Data Analytics with NumPy and Pandas [Python]

PyKutch 2016

Chetan Khatri

Principal Engineer Data & Machine Learning
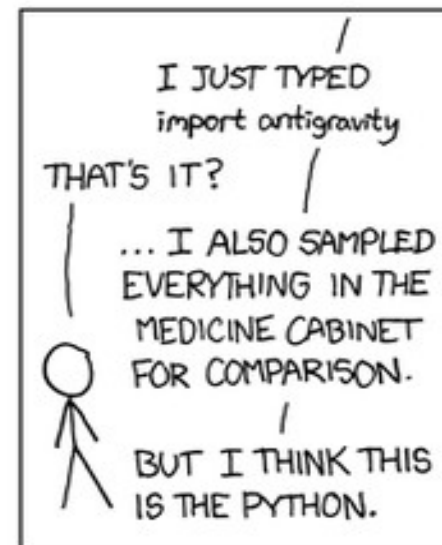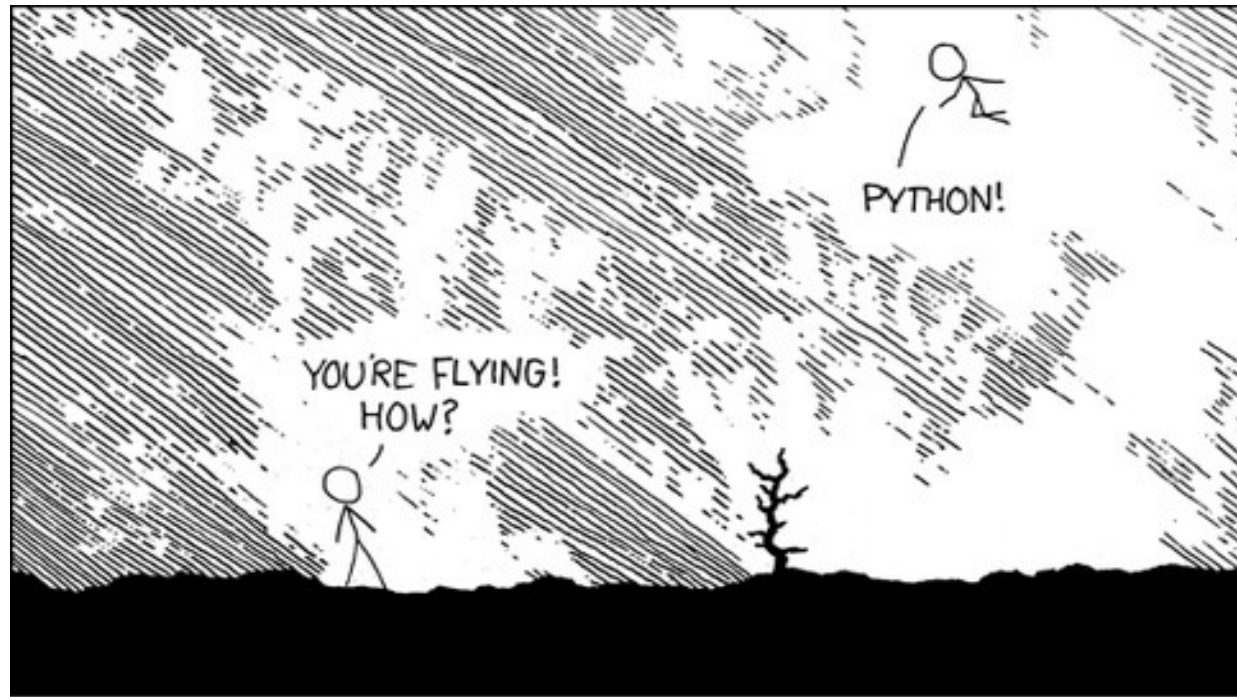Nazara Games

