CONTENTS

About the Authors	1
Dedication	3
Preface by Jake Klamka, Insight Data Science	4
Chapter 1: DJ Patil , <i>VP of Product at RelateIQ</i> The Importance of Taking Chances and Giving Back	7
Chapter 2: Hilary Mason , Founder at Fast Forward Labs On Becoming a Successful Data Scientist	18
Chapter 3: Pete Skomoroch, <i>Data Scientist at Data Wrangling</i> Software is Eating the World, and It's Excreting Data	28
Chapter 4: Mike Dewar , <i>Data Scientist at New York Times</i> Data Science in Journalism	41
Chapter 5: Riley Newman , <i>Head of Data at AirBnB</i> Data Is The Voice Of Your Customer	50
Chapter 6: Clare Corthell, Data Scientist at Mattermark Creating Your Own Data Science Curriculum	57
Chapter 7: Drew Conway , <i>Head of Data at Project Florida</i> Human Problems Won't Be Solved by Root-Mean-Squared Error	65
Chapter 8: Kevin Novak , <i>Head of Data Science at Uber</i> Data Science: Software Carpentry, Engineering and Product	77
Chapter 9: Chris Moody , <i>Data Scientist at Square</i> From Astrophysics to Data Science	85

Chapter 10: Erich Owens , <i>Data Engineer at Facebook</i> The Importance of Software Engineering in Data Science	96
Chapter 11: Eithon Cadag , <i>Principal Data Scientist at Ayasdi</i> Bridging the Chasm: From Bioinformatics to Data Science	103
Chapter 12: George Roumeliotis , <i>Senior Data Scientist at Intuit</i> How to Develop Data Science Skills	116
Chapter 13: Diane Wu, <i>Data Scientist at Palantir</i> The Interplay Between Science, Engineering and Data Science	124
Chapter 14: Jace Kohlmeier , <i>Dean of Data Science at Khan Academy</i> From High Frequency Trading to Powering Personalized Education	
Chapter 15: Joe Blitzstein , <i>Professor of Statistics at Harvard Univers</i> Teaching Data Science and Storytelling	ity 141
Chapter 16: John Foreman , <i>Chief Data Scientist at MailChimp</i> Data Science is not a Kaggle Competition	152
Chapter 17: Josh Wills , <i>Director of Data Science at Cloudera</i> Mathematics, Ego Death and Becoming a Better Programmer	170
Chapter 18: Bradley Voytek , Computational Cognitive Science Proat UCSD	fessoi
Data Science, Zombies and Academia	182
Chapter 19: Luis Sanchez , Founder and Data Scientist at ttwick Academia, Quantitative Finance and Entrepreneurship	192
Chapter 20: Michelangelo D'Agostino , Lead Data Scientist at Civis And The U.S. Presidential Elections as a Physical Science	alytics 203

CONTENTS

Chapter 21: Michael Hochster, Director of Data Science at LinkedIn	
The Importance of Developing Data Sense	214
Chapter 22: Kunal Punera , <i>Co-Founder/CTO at Bento Labs</i> Data Mining, Data Products, and Entrepreneurship	228
Chapter 23: Sean Gourley , <i>Co-founder and CTO at Quid</i> From Modeling War to Augmenting Human Intelligence	246
Chapter 24: Jonathan Goldman , <i>Dir. of Data Science & Analytics</i> How to Build Novel Data Products and Companies	at Intuit 267
Chapter 25: William Chen , <i>Data Scientist at Quora</i> From Undergraduate to Data Science	273