



# Introduction to data analysis

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# Types of Data Science Questions

# The data analysis question

**Define the data analytic question first**

Data can be used to answer many questions, but not all of them.

*The data may not contain the answer. The combination of some data and an aching desire for an answer does not ensure that a reasonable answer can be extracted from a given body of data.*

*John Tukey*

Before performing a data analysis the key is to define the type of question being asked. Some questions are easier to answer with data and some are harder. This is a broad categorization of the types of data analysis questions, ranked by how easy it is to answer the question with data.

# The data analysis question type flow chart

In approximate order of difficulty:

Descriptive

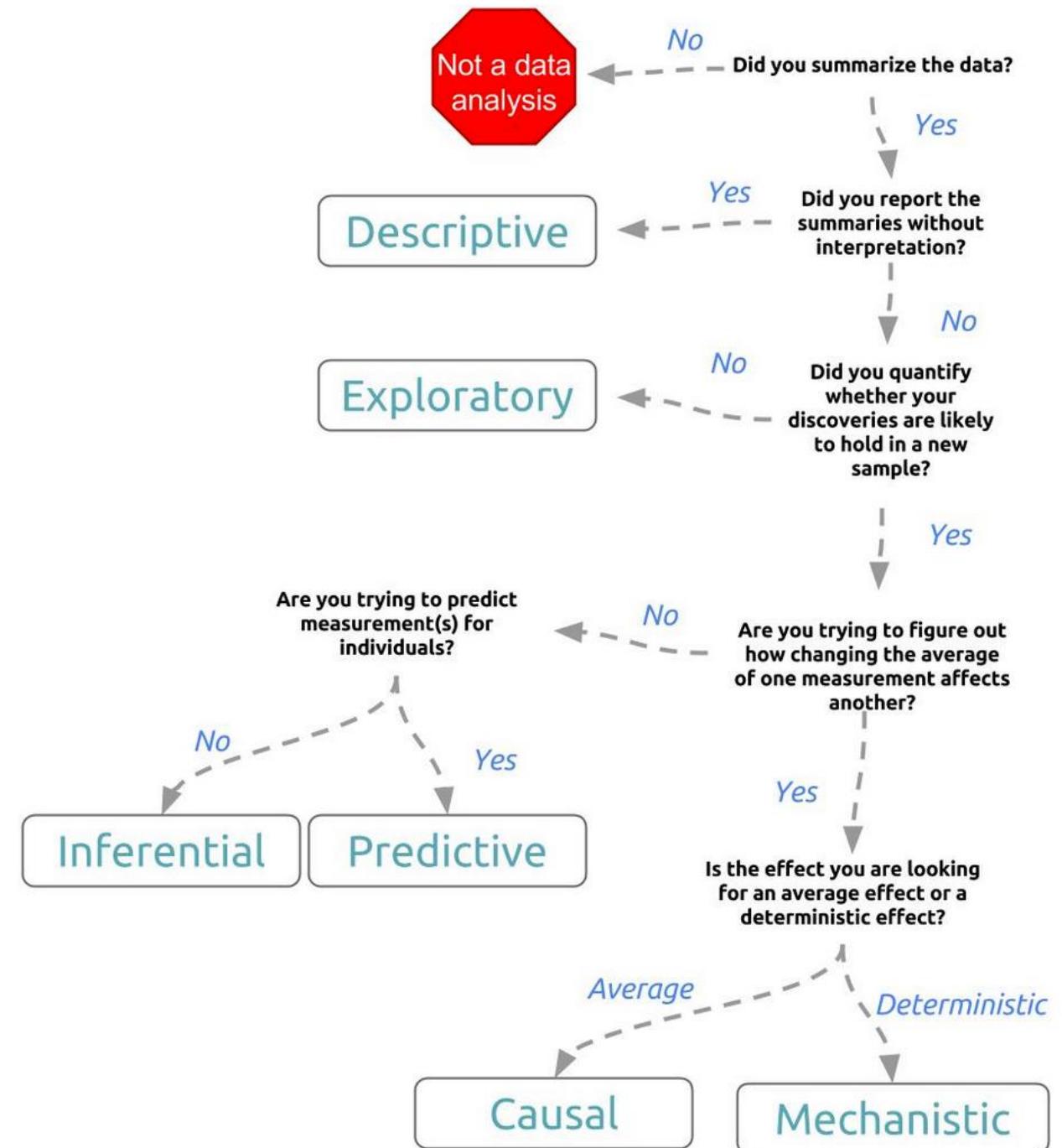
Exploratory

Inferential

Predictive

Causal

Mechanistic



# Descriptive

A descriptive data analysis seeks to summarize the measurements in a single data set without further interpretation.

**Goal:** Describe a set of data

- The first kind of data analysis performed
- Commonly applied to census data
- The description and interpretation are different steps
