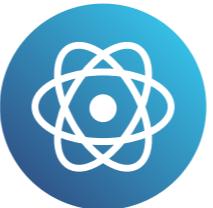


Data sources and risks

DATA SCIENCE FOR BUSINESS



Michael Chow

Assessment Research Lead, DataCamp

Common sources of data

- Web events
- Customer data
- Logistics data
- Financial transactions

Web data

- Events
- Timestamps
- User information

user_id	event_name	timestamp
1234	homepage_visit	2019-01-01 12:01:01

Personally Identifiable Information (PII)

Name	Timestamp	Object Clicked
Jane Doe	2019-01-20 12:05:00	Like Button

"Jane Doe" = Personally Identifiable Information (PII)

Data pseudonymization

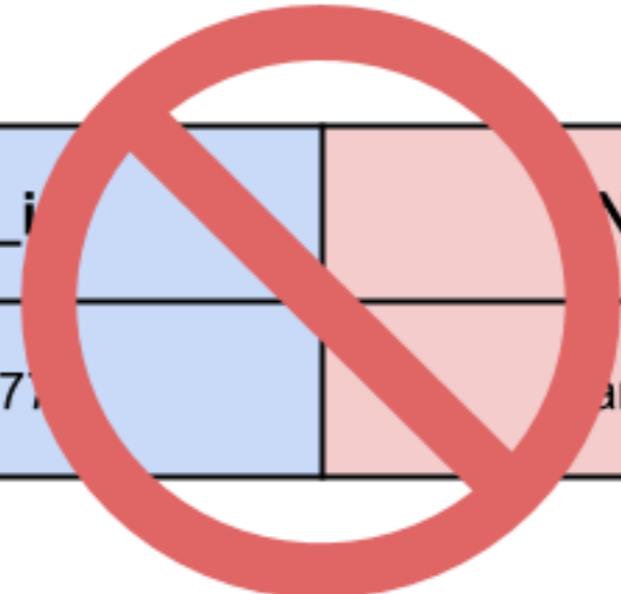
user_id	Timestamp	Object Clicked
185477	2019-01-20 12:05:00	Like Button

user_id	Name
185477	Jane Doe

- Restricted access
- Audit logs

Data anonymization

user_id	Timestamp	Object Clicked
185477	2019-01-20 12:05:00	Like Button



user_id	Name
185477	Jane Doe

General Data Protection Regulation (GDPR)

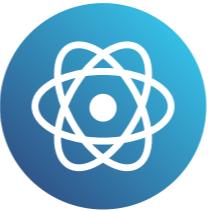
- Applies to all data inside of the EU
- Give individuals control over their personal data
- Regulates how long data can be stored
- Mandates appropriate anonymization
- Disclose data collection and gain consent

Let's practice!

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Solicited data

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Why do we solicit data?

- Create marketing collateral
- De-risk decision making
- Monitor quality



Types of solicited data

- Surveys
- Customer reviews
- In-app questionnaires
- Focus groups

X

We appreciate your feedback!

Thank you for visiting our website. We are always looking for ways to improve your experience. Please take a moment to tell us about your experience.

How likely are you to recommend our website to a friend or colleague?

0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

What could we do to improve your experience?

Send Feedback

powered by  QuestionPro

Types of solicited data

Qualitative

- Conversations
- Open-ended questions

Quantitative

- Multiple choice
- Rating scale

Revealed and stated preferences

Stated preference

- Hypothetical
- Subjective



Revealed preference

- Actions
- Purchasing decisions



Best practices

Be specific

Do this	Not that
On a scale of 1 - 5, how would you rate the quality of content on DataCamp?	How would you rate DataCamp?

Best practices

Be specific

Do this

On a scale of 1 - 5, how would you rate the **quality of content** on DataCamp?

Not that

How would you rate DataCamp?

Avoid loaded language

Do this

Which of the following political issues is most important to you?

Not that

Which of the following **controversial** political issues is most important to you?

Best practices

Calibrate

Do this	Not that
Rate your interest in each of the following products at DataCamp.	Are you interested in Skill Assessment at DataCamp?

