Coursera - Data Science & R Course

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15/12/2020

Types of Data Science Questions

Descriptive

Goal: To describe or summarize a set of data

- Early analysis when receiving new data
- Generate simple summaries about the samples and their measurements
- **Not** for generalizing the results of the analysis to a larger population

Exploratory

Goal: To examine the data and find relationships that weren't previously known

- Explore how different variables might be related
- Useful for discovering new connections
- Help to formulate hypotheses and drive the design of future studies and data collection

Inferential

Goal: Use a relatively small sample of data to say something about the population at large

- Provide your estimate of the variable for the population and provide your uncertainty about your estimate
- Ability to accurately infer information about the larger population depends heavily on sampling scheme

Predictive

Goal: Use current and historical data to make predictions about future data

- Accuracy in predictions is dependent on measuring the right variables
- Many ways to build up prediction models with some being better or worse for specific cases

Causal

Goal: See what happens to one variable when we manipulate another variable

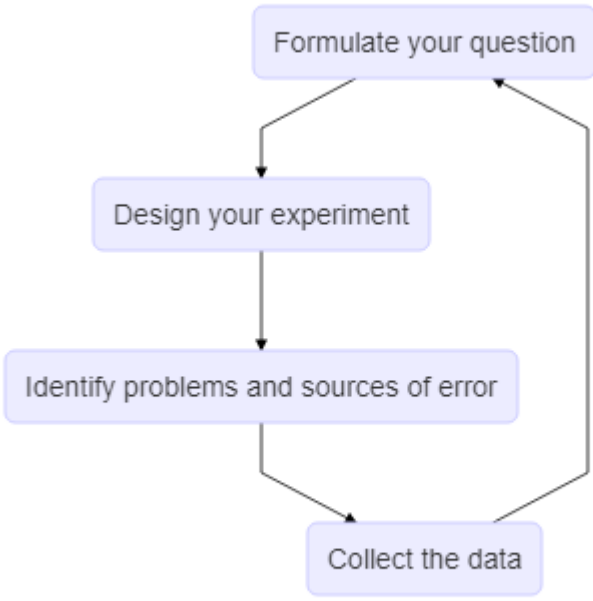
- Gold standard in data analysis
- Often applied to the results on randomized studies that were designed to identify causation
- Usually analyzed in aggregate and observed relationships are usually average effects

Mechanistic

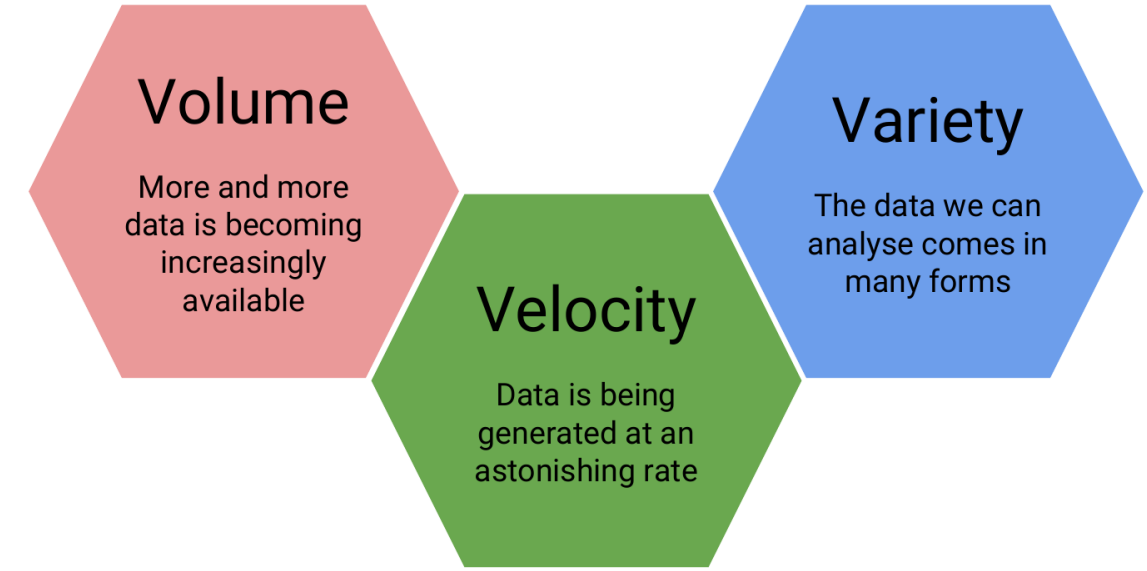
Goal: Understand the exact changes in variables that lead to exact changes in other variables

- Applied to simple situations or those that are nicely modeled by deterministic equations
- Commonly applied to physical or engineering sciences
- Often, the only noise in the data is measurement error

Experimental design



Big Data


Volume
More and more data is becoming increasingly available
Velocity
Data is being generated at an astonishing rate
Variety
The data we can analyse comes in many forms