute time
- % decrease in length/duration of traffic jams

2. Analytic Approach



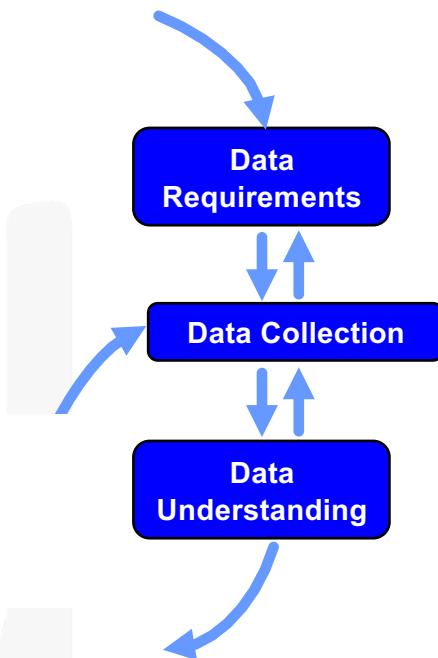
- Express problem in context of statistical and machine learning techniques
 - **Regression:**
 - “Predicting revenue in the next quarter?”
 - **Classification:**
 - “Does this patient have cancer A, cancer B, or are they healthy?”
 - **Clustering:**
 - “Are there groups of users that seem to behave similarly to each other?”
 - **Recommendation/Personalization:**
 - “How can I target discounts to specific customers?”
 - **Outlier Detection**

Statistical / machine learning technique(s)

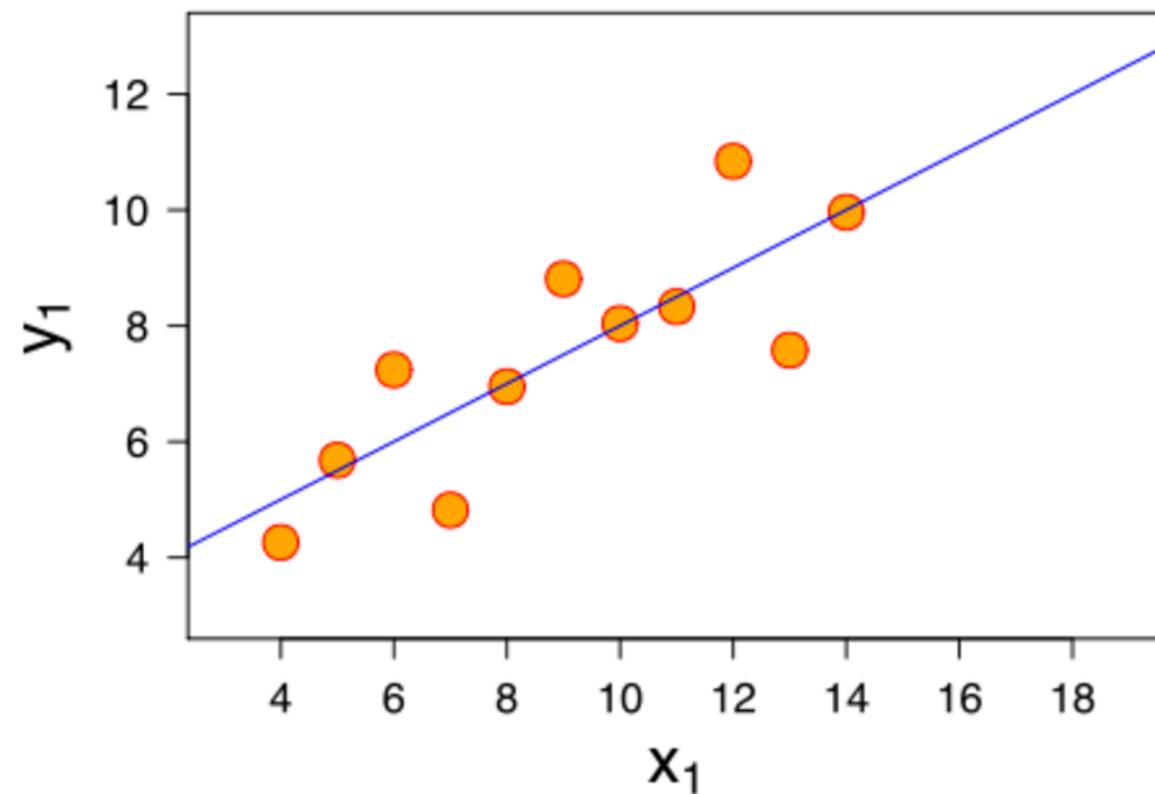
- Linear regression
 - Logistic regression
 - Clustering
 - K-means
 - Hierarchical
 - Density-based
 - Classification Trees
 - Random Forests
 - Neural networks
- 
- Text mining (natural language processing)
 - Principal component analysis
 - Support Vector Machines
 - Hidden Markov Models
 - ...