Best practices

Calibrate

Do this	Not that
Rate your interest in each of the following products at DataCamp.	Are you interested in Skill Assessment at DataCamp?

Require actionable results

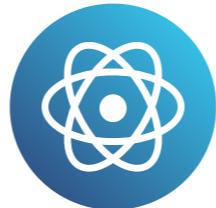
Do this	Not that
Have a hypothesis for each question.	Ask a question just because it's interesting.

Let's practice!

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Collecting additional data

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Even more data

- APIs
- Public records
- Mechanical Turk



Data APIs

- Application Programming Interface
- Request data over the internet
- Twitter
- Wikipedia
- Yahoo! Finance
- Google Maps
- Many more!

Tracking a hashtag

- All tweets with **#DataFramed** (DataCamp's podcast!)
- Use Twitter API

Hugo Bowne-Anderson @hugobowne · Mar 15

Coming at your ears next Monday -- [@jseabold](#) will break down for you the current and looming credibility crisis in [#datascience](#) on [#DataFramed](#), the [@DataCamp](#) pod.

« What is it that we do as data scientists? How do we provide value? What is our process for working? »

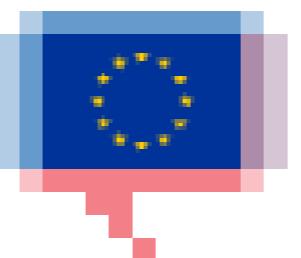
SKIPPER SEABOLD

Data
Framed
by DataCamp

4 21 1

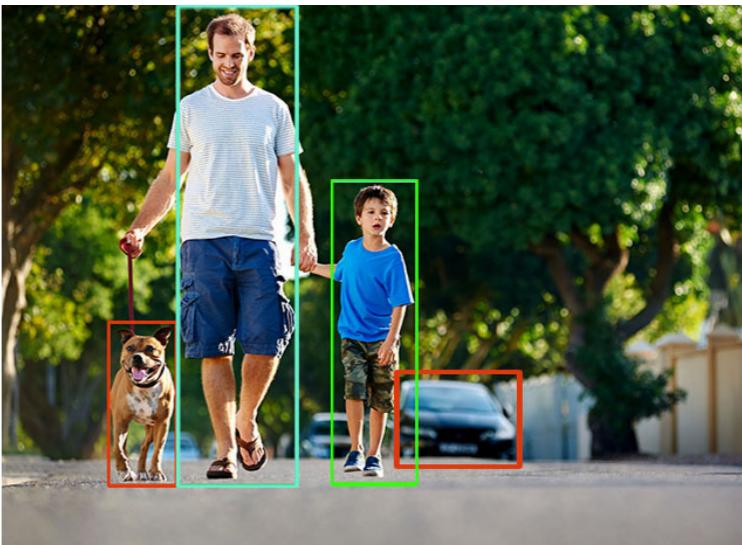
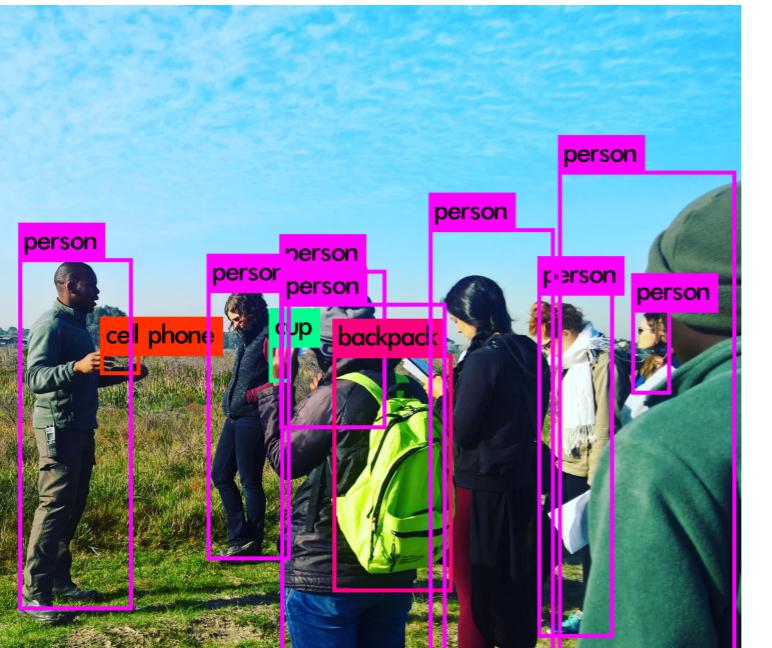
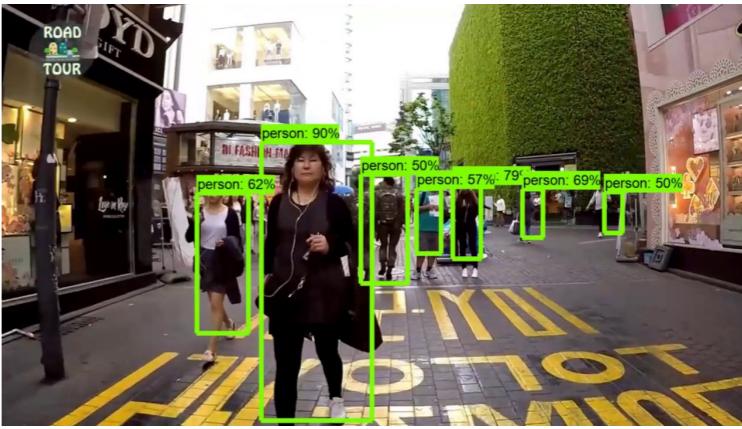
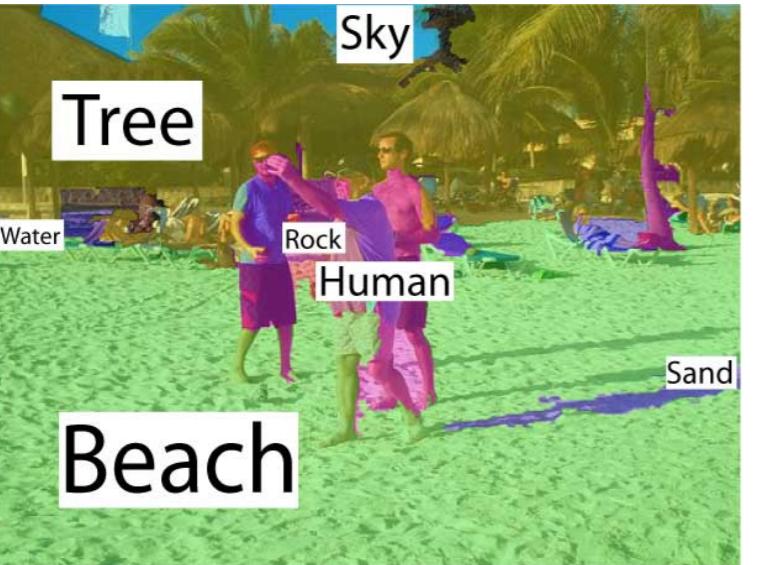
Public records

