

DATA SCIENCE

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What is Data Science?

Data science is an interdisciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge and insights from structured and unstructured data.



Data Science Vs Data Analysis Vs Data Mining

Data Mining: finding useful information in a dataset and
utilizing that information to uncover hidden patterns.

Data Analysis: explain **history** of the data and finding **conclusion**.

Data Science: explain **history** of the data and
identifying the occurrence of a particular even in the **future**.



THE DATA SCIENCE HIERARCHY OF NEEDS

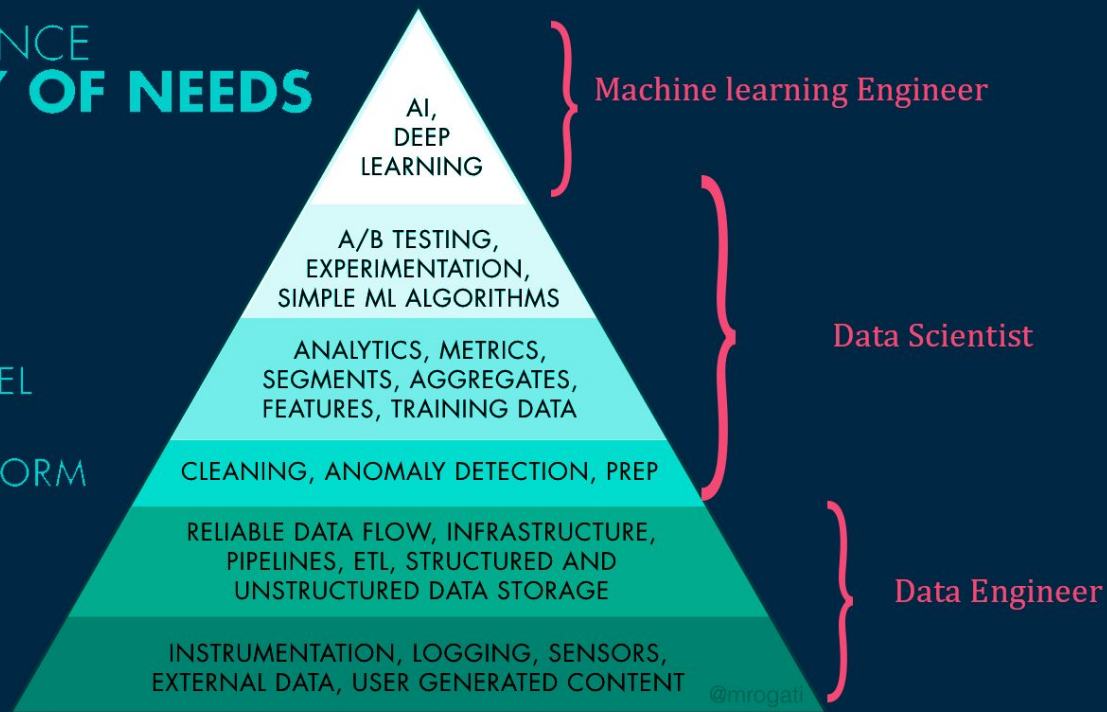
LEARN/OPTIMIZE

AGGREGATE/LABEL

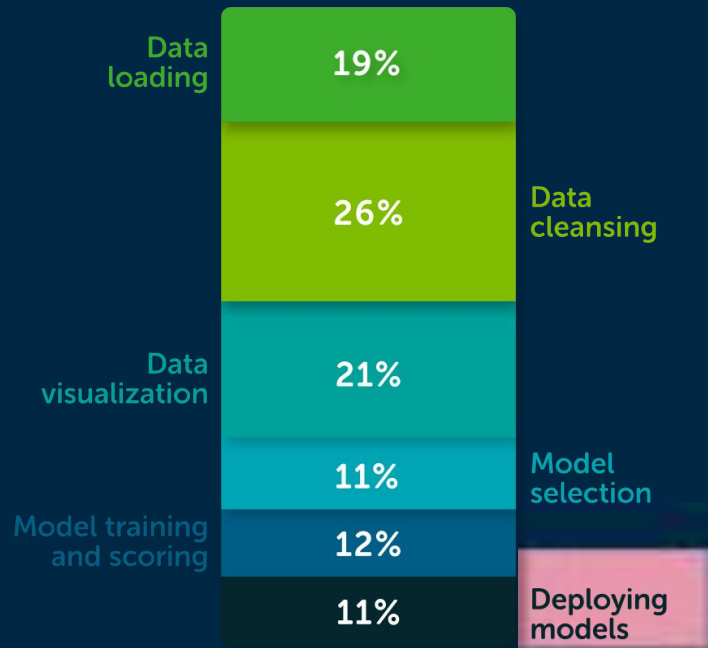
EXPLORE/TRANSFORM

MOVE/STORE

COLLECT



How Data Scientists Spend Their Time



Data Science Languages:

Top 3 programming languages popular among data scientists

(percent of respondents)



Python



SQL



R

Data Source: Business Broadway

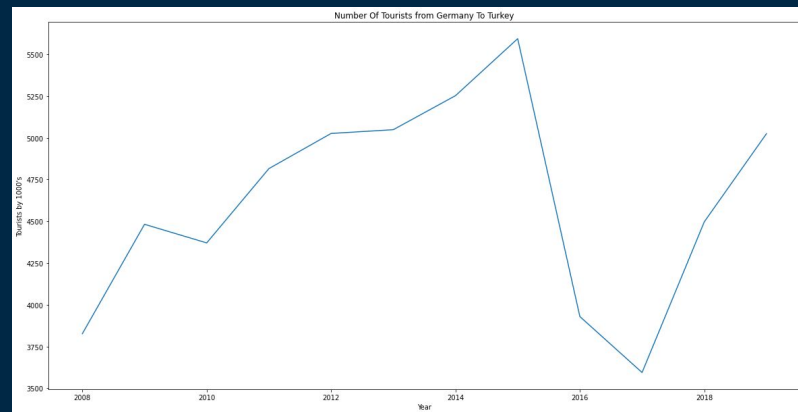
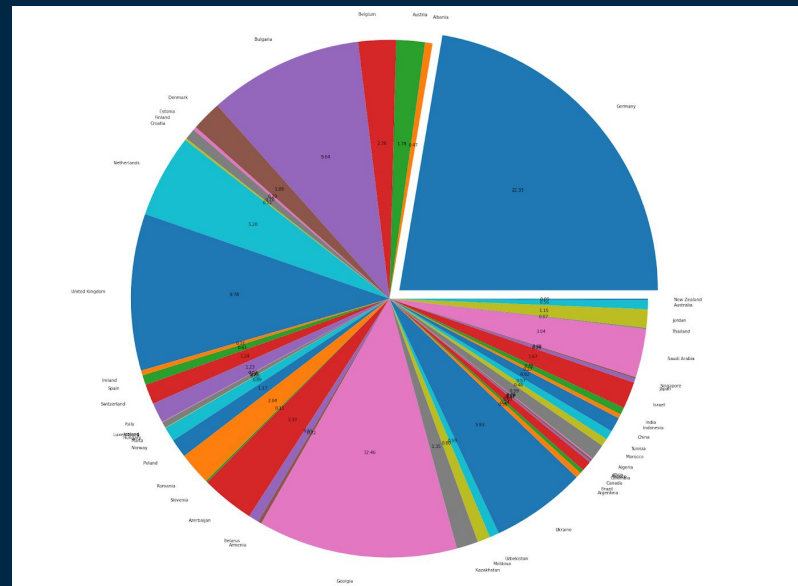
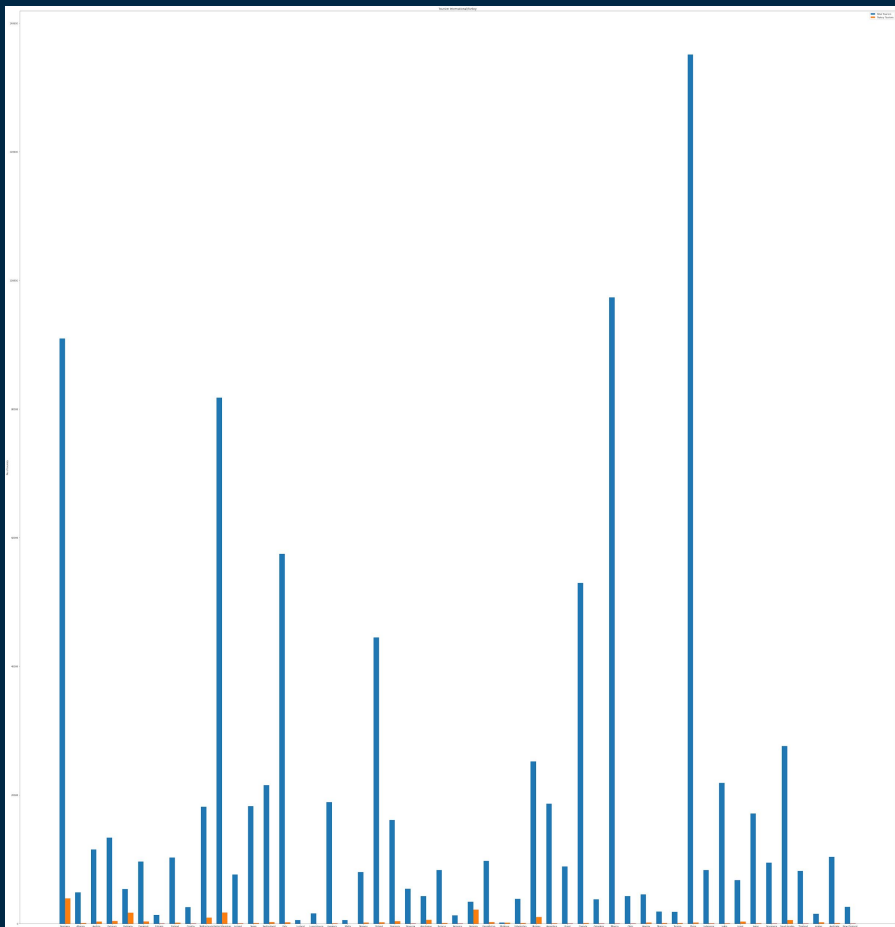
kdnuggets.com/2020/01/python-preferred-languages-data-science.html