Data compilation

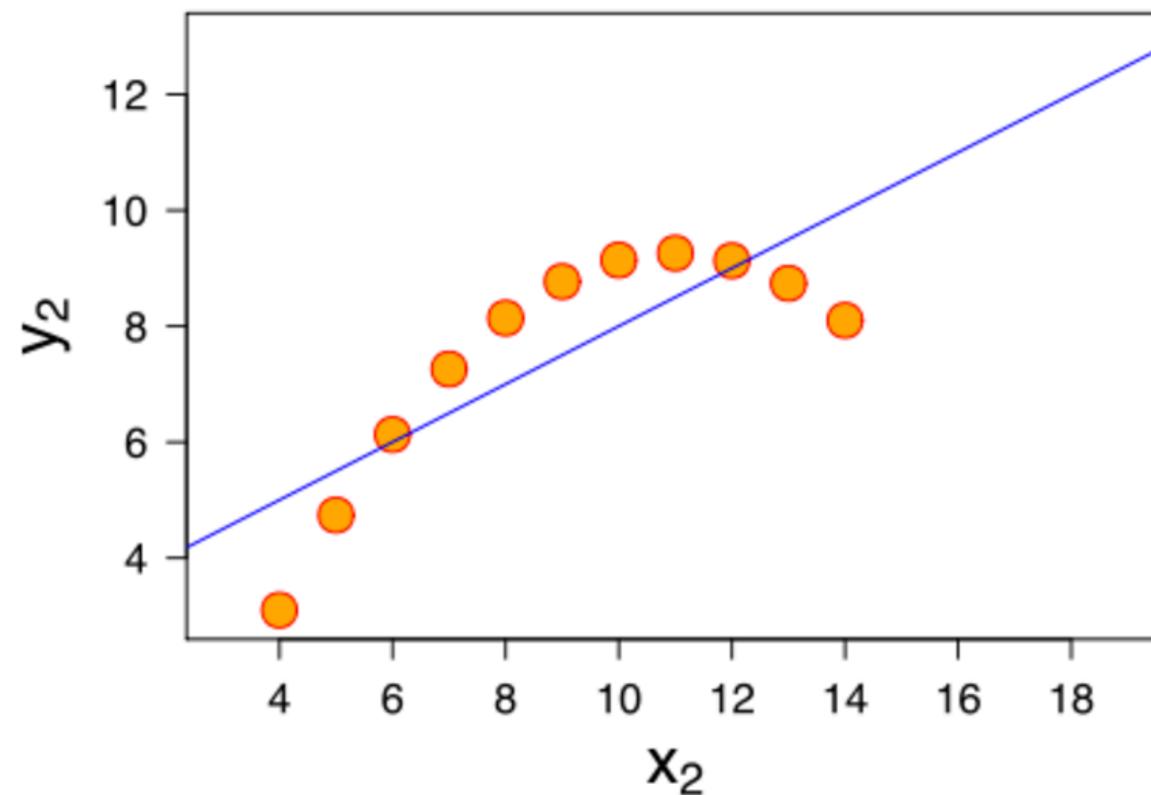
- The chosen analytic approach determines the **data requirements**.
 - Content, formats, representations
- Initial **data collection** is performed.
 - Available Data?
 - Obtain data?
 - Revise data requirements or collect more data?
- Then **data understanding** is gained.
 - Initial insights about data
 - Descriptive statistics and visualization
 - Additional data collection to fill gaps, if needed



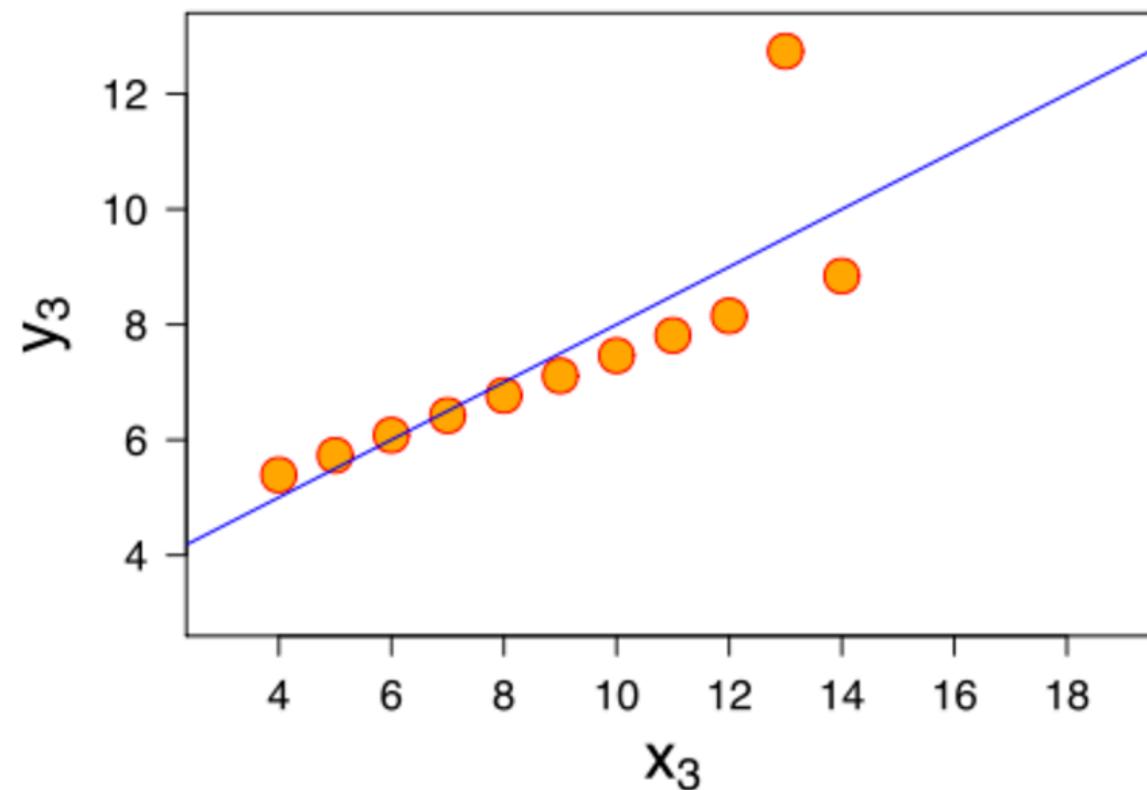
#1 What can you tell me about this data?