- Descriptions can usually not be generalized (узагальнені) without additional statistical modelling

# **Descriptive**

An example is the United States Census.

The Census collects data on the residence type, location, age, sex, and race of all people in the United States at a fixed time.

The Census is descriptive because the goal is to summarize the measurements in this fixed data set into population counts and describe how many people live in different parts of the United States. The interpretation and use of these counts is left to Congress and the public, but is not part of the data analysis.

# Descriptive

SODB  
2+21  
SČÍTANIE  
OBYVATEĽOV,  
DOMOV A BYTOV

Population Houses Dwellings Households My municipality More

SK

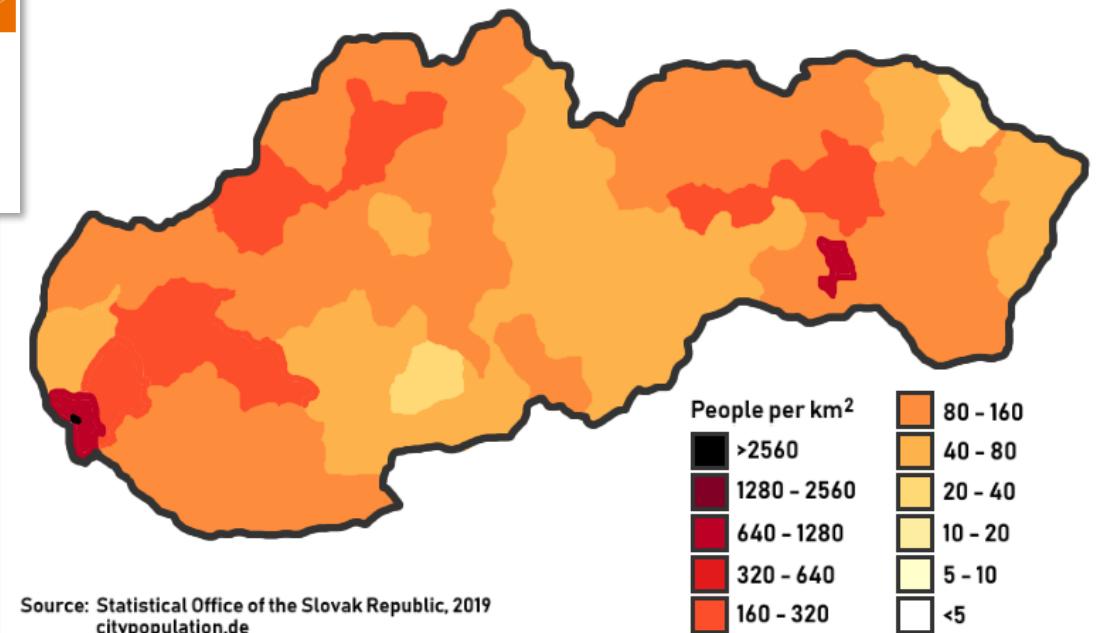


The Census with its preparation and implementation, it is one of the most demanding and the most extensive statistical surveys. The 2021 Population and Housing Census followed the long history of censuses in Slovakia, at the same time it meant a transfer from the traditional census. Its implementation was preceded by demanding conceptual and methodological preparation, it was the first fully electronic and the first integrated census in the Slovak Republic.

