Introduction to Data Science

Data Science Essentials

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- Your name
- The place you call home
- Something people are usually surprised to discover about you

Classroom rules

- Ask lots of questions
- Help each other; learn from each other
- Coding tasks are a guide
  - You **don’t** have to get them **all** done
  - You **can** form your own ideas and do your own exploration beyond what has been suggested

Class format

- **Review of previous coding tasks**
- **Concepts/Code Lecture**
- **Coding tasks**
- **Interactive with instruction team!**

Goals for the class

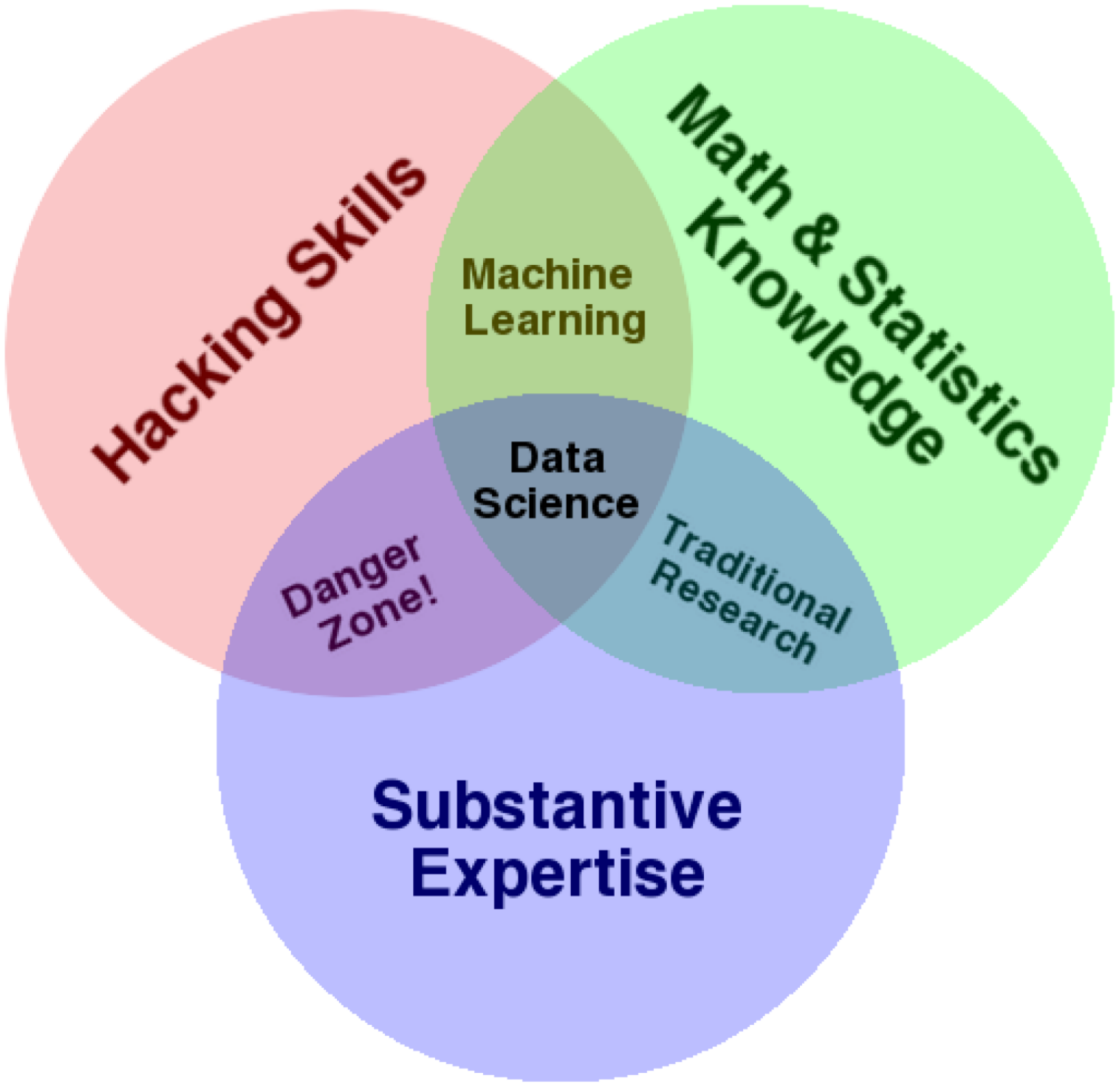
- **Get hands-on experience of what it might be like to work as a data scientist**
- **Get an idea of whether or not this might be a good fit for a career**
- **Make discoveries and have fun**

Goals for today

- Define Data Science and the Data Science Process
- DM me your github account name on Slack
- Learn a little pandas
- Understand the question
- Work in teams to complete coding tasks

What is Data Science?

March 26, 2013



http://drewconway.com/zia/2013/3/26/the-data-science-venn-diagram

January 9, 2018

- **Data science** produces **insights**
- **Machine learning** produces **predictions**
- **Artificial intelligence** produces **actions**

VARIANCE EXPLAINED

David Robinson

Chief Data Scientist at DataCamp, works in R and Python.

Data science produces insights

Data science is distinguished from the other two fields because its goal is an especially human one: to gain insight and understanding. Jeff Leek has an excellent definition of the types of insights that data science can achieve, including descriptive ("the average client has a 70% chance of renewing") exploratory ("different salespeople have different rates of renewal") and causal ("a randomized experiment shows that customers assigned to Alice are more likely to renew than those assigned to Bob").

Again, not everything that produces insights qualifies as data science (the classic definition of data science is that it involves a combination of statistics, software engineering, and domain expertise). But we can use this definition to distinguish it from ML and AI. The main distinction is that in data science there's always a human in the loop: someone is understanding the insight, seeing the figure, or benefitting from the conclusion. It would make no sense to say "Our chess-playing algorithm uses data science to choose its next move," or "Google Maps uses data science to recommend driving directions".

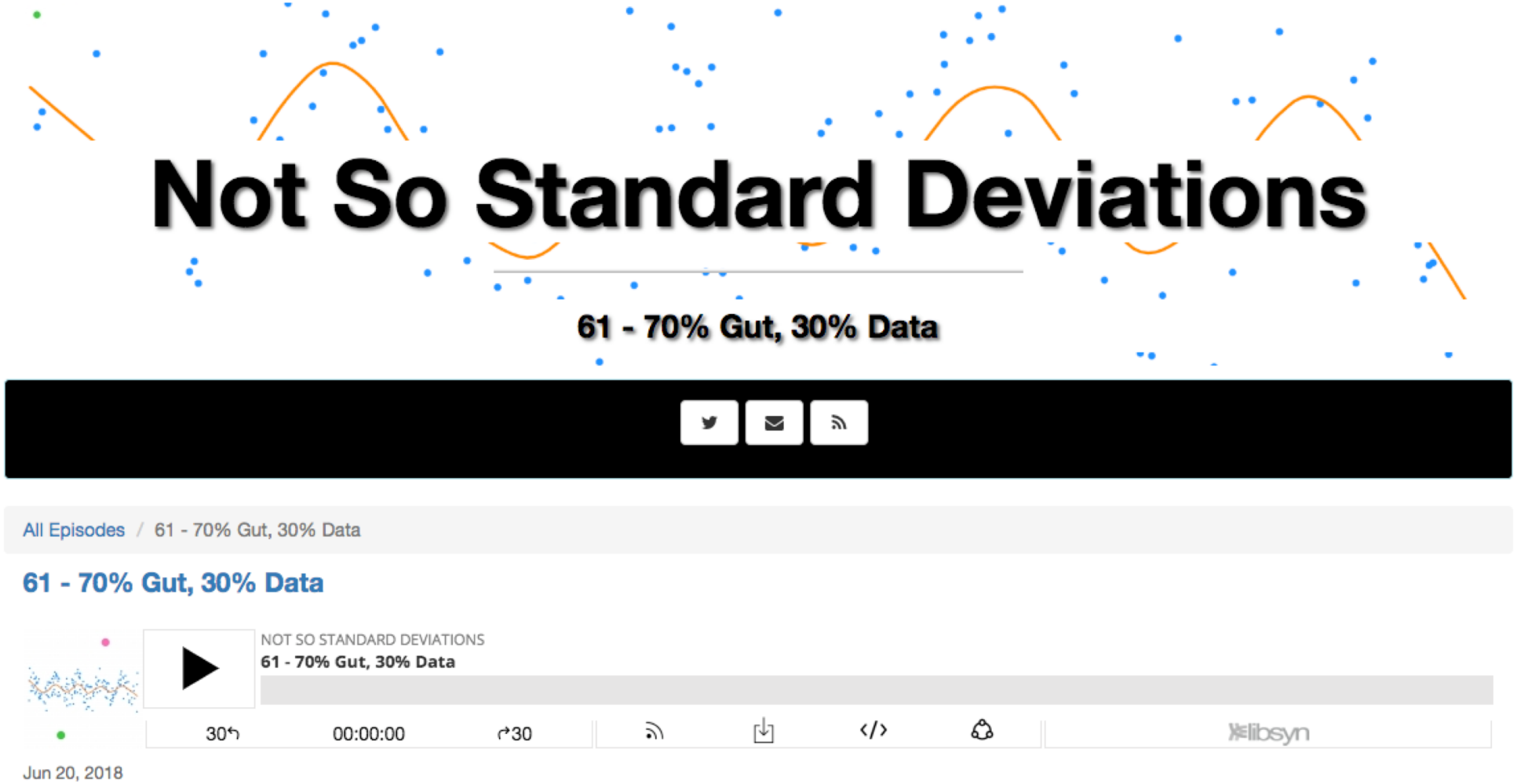
This definition of data science thus emphasizes:

- Statistical inference
- Data visualization
- Experiment design
- Domain knowledge
- Communication

Data scientists might use simple tools: they could report percentages and make line graphs based on SQL queries. They could also use very complex methods: they might work with distributed data stores to analyze trillions of records, develop cutting-edge statistical techniques, and build interactive visualizations. Whatever they use, the goal is to gain a better understanding of their data.

http://varianceexplained.org/r/ds-ml-ai/

June 20, 2018



01:05:25 – 01:19:45

http://nssdeviations.com/61-70-gut-30-data

Data Science is in many domains

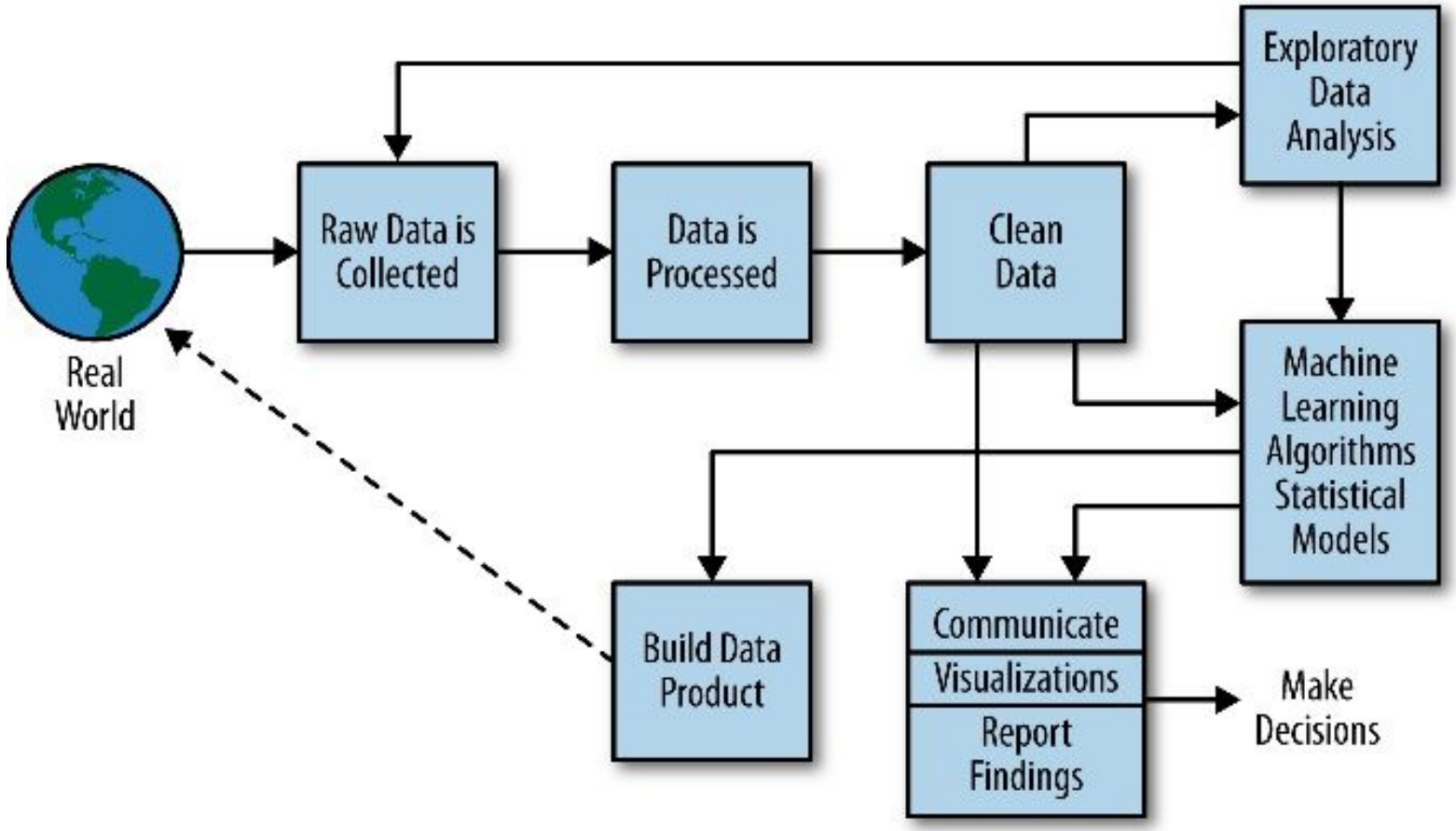
Nashville

Digital Reasoning
HCA
Axial Healthcare
The General
Asurion
Smile Direct Club
Vanderbilt
Change Healthcare
NaviHealth
Mars Petcare
XSOLIS
…..

Across the US

Google
Facebook
StitchFix
Etsy
Zillow
Airbnb
Thumbtack
Cava
Rover
IBM
Dash
…..

The Data Science Process



pandas – https://pandas.pydata.org/pandas-docs/stable/api.html

- **pd.read_csv()** – read a comma delimited file; good practice is to look at the raw file in a text editor (not excel); additional arguments may be needed to handle extra rows at the top and extra data (footnotes) at the bottom.
- **df.info()** – method to get information about the DataFrame
- **df.dtypes** – datatypes attribute for the Data Frame
- **df.head()** – looks at the top of the DataFrame; 5 rows by default
- **df.tail()** - looks at the bottomof the DataFrame; 5 rows by default
- **df.shape** – returns a tuple with number of rows and number of columns
- **df.columns** – column labels attribute
- **df.rename()** – rename values (can pass in a dictionary with existing columns as the key and new ones as the values)
- **df.loc[]** – pass in row name and column name to access data at that location
- **df.iloc[]** - pass in row index and column index to access data at that location (python is 0 indexed)
- **df.query()** – pass an expression to filter data in the DataFrame
- **df.drop()** – drop the specified labels (either rows or columns) from the DataFrame
- **df[[ ]]** - creates a slice (subset) of the DataFrame including just the columns passed in

Get Data → Process + Clean Data → Exploratory Data Analysis

CSV Workflow

Open the file in text editor to determine

- is there a header? pandas default is ***header = 'infer'***
- are there notes (non-data) at the top? pandas default is ***skiprows = None***
- are there footnotes or other (non-data) at the bottom? pandas default is ***nrows = None***

Read the file into a pandas DataFrame ***pd.read_csv()***

Check the top and the bottom to ensure all data was read ***df.head()*** and ***df.tail()***

Look at the dimensions ***df.shape***