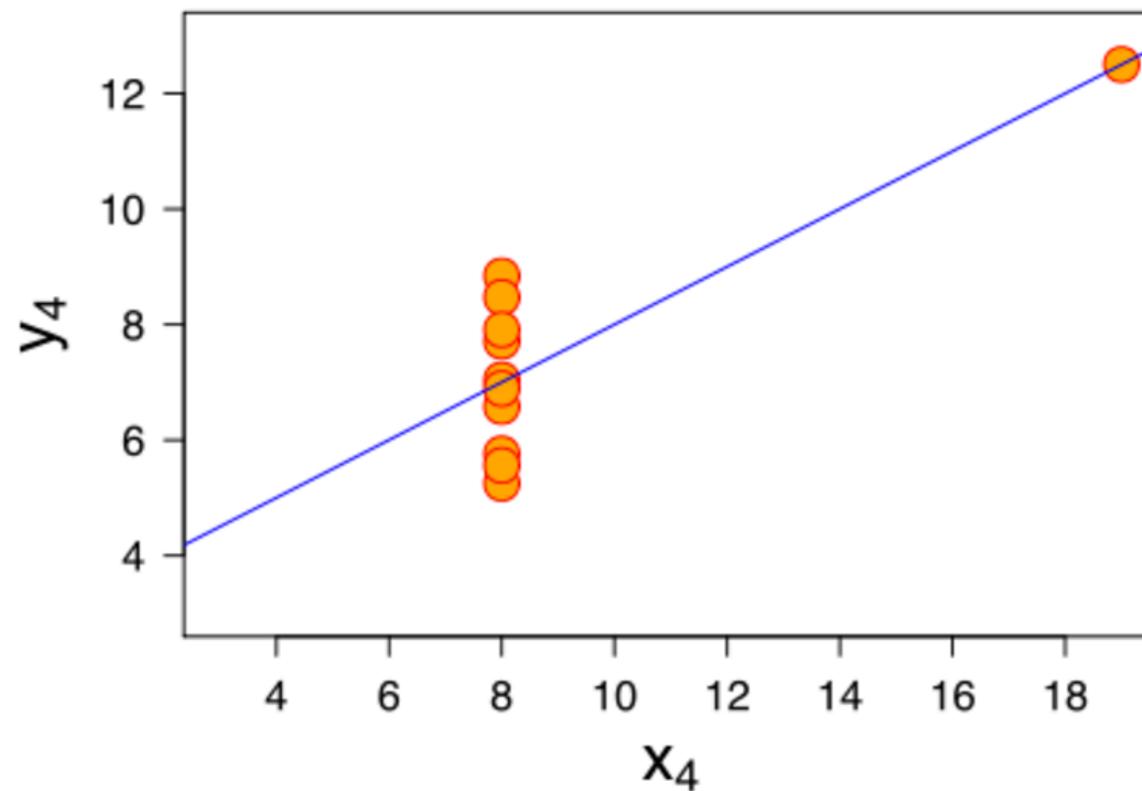
#2 What can you tell me about this data?



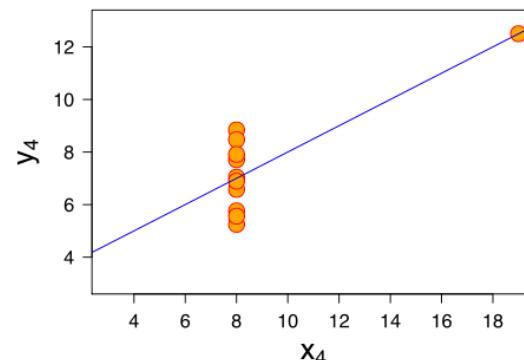
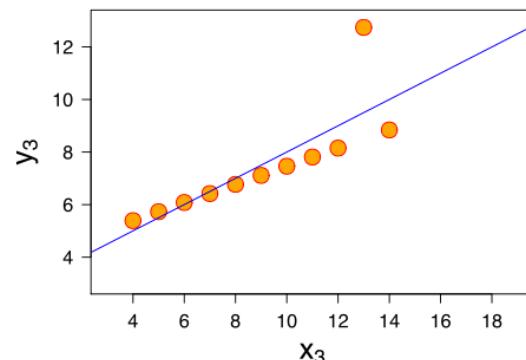
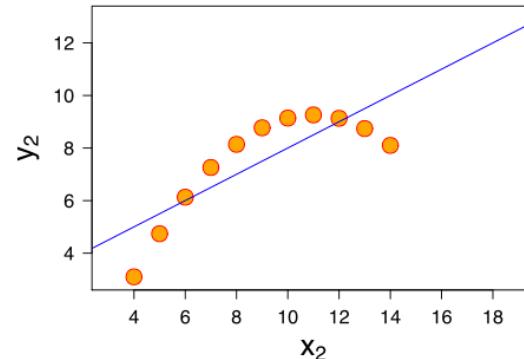
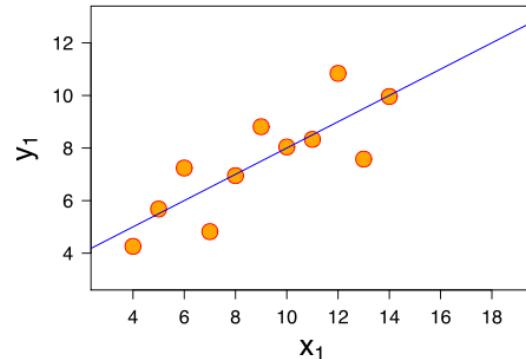
#3 What can you tell me about this data?



#4 What can you tell me about this data?