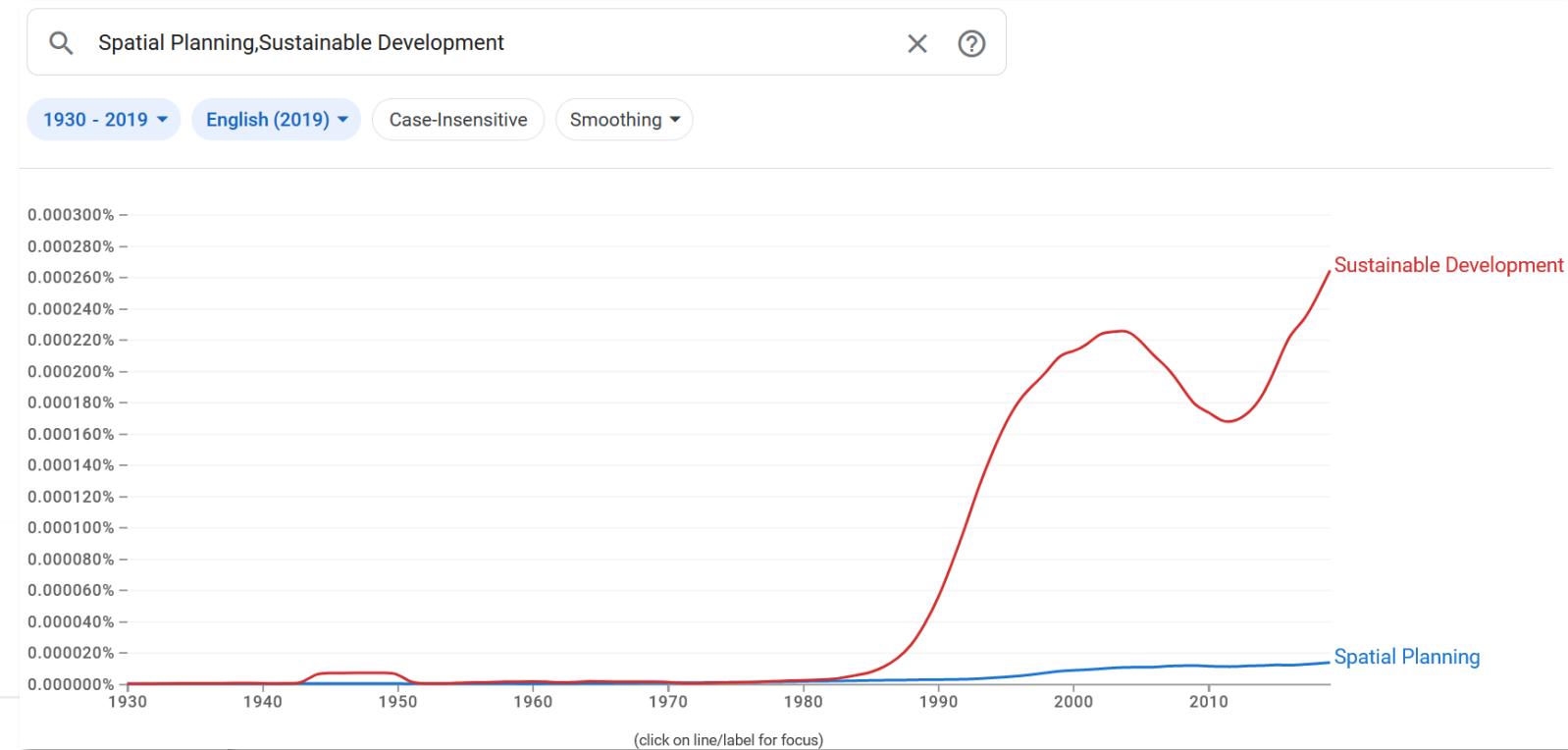
<https://www.scitanie.sk/en>

<https://en.wikipedia.org/wiki/Slovakia>

## Slovakia - Population Density



# Descriptive



covid 19 statistics google

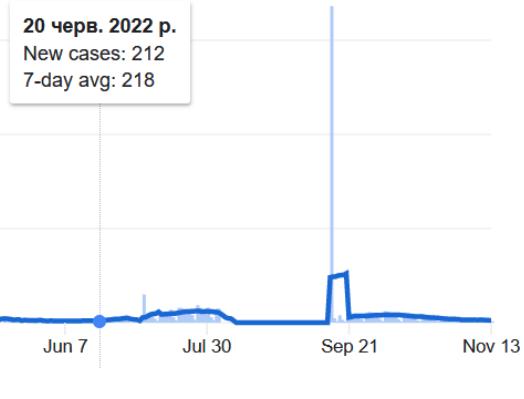
## New cases and deaths

From JHU CSSE COVID-19 Data · Last reported: yesterday

Cases Deaths

Словаччина

1 year ▾