- For the US, [data.gov](https://www.data.gov)
- For the EU, data.europa.eu



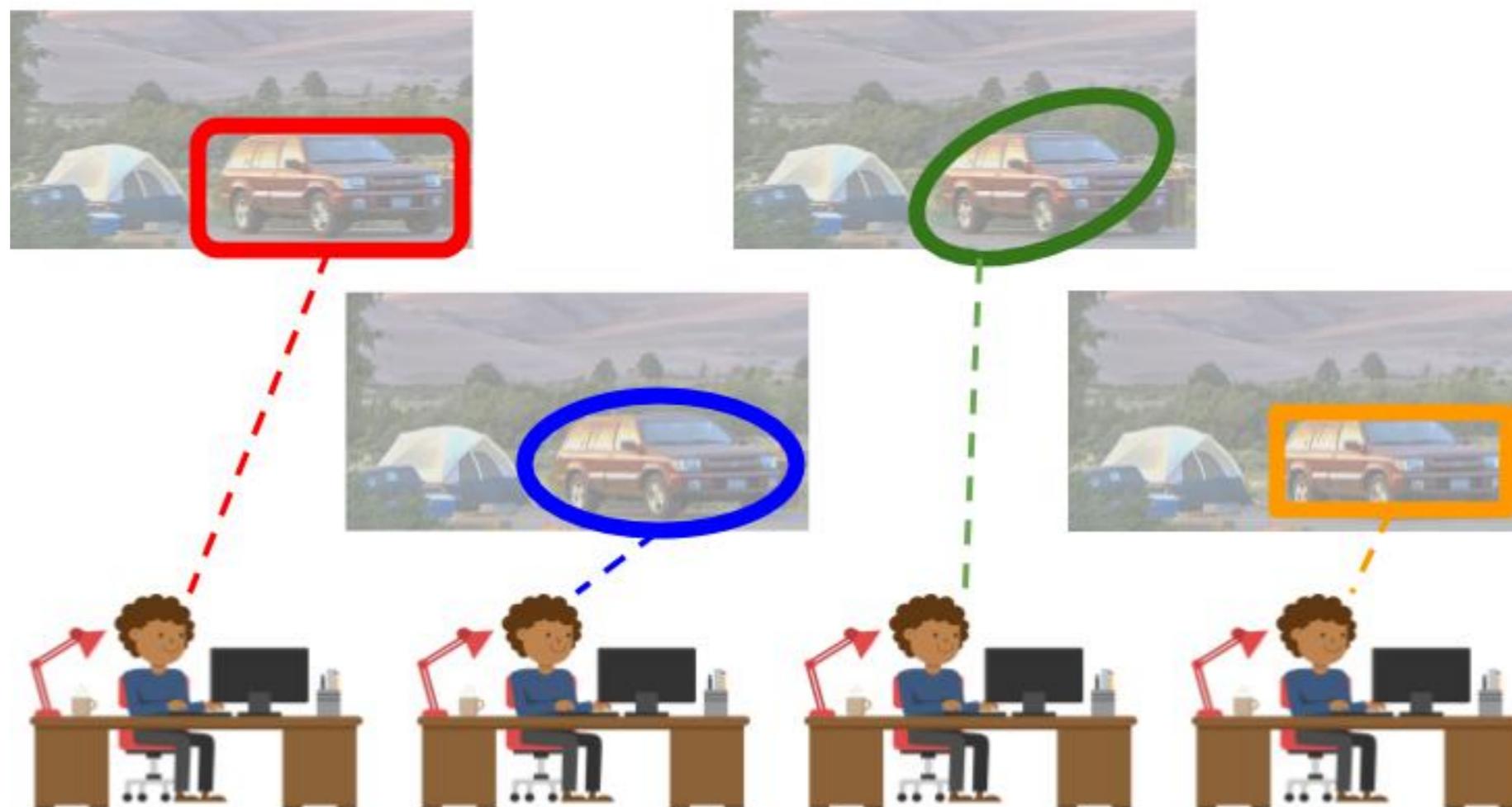
EU **Open Data** Portal

Building a training set



Mechanical Turk

Select the car in the image.



Mechanical Turk

- Resource: AWS MTurk
- Label customer reviews
- Extract text from a form
- Highlight key words in a sentence

Jane
Last Name
Smith
Email
stopall11
Pick your color:
 Red
 Green

Select all squares with street signs.



Submit

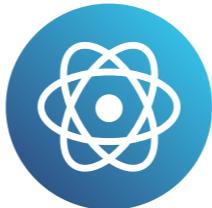
VERIFY

Let's practice!