Importance of Visualization



Same properties:

$$\text{mean}(x) = 9$$

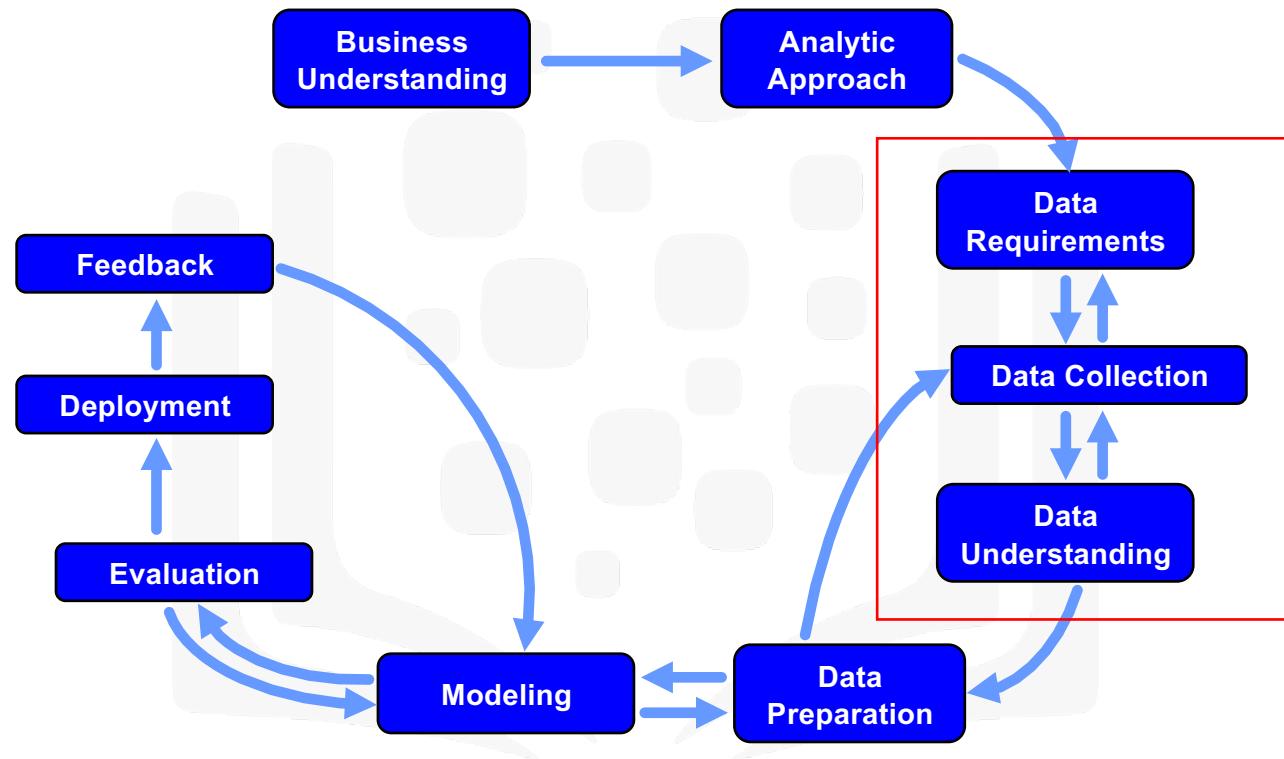
$$\text{mean}(y) = 7.5$$

$$y = 3.00 + 0.500x$$

$$\text{corr}(x,y) = 0.816$$

Anscombe's Quartet

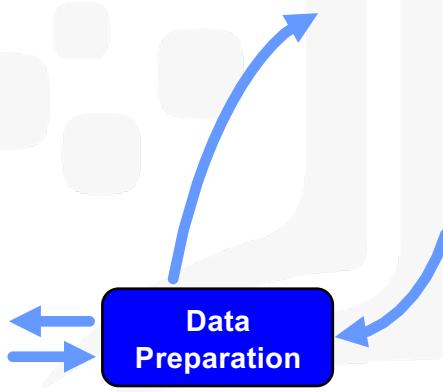
CRISP-DM Methodology diagram



Data preparation

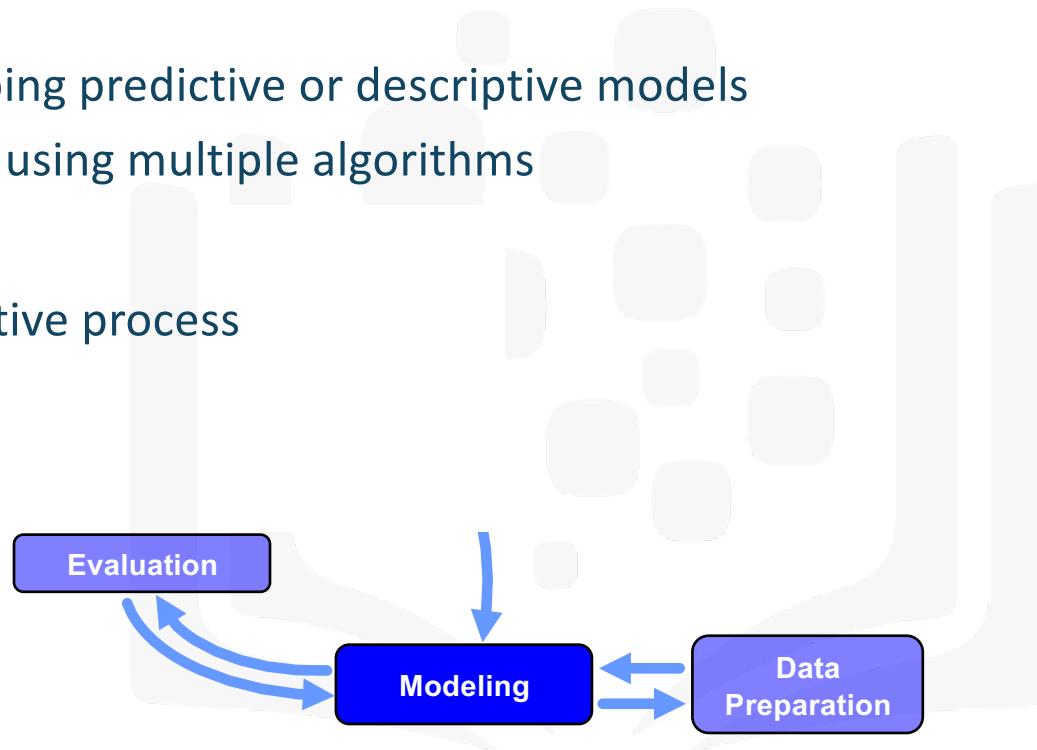
- **Data preparation** encompasses all activities to construct and clean the data set.
 - Data cleaning
 - Missing or invalid values
 - Eliminating duplicate rows
 - Formatting properly
 - Combining multiple data sources
 - Transforming data
 - Feature engineering
 - Text analysis
- Accelerate data preparation by automating common steps

