Preface

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Table of Contents

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A textbook for managers

The target reader for this book is a manager who needs to clearly understand what "data science", "big data", "artificial intelligence" so that they can:

- **leverage** these technologies to improve the efficiency of their existing business,

- **innovate** with new products and services and develop new business guidelines

The promise of this book is to bring you from a starting point with no knowledge of these technical concepts, to a point where you understand the concepts **and** you can develop "data centric" business projects: when "data" contributes to creating value for the customer and all stakeholders.

Is this textbook too technical or too easy for me?

If you are unsure, try this simple test: http://bit.ly/essentials-1-test

→ There are 20 topics you should be comfortable answering. See how you score. If the score is low, you should read first the introductory volume to this series:

"Essentials of data science for managers: Volume 1, from big data to APIs"

The end

Find references for this lesson, and other lessons, here.

[round portrait mini 150][align="center", role="right"] This course is made by Clement Levallois.

Discover my other courses in data / tech for business: https://www.clementlevallois.net

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