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Data storage and retrieval

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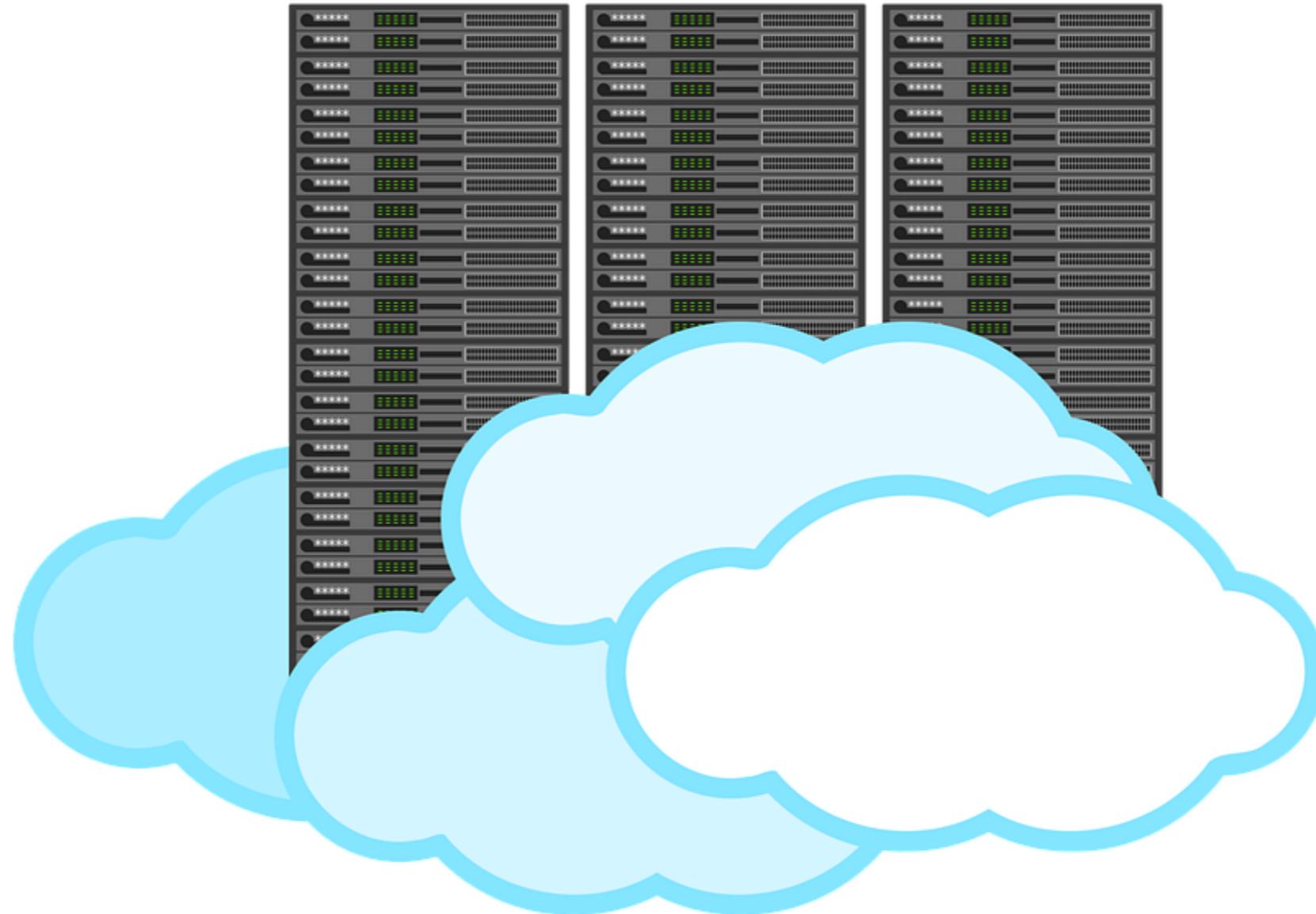
Michael Chow

Assessment Research Lead, DataCamp

Parallel storage solutions



The cloud



Types of data storage

Unstructured

- Email
- Text
- Video and audio files
- Web pages
- Social media

Document Database

Types of data storage

Unstructured

- Email
- Text
- Video and audio files
- Web pages
- Social media

Tabular

Customer Name	Customer Address	...
Jane Doe	123 Maple St.	...

Relational Database

Document Database

Data querying



Data querying



Data Type	Query Language
Document Database	NoSQL
Relational Database	SQL

Putting it all together: Location



- On-premises cluster
- Cloud provider:
 - Azure
 - AWS
 - Google Cloud

Putting it all together: Data type



Putting it all together: Data type

Data Type	Storage Solution
Unstructured	Document Database
Tabular	Relational Database



Putting it all together: Queries



Putting it all together: Queries



Data Type	Query Language
Document Database	NoSQL
Relational Database	SQL

Let's practice!

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