<https://books.google.com/ngrams>

# Exploratory

An exploratory data analysis builds on a descriptive analysis by searching for discoveries, trends, correlations, or relationships between the measurements of multiple variables to generate ideas or hypotheses.

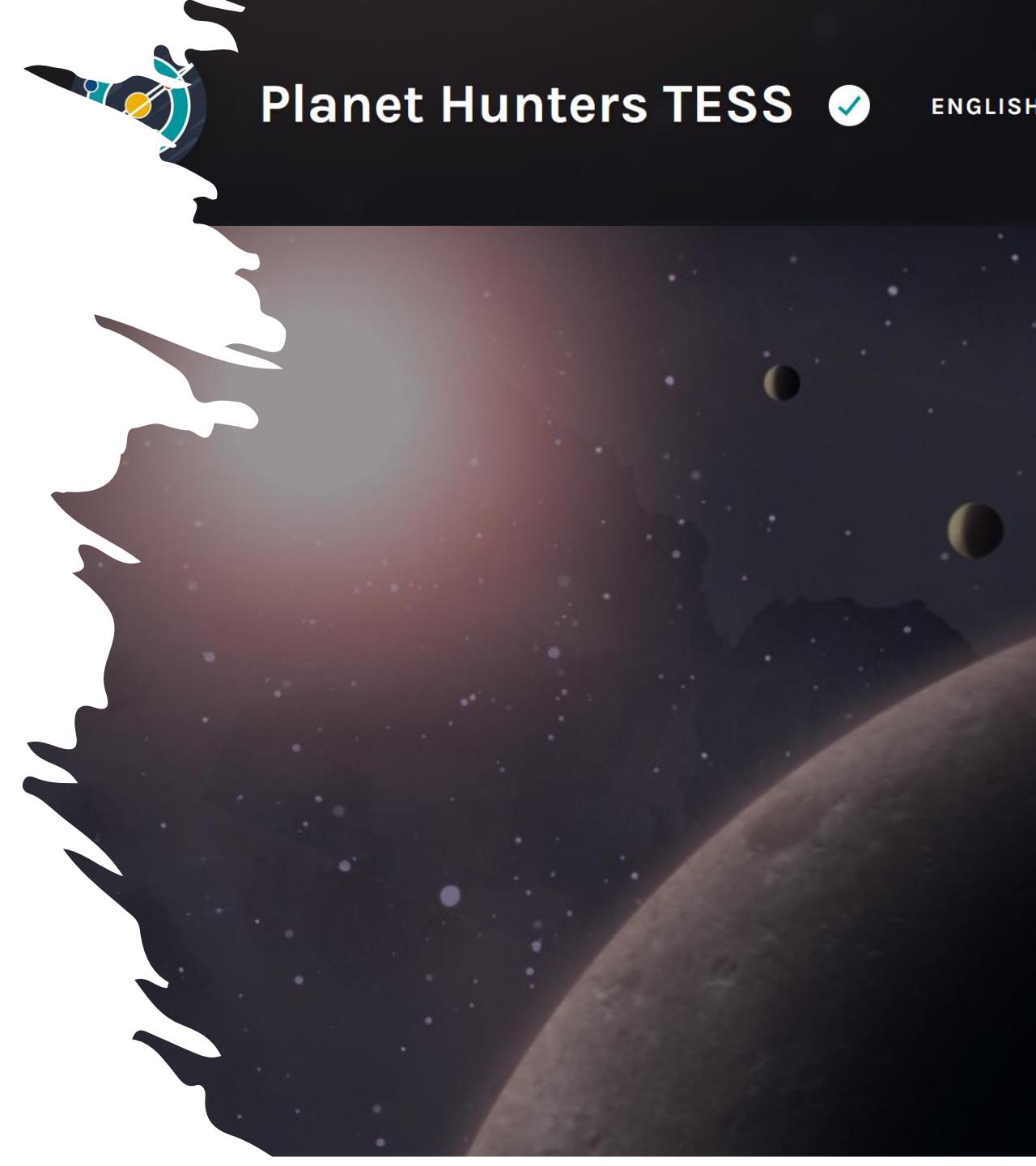
**Goal:** Find relationships you didn't know about