Data Cleaning & Visualization

Source Code:

https://github.com/Hii1/Data-Science/blob/main/Tourism_Turkey.ipynb





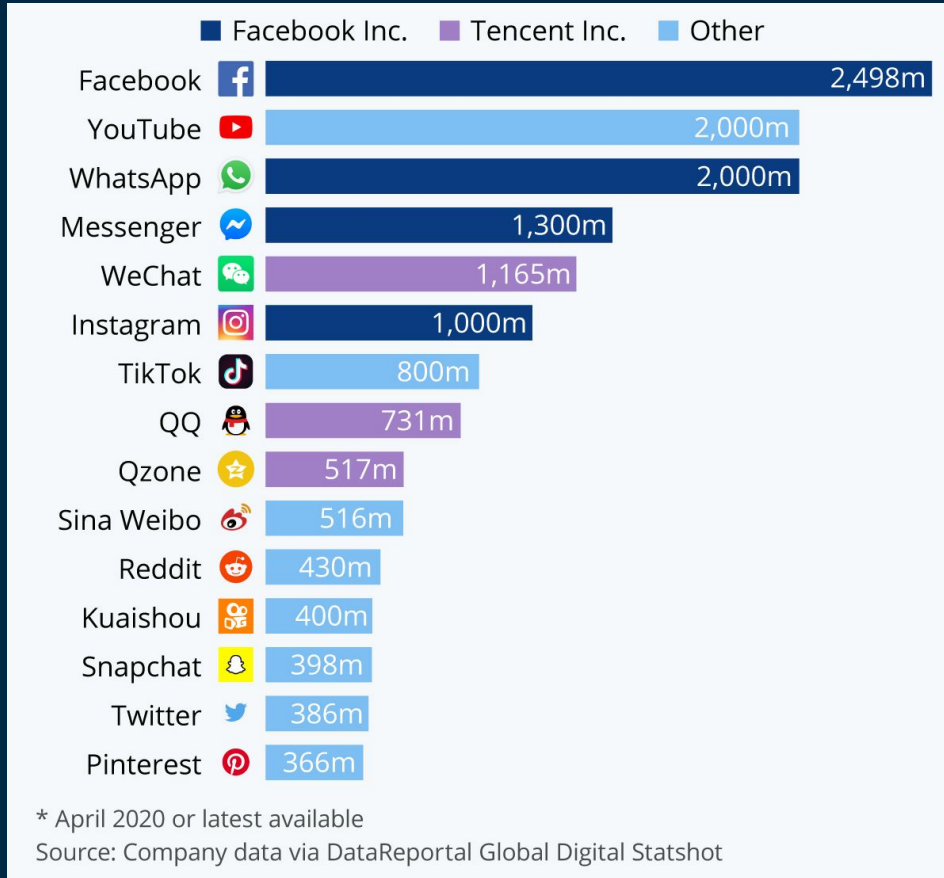
Big Data



byteant.com/blog/7-ways-how-to-use-big-data-in-social-media/



Social Media Marketing





SOCIAL MEDIA
MARKETING

VS



TRADITIONAL
MARKETING

Data Privacy



Cambridge
Analytica

