Data Science: What It Is and How It Can Revolutionize Your Business

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I would like to preface by saying that I would welcome the executive committee and thank them for allowing me to take some of their time to present to them. I would begin the presentation by asking if any of them are technology savvy. Regardless of their answers (although I’m certain at least one of the proposed panel members is inexperienced with computers), I would say that I am rather new to this particular field, yet the knowledge that can be uncovered from data science is staggering. Hence, I would begin my presentation.

# Big Data

After presenting the title slide and first slide laying out the barebones definition of data science, I would need to launch into what big data is, as I am not able to pass on to them the knowledge the executives need to see how influential data science can be on a business without doing so. I would define big data as information that can be collected and viewed on multiple electronic devices, like desktops, laptops, smartphones, smart televisions, and more. I would supply examples of such big data like Google, Bing, Yahoo, Facebook, Netflix, etc. Continuing with the presentation, the ways a business can use big data and data science as a whole are listed.

## Real World Application

Now I would jump into an actual scenario and industry that most executives would know, if not at least be aware of (the private golf club industry). I have formatted the slides to identify a deep, open-ended question that presents a problem for the golf club in question. Once the prompt is made known, the most common civilian explanation is shared in retrospect to the data that will come ahead. I would then identify relevant, credible, professional data collection sources and examples of related data and stress to them how important it is to search for the correct data, as opposed to potential searches that would muddle the results. I then would present the data found and emphasize the meaning of these findings to the executives, as an answer with no concrete meaning is no answer at all.

### Solutions and Cooldown

To finish the presentation, the executive committee would be shown the potential suggestions that would indeed increase their membership and revenue based on the data findings. They would be told how data science can be beneficial for any company, and I would end by asking if there are any further questions after stating that data science can provide a business with a much-needed edge over prehistoric companies still using traditional data gathering techniques to retain more revenue.