- Arguably the most time-consuming step
- “80% of the entire DS process is in data cleaning and preparation”

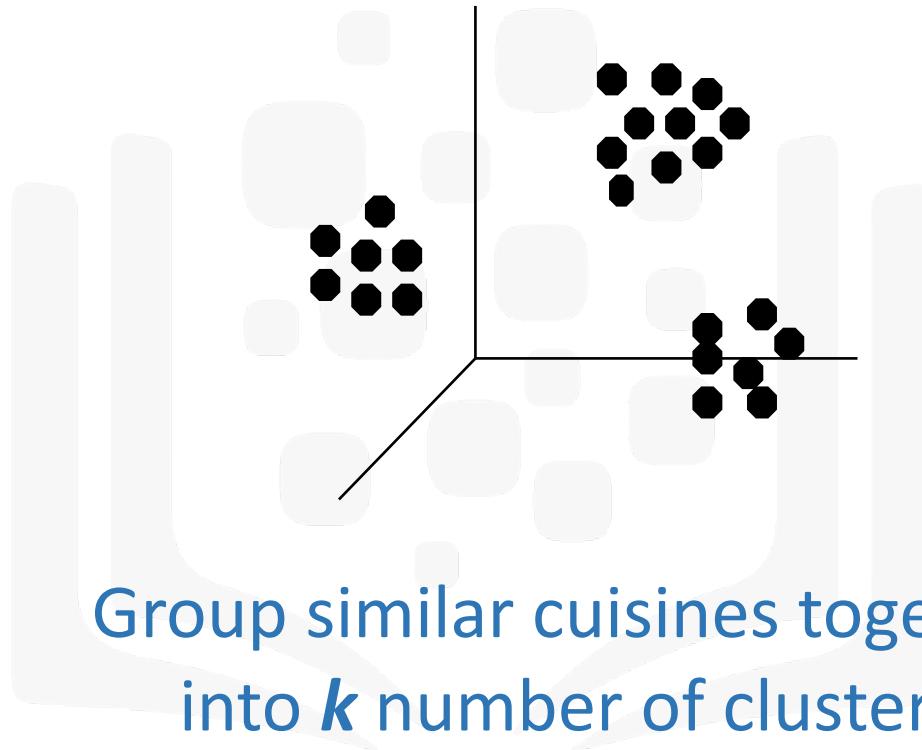


Modeling

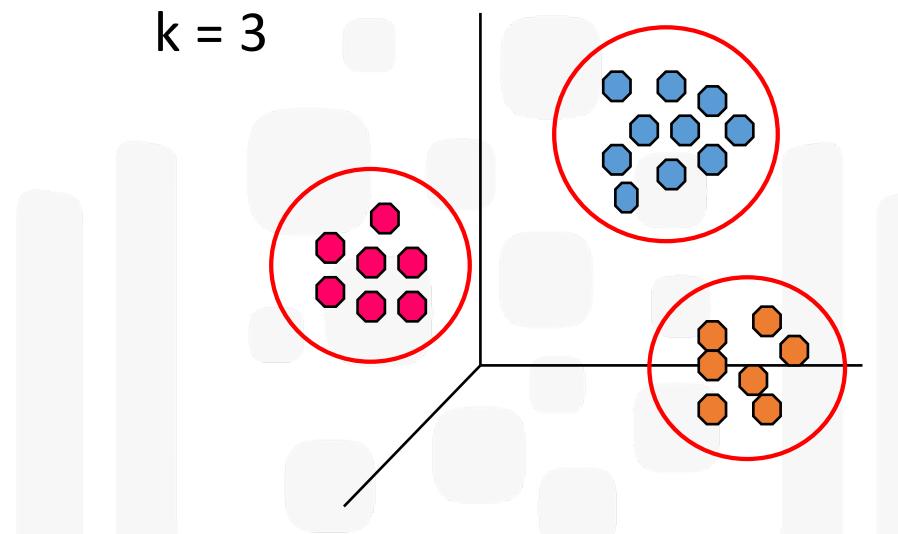
- **Modeling:**
 - Developing predictive or descriptive models
 - May try using multiple algorithms
- Highly iterative process