"Data is the new crude oil"
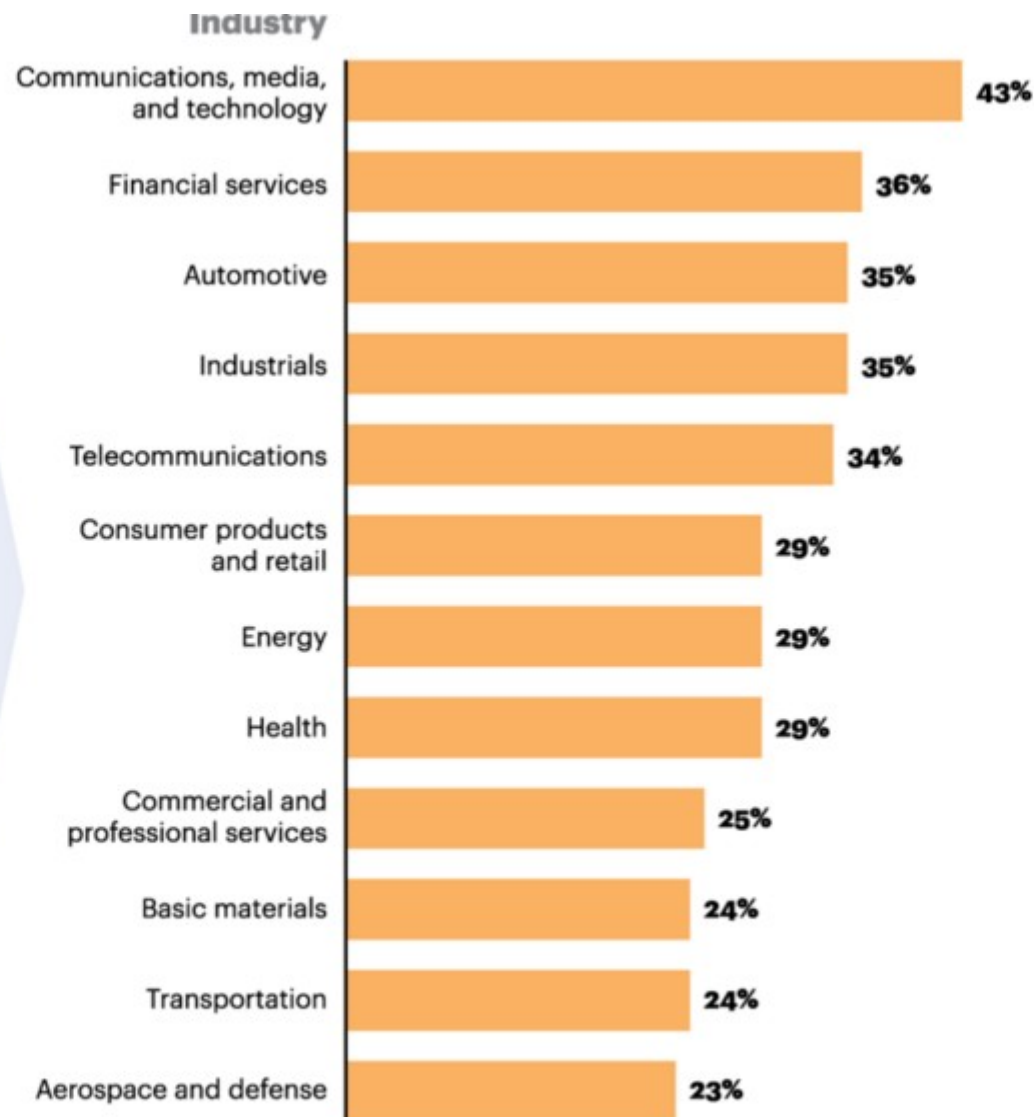
Buzzwords

- Big Data

- Data Science

- Data Scientist

- Data Analytics

- Machine Learning

- Deep Learning

- Internet of Things (IoT)

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Opportunities

- Finance

- Marketing

- Telco

- Education

- Research

- Healthcare

- All of them, everybody do Data Analytics!

Opportunities

Source: A.T. Kearney 2015 LEAP (Leadership Excellence in Analytic Practices) talent study

Data Analytics – Opportunities

THE WORLD
GENERATES DATA
every hour, every minute, and evev

Data Analytics – Opportunities

DATA IS GETTING ...

