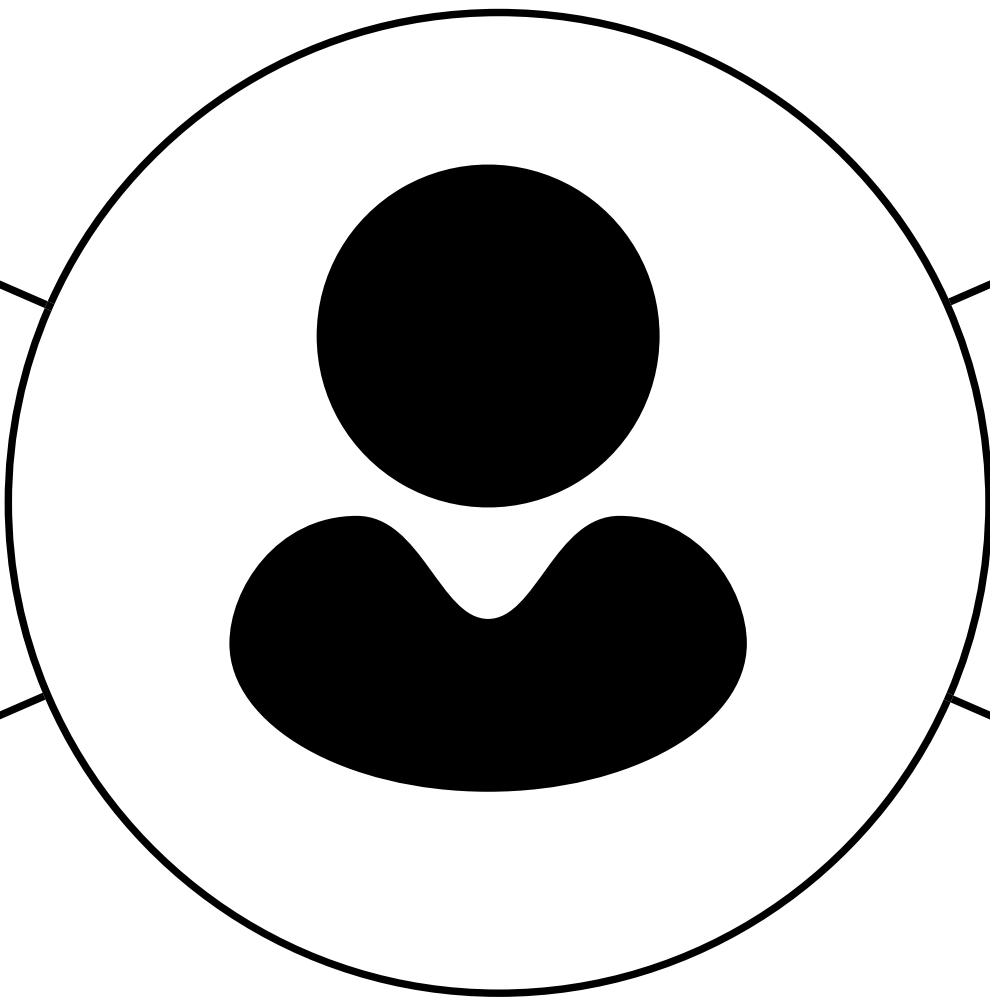


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Holy Grail  
of  
information  
technology

Combination of  
mathematics,  
programming,  
statistics, data  
analysis, and  
machine learning

Enables  
buisnesses in  
all sizes to  
identify the  
patterns in data

Visualize  
and analyze  
the data.

Data  
recovery

Information  
retrieval

In-depth  
study of  
statistics

Use  
algorithms  
on real  
data sets

Model  
planning

Deep  
learning

Evolving  
domain

Machine  
learning

To setting up of  
servers and  
configuring  
them for your  
optimal use.

Engineering  
involves setting up  
the  
infrastructure,tools  
and products

Establishing  
pipeline  
ease the  
product  
development

Applying  
models and  
algorithms to  
mine the stores  
of big data

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

"wants" / needs  
measures of success  
obstacles

Mastering of  
data science  
is  
complicated

Arbitrary  
Data may  
yield  
unexpected  
results

Data science  
makes  
products  
smarter

Highly  
prestigious

Large  
amount of  
domain  
knowledge is  
required

Problem of  
data  
privacy

Data  
science is  
versatile

Data  
scientists  
are highly  
prestigious