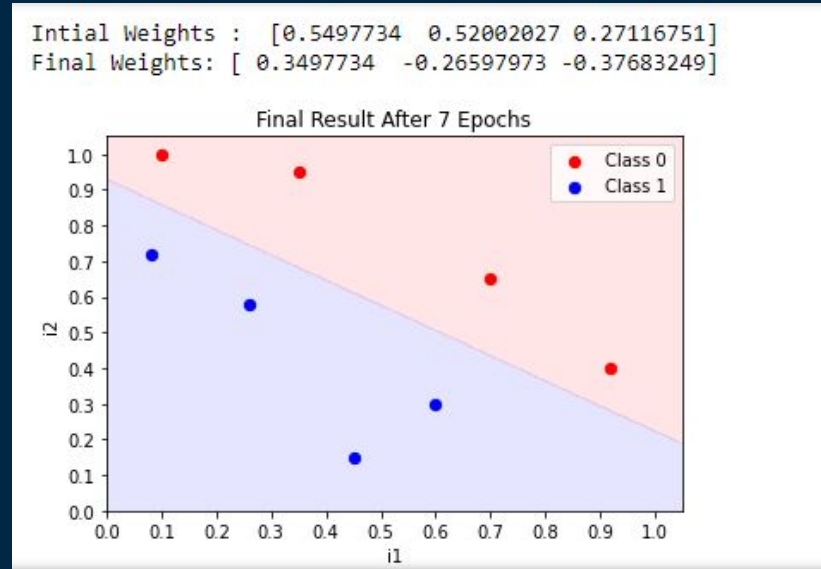
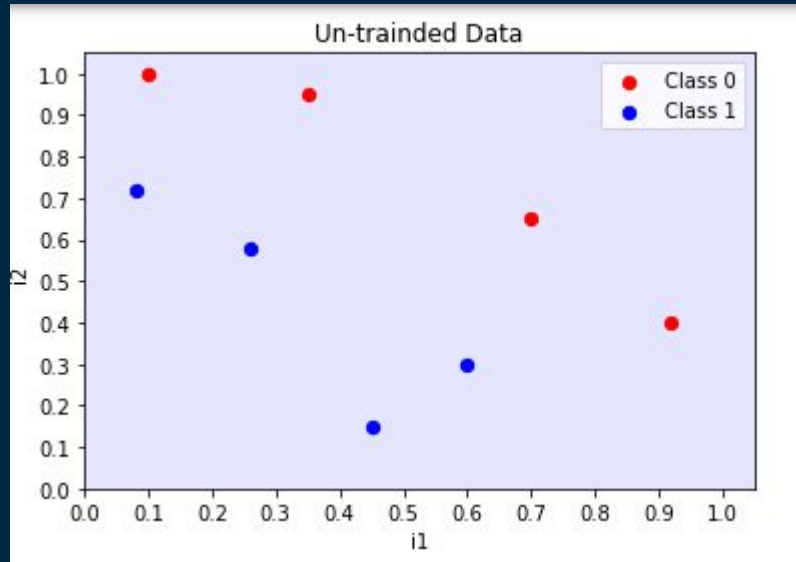


Bonus

Perceptron Python Implementation

Source Code:

<https://github.com/Hii1/Data-Science/blob/main/Perceptron.ipynb>



Thank You!

Wow

very teamwork

Such amaze

So powerpoint



WOW

TQ 4 listening 2 our present

Many sentence

References:

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