Data Analytics – Opportunities

Data Analytics – Opportunities

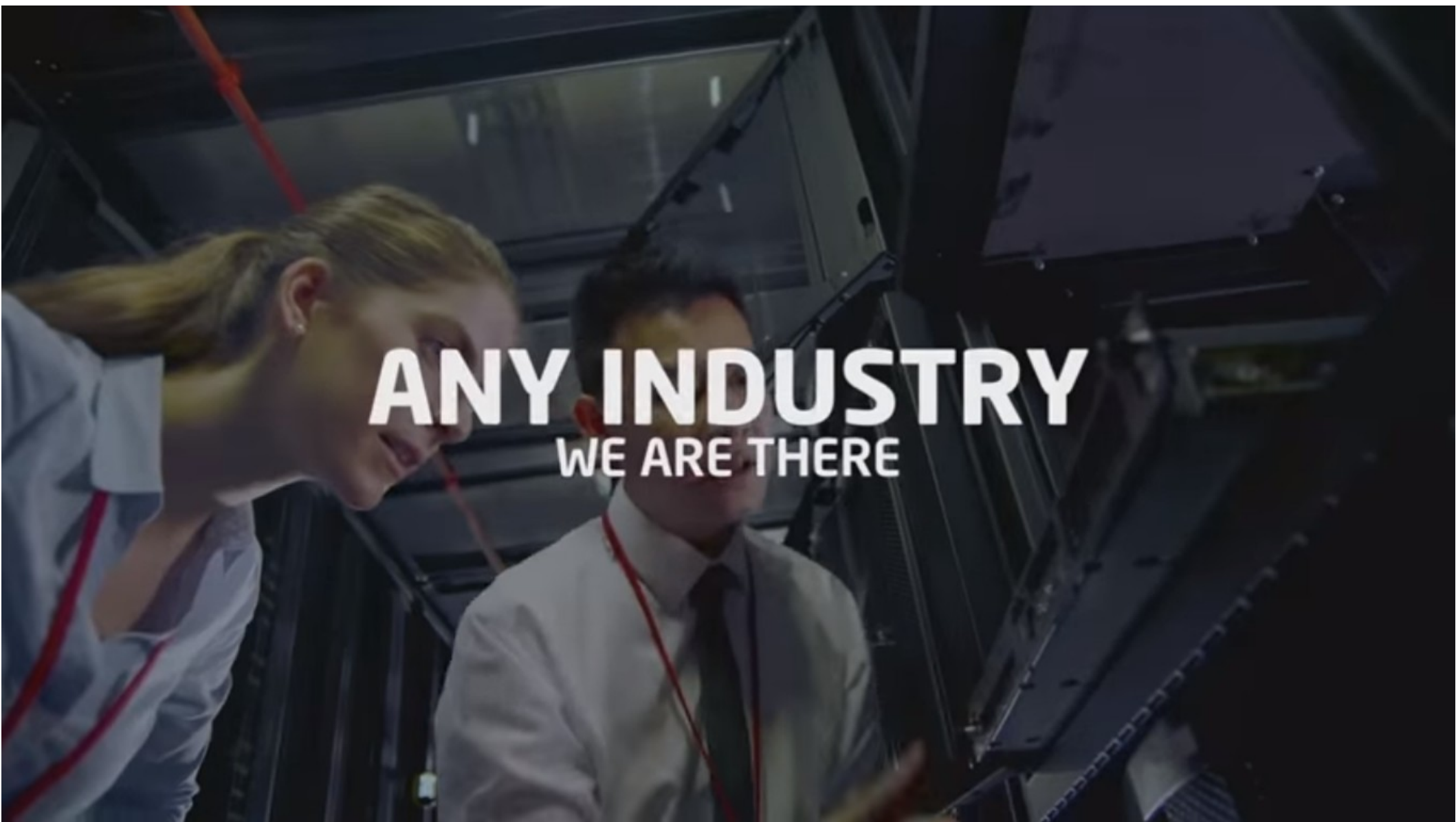# Data Analytics – Opportunities

Data Analytics – Opportunities

We can help you analyze your data
WITHIN SECONDS

Data Analytics – Opportunities

Data Analytics – Opportunities

