

# ESSENTIALS OF DATA SCIENCE FOR MANAGERS

*Volume 1: From big data to APIs*

Managers can hardly ignore the opportunities afforded by “big data”, an expression often used in relation with “data science” or “artificial intelligence”. But how to find the time to learn these complex notions, for the specific purpose of using them in a business context? This book offers a clear and complete presentation of the concepts and technologies a manager should know in order to make use of them in a professional context.

This volume (Volume 1: From big data to APIs) is the first stage of the learning path. Essential notions are presented with examples, such as unstructured data, the cloud, APIs, localization and personalization through data. This first Volume is the toolkit every manager needs to master before exploring the entire data processing toolchain and its business applications (Volume 2).

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