- Exploratory models are good for discovering new connections
- They are also useful for defining future studies
- Exploratory analyses are usually not the final say
- Exploratory analyses alone should not be used for generalizing/predicting
- **Correlations does not imply causation**

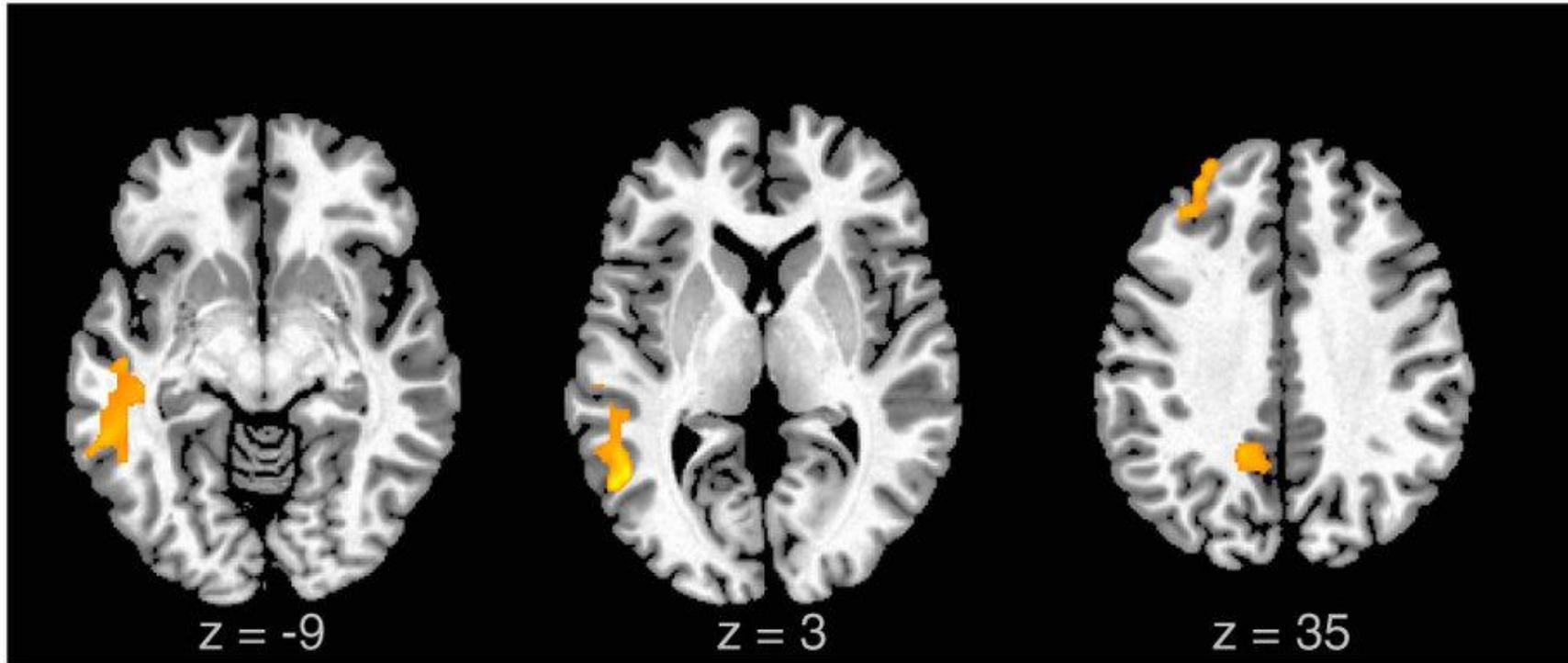
# Exploratory

An example is the discovery of a four-planet solar system by amateur astronomers using public astronomical data from the Kepler telescope. The data was made available through the [planethunters.org](http://planethunters.org) website, that asked amateur astronomers to look for a characteristic pattern of light indicating potential planets.

An exploratory analysis like this one seeks to make discoveries, but rarely can confirm those discoveries. In the case of the amateur astronomers, follow-up studies and additional data were needed to confirm the existence of the four-planet system.