Example: Clustering



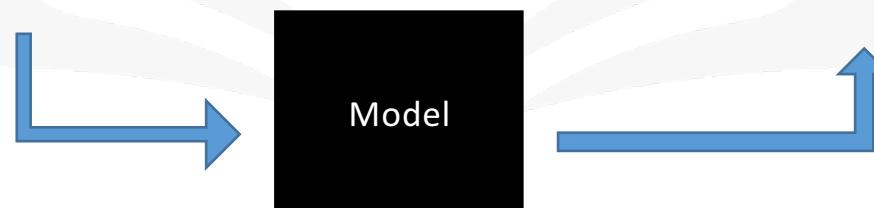
Example: Clustering



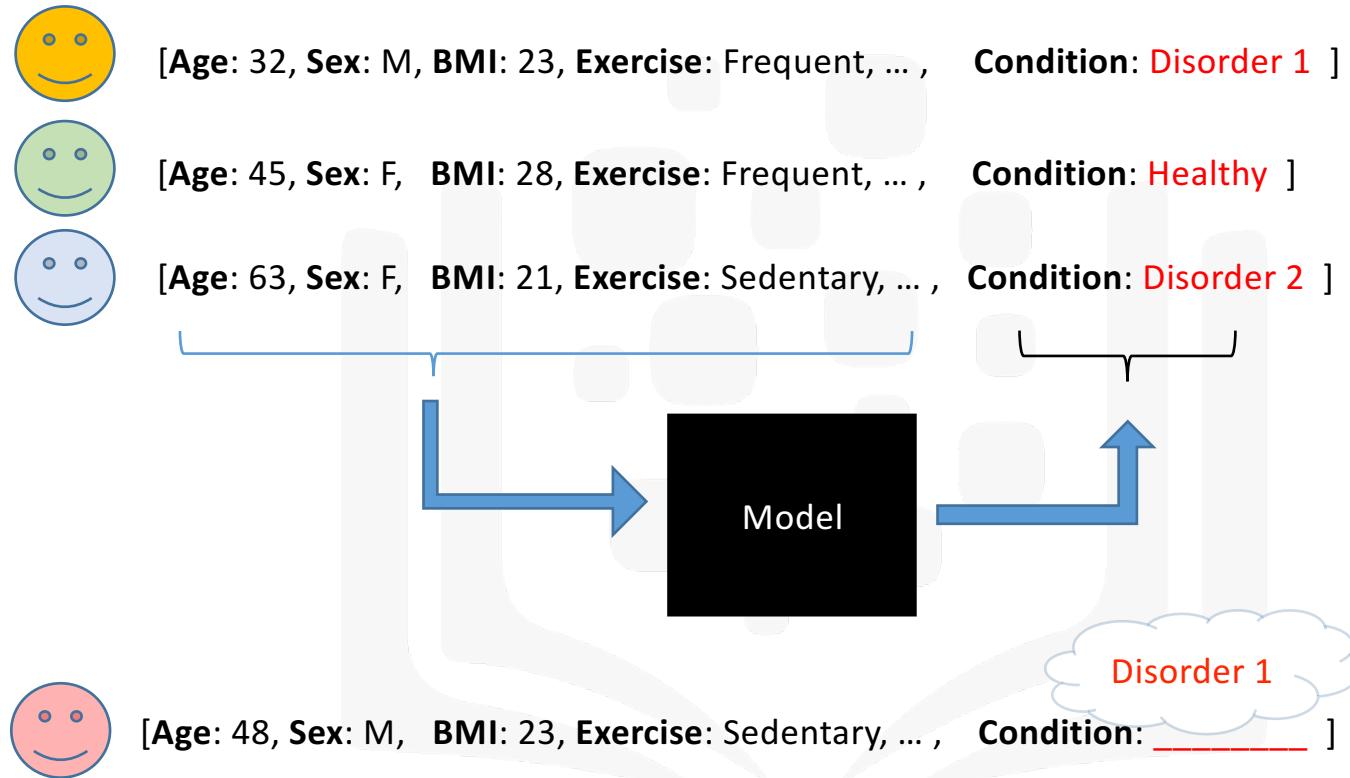
Group similar cuisines together
into k number of clusters.

Example: Clustering

	[Age: 18, Sex: M, BMI: 23, Exercise: Frequent, Hobbies: Golf, ...]	CLUSTER A
	[Age: 45, Sex: F, BMI: 28, Exercise: Frequent, Hobbies: Baseball, ...]	CLUSTER B
	[Age: 83, Sex: F, BMI: 25, Exercise: Sedentary, Hobbies: Gymnastics, ...]	CLUSTER C
	[Age: 28, Sex: M, BMI: 23, Exercise: Normal, Hobbies: Softball, ...]	CLUSTER B
	[Age: 30, Sex: F, BMI: 25, Exercise: Normal, Hobbies: Golf, ...]	CLUSTER A
	[Age: 15, Sex: M, BMI: 22, Exercise: Frequent, Hobbies: Golf, ...]	CLUSTER A

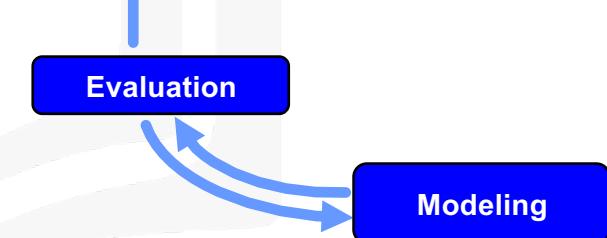


Example: Classification



Model evaluation

- Model **evaluation** is performed during model development and before model deployment.
 - Understand the model's quality
 - Ensure that it properly addresses the business problem
- Diagnostic measures
 - Suitable to the modeling technique used
 - Training/Testing set
 - Refine model as needed
- Statistical significance tests



Deployment and feedback

- Once finalized, the model is **deployed** into a production environment.