ANY INDUSTRY
WE ARE THERE

Data Analytics – Opportunities

Data Analytics – Opportunities

Data Analytics – Opportunities

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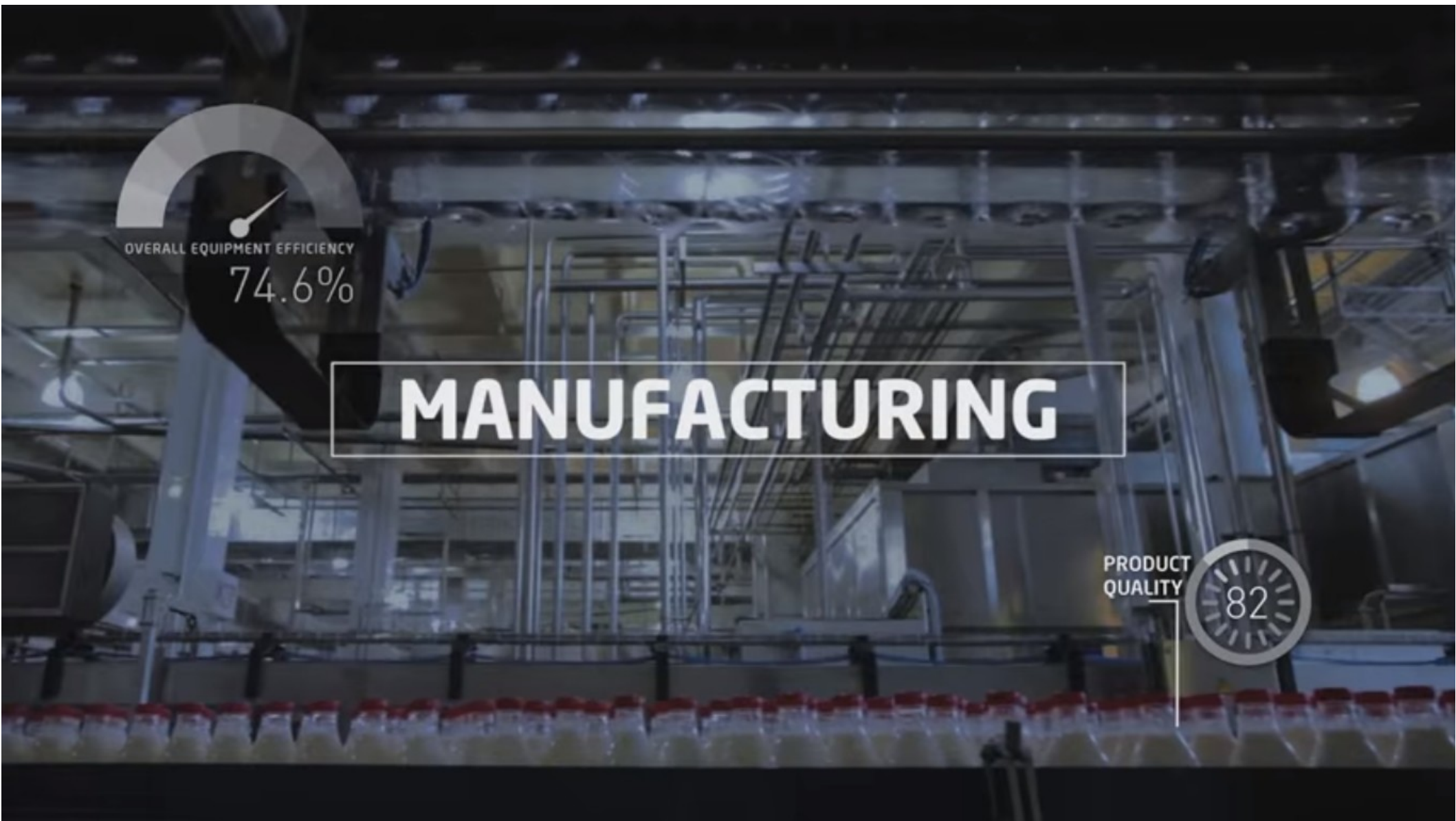MAKE INFORMED DECISIONS
Anytime, Anywhere, Anyhow