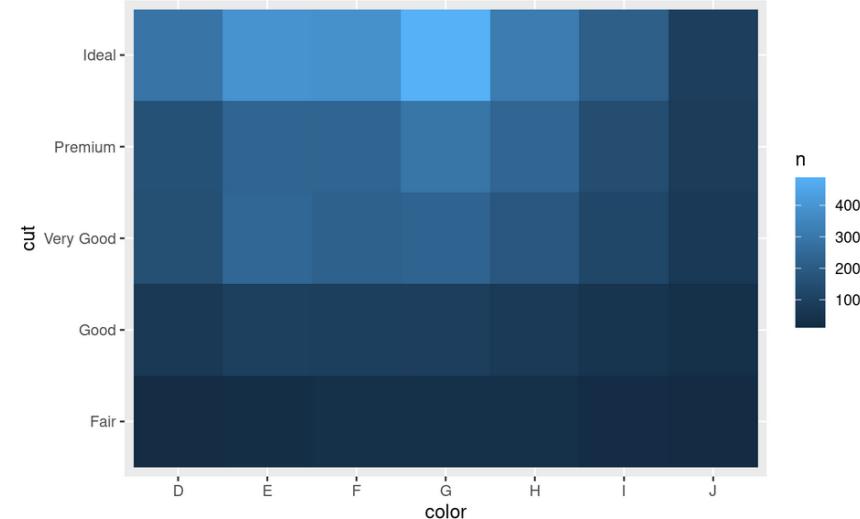


# Exploratory

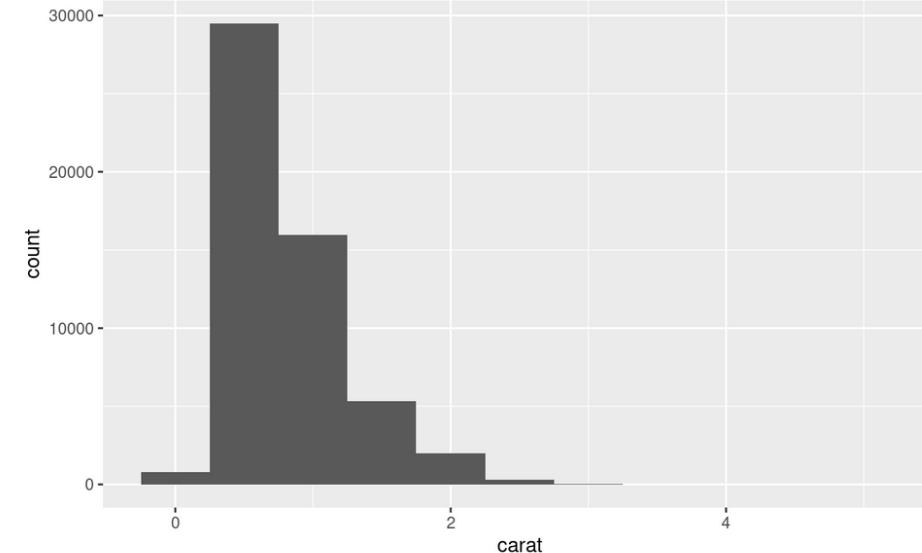


# Exploratory

```
diamonds %>%
  count(color, cut) %>%
  ggplot(mapping = aes(x = color, y = cut)) +
  geom_tile(mapping = aes(fill = n))
```



```
ggplot(data = diamonds) +
  geom_histogram(mapping = aes(x = carat), binwidth = 0.5)
```



# Inferential

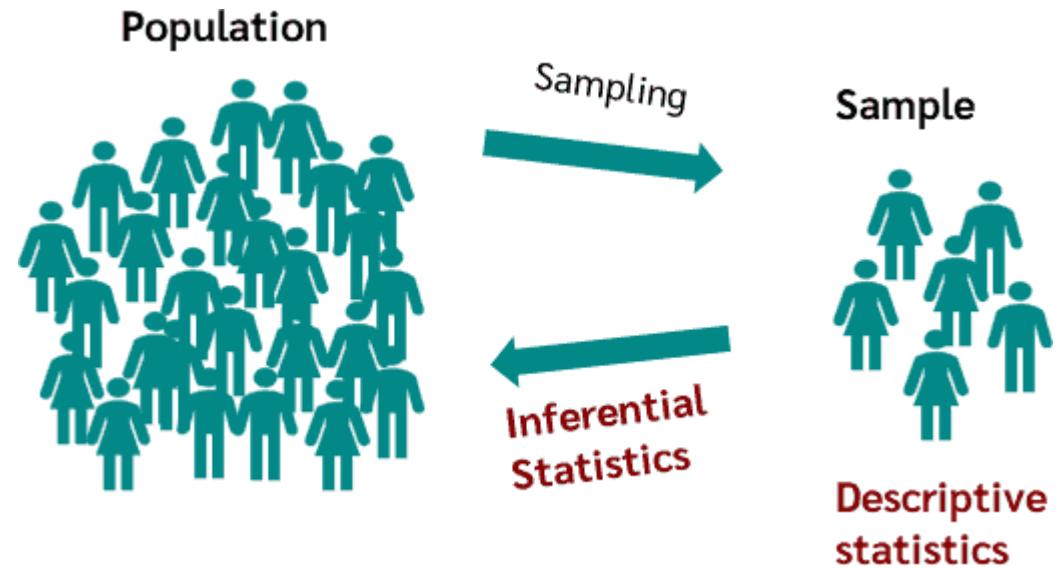
An inferential data analysis goes beyond an exploratory analysis by quantifying whether an observed pattern will likely hold beyond the data set in hand. Inferential data analyses are the most common statistical analysis in the formal scientific literature.

**Goal:** Use a relatively small sample of data to say something about a bigger population

- Inference is commonly the goal of statistical models
- Inference involves estimating both the quantity you care about and your uncertainty about your estimate
- Inference depends heavily on both the population and the sampling scheme

# Inferential

An example is a study of whether air pollution correlates with life expectancy at the state level in the United States. The goal is to identify the strength of the relationship in both the specific data set and to determine whether that relationship will hold in future data. In non-randomized experiments, it is usually only possible to observe whether a relationship between two measurements exists. It is often impossible to determine how or why the relationship exists – it could be due to unmeasured data, relationships, or incomplete modeling.



# Inferential

The screenshot shows a web browser window with the following details:

- Tab Bar:** courses/index.Rmd at master and Effect of Air Pollution Control.
- Address Bar:** journals.lww.com/epidem/Abstract/2013/01000/Effect\_of\_Air\_Pollution\_Control\_on\_Life\_Expectancy.4.aspx
- Content Area (Left):**
  - Header: < Previous Abstract | Next Abstract >
  - Title:** Effect of Air Pollution Control on Life Expectancy in the United States: An Analysis of 545 U.S. Counties for the Period from 2