- May start in a limited / test environment
- Involves other roles:
 - Solution owner
 - Marketing
 - Application developers
 - IT administration

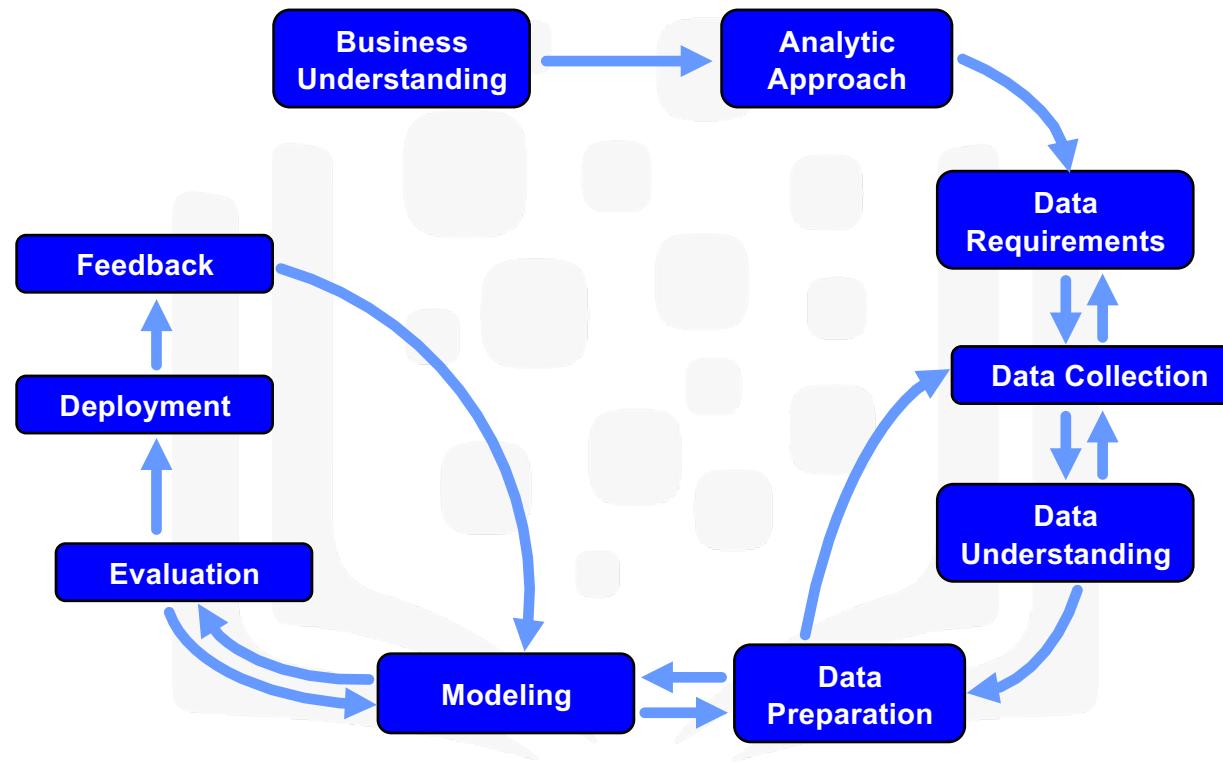
- Getting **Feedback** :
 - How well did the model perform?
 - Iterative process for model refinement and redeployment
 - A/B testing

Big Data University:
• Inactive -> Active

Feedback

Deployment

CRISP-DM Methodology diagram



“All models are wrong but some are useful” – George Box, Statistician

Suicides by hanging, strangulation and suffocation

Variable #503

correlates with

Suicides by hanging, strangulation and suffocation



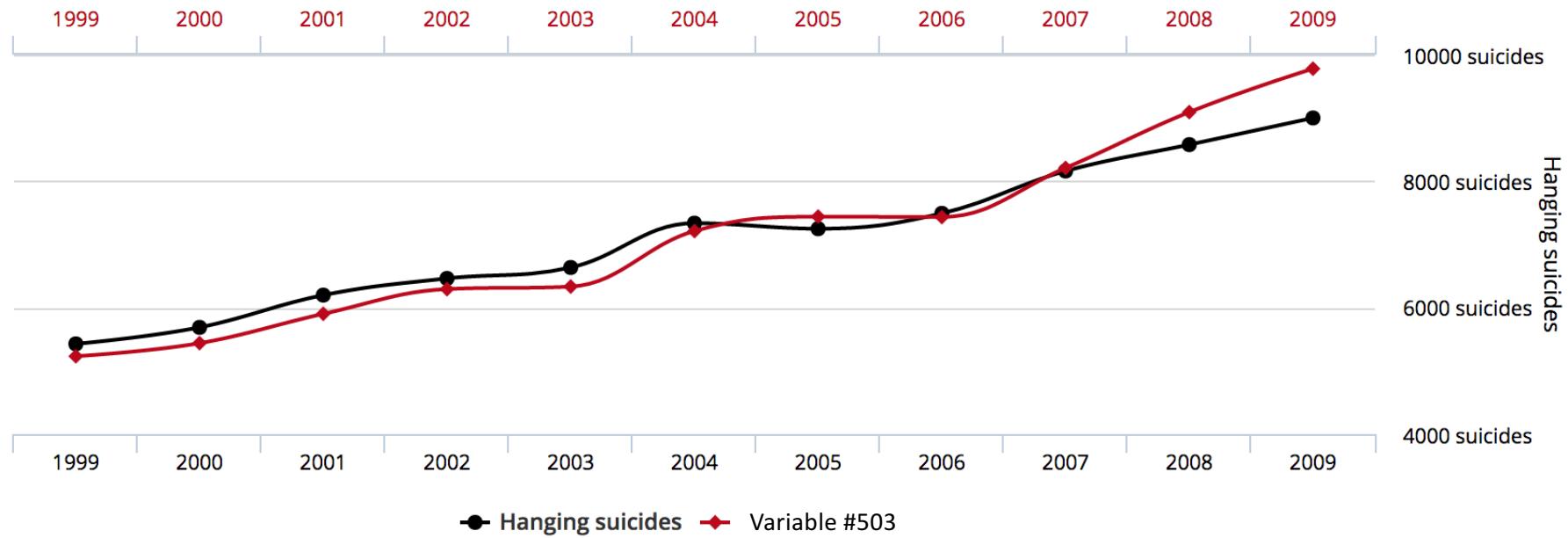
Variable #503

correlates with

Suicides by hanging, strangulation and suffocation

Correlation: 99.79% ($r=0.99789126$)

Variable #503

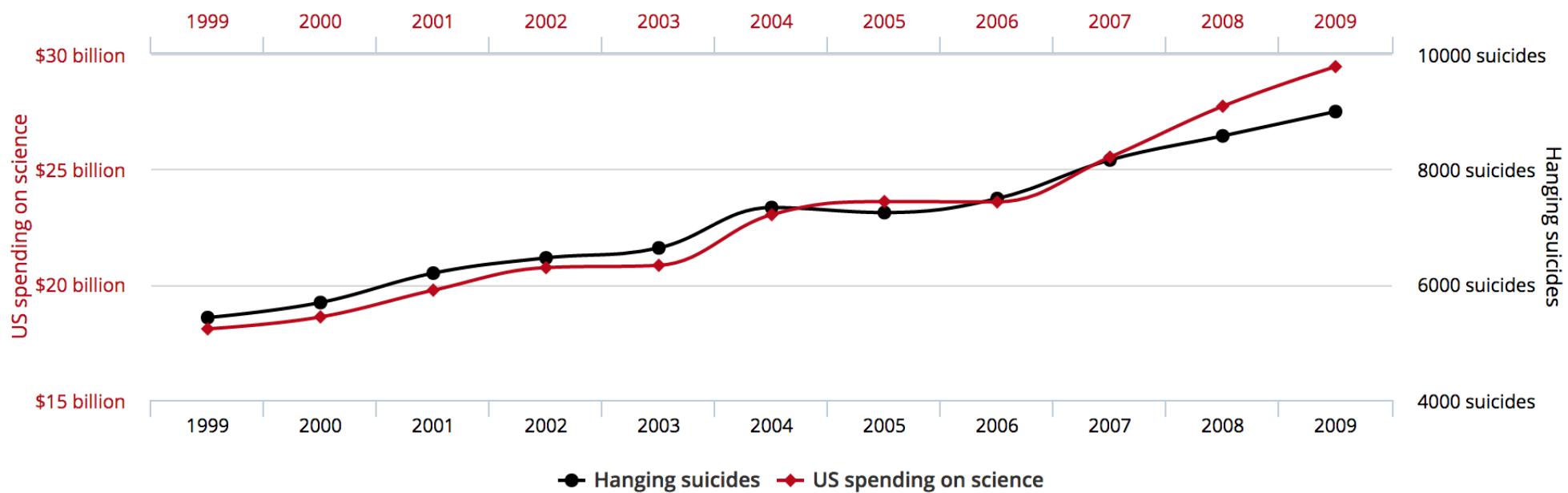


Data sources: U.S. Office of Management and Budget and Centers for Disease Control & Prevention

tylervigen.com

US spending on science, space, and technology correlates with Suicides by hanging, strangulation and suffocation

Correlation: 99.79% ($r=0.99789126$)



Data sources: U.S. Office of Management and Budget and Centers for Disease Control & Prevention

Learning More About Data Science

Where can you learn more about data science?

COURSES



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- ▼ [Module 1 - Defining Data Science](#)
 - Learning Objectives
 - [What is data science? \(2:37\)](#)
 - [There are many paths to data science \(3:55\)](#)
 - [Advice for aspiring data scientists \(2:59\)](#)
 - [What is the cloud? \(3:16\)](#)
 - [Lab](#)
 - [Graded Review Questions](#)
[Review Questions](#) 
- ▶ [Module 2 - What do data science people do?](#)
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WHAT IS DATA SCIENCE? (2:37)

WHAT IS DATA SCIENCE?



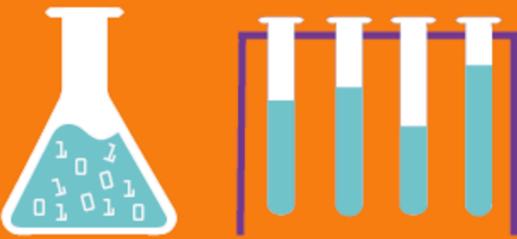
 1:16 / 2:38[Download video](#)[Download transcript](#).srt ▾



Polong Lin

successfully completed, received a passing grade, and was awarded a
Big Data University Certificate of Completion in

Data Science 101

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Data Science Methodology

In this course you'll learn how data science is practiced from start to end. This course is a must-know for aspiring data scientists as it provides the strategic framework to all data science problems.

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ABOUT THIS COURSE

Learn how data scientists think!

- Learn the major steps involved in tackling a data science problem.
- Learn the major steps involved in practicing data science, with interesting real-world examples at each step: from forming a concrete business or research problem, to collecting and analyzing data, to building a model, and understanding the feedback after model deployment.

COURSE SYLLABUS

- **Lesson 1: Introduction to Data Science Methodology**
- **Lesson 2: Business Understanding**
- **Lesson 3: Analytic Approach**
- **Lesson 4: Data Compilation**
- **Lesson 5: Data Preparation**
- **Lesson 6: Data Modeling**
- **Lesson 7: Model Evaluation**
- **Lesson 8: Model Deployment and Feedback**

GENERAL INFORMATION

- This course is free.

TELL YOUR FRIENDS

 **COURSE CODE:**

DS0103EN

 AUDIENCE:

Data Scientists, Data Engineers, Anyone with interest in Data Science

 COURSE LEVEL:

Beginner

 TIME TO COMPLETE:

3 Hours

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