Data Analytics – Opportunities

Data Analytics – Opportunities

Data Analytics – Opportunities

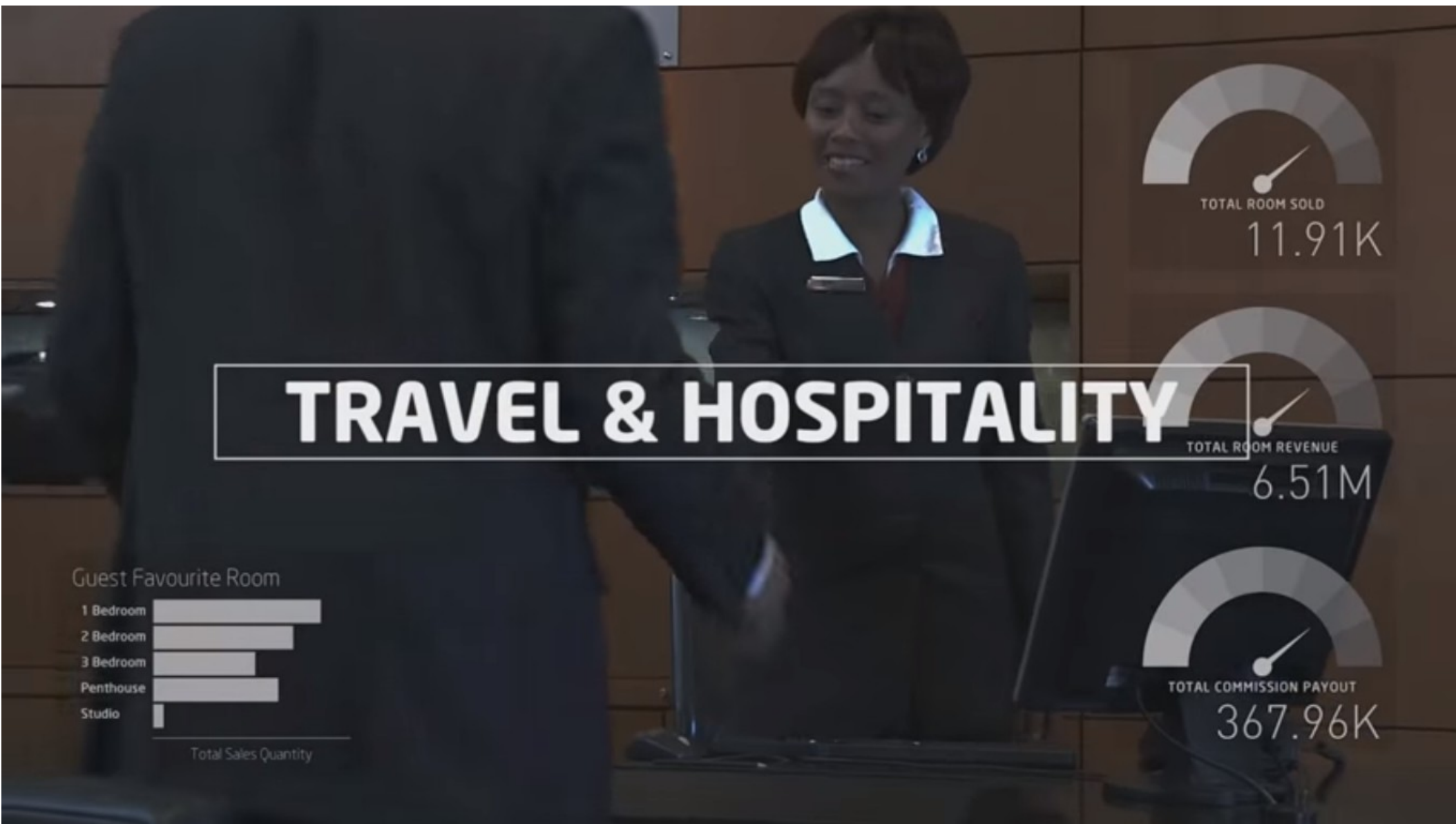# Data Analytics – Opportunities

Data Analytics – Opportunities

% of respondents
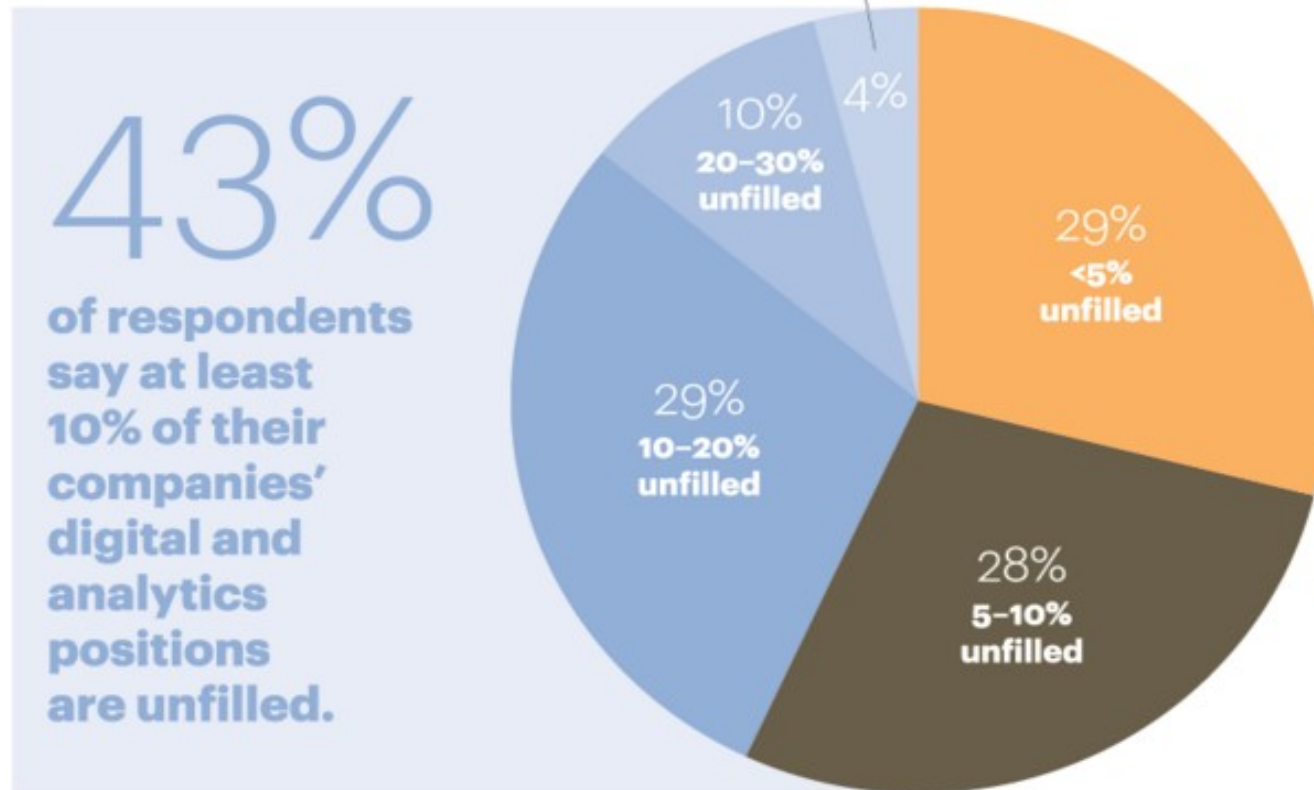
>30% unfilled

43%

of respondents say at least 10% of their companies' digital and analytics positions are unfilled.

29% <5% unfilled

10% 20–30% unfilled

4%

29% 10–20% unfilled

28% 5–10% unfilled

Source: A.T. Kearney 2015 LEAP (Leadership Excellence in Analytic Practices) talent study

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Opportunities in INDIA

- India's IT outsourcing firms are betting on U.S. President Barack Obama's healthcare reform to rev up revenue growth which is slowing as the $146 billion industry's key financial and manufacturing clients spend less on software services.

- The United States is the biggest market for the outsourcing industry, which is dominated by Tata Consultancy Services Ltd , Infosys Ltd and Wipro Ltd.

Data Analytics

- Understand the Business
- Understand the Data
- Cleanse the Data
- Do Analytics the Data
- Predict the Data
- Visualize the data
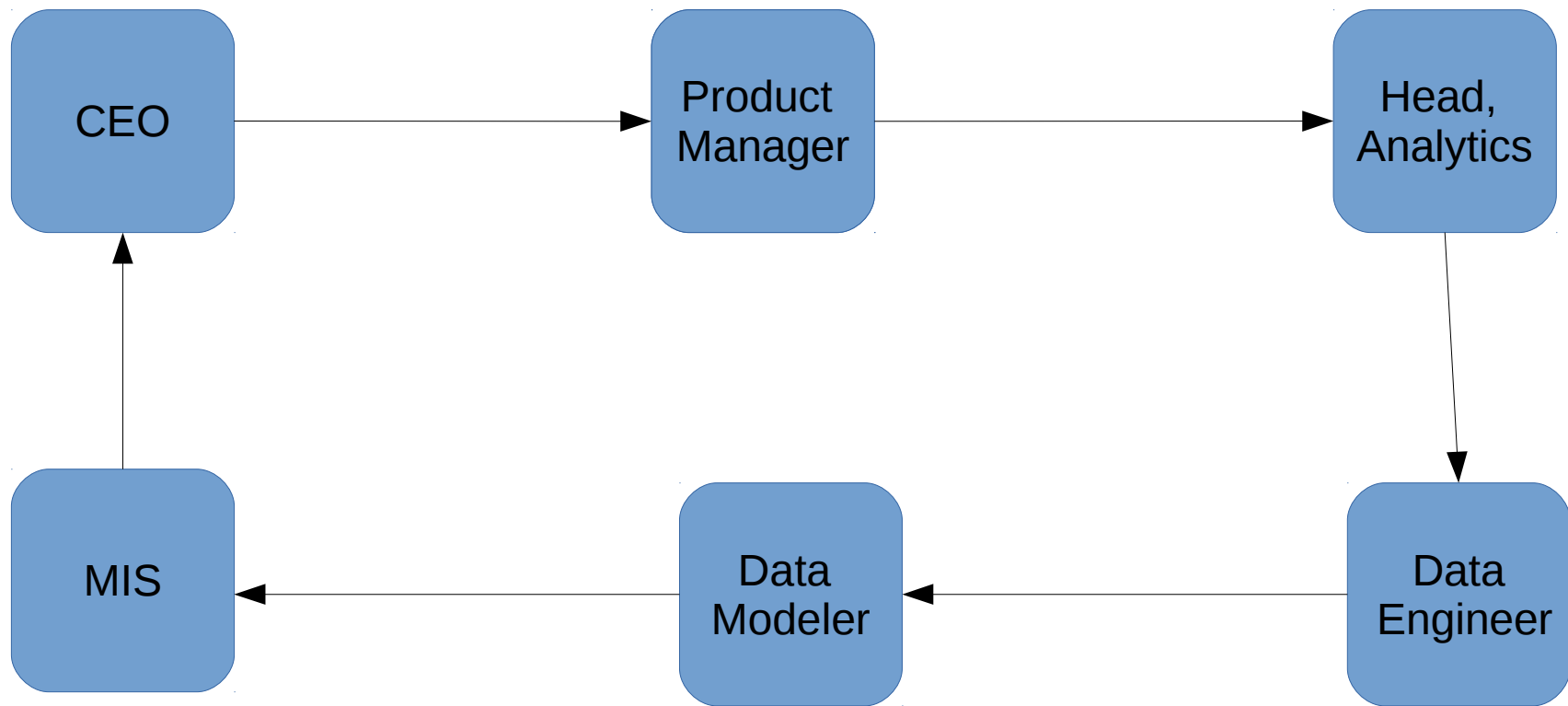- Build Insight that helps to grow Business Revenue
- Explain to Executive (CxO)
- Take Decision
- Increase Revenue

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Data Analytics Life Cycle

What My CEO wants ??

1. DAU (single/multiplayer/both)

2. MAU (single/multiplayer/both)

3. DAU/MAU (stickiness)

4. Average Session length (single/multiplayer/both)

5. Average Session per user (single/multiplayer/both)

6. Retention (D1-D7-D15)

7. Average Drop-off Distance by Day

8. Save me by laddoos, Save me close.

About 21,00,000 results (1.01 seconds)

Facebook is using WhatsApp's messages for targeted ads ...

https://www.reddit.com/.../**facebook_is_using_whatsapp**s_messages_for_... ▾

Jun 5, 2015 - Content which benefits the community (**news**, rumors, and discussions) is
... Please submit bug **reports** and feature requests to the AOSP tracker. ... Misleading
Title**Facebook is using WhatsApp's** messages for **targeted ads**. ..... and hangouts and
I suspect **Facebook** does it with their own **messaging** service.

Hands On

1. Weed USA

2. Titanic Sinking

3. Community! Find Partner

Thank you.

- Q & A ??

- Chetan Khatri, Principal Engineer – Data & Machine Learning.

Nazara Technologies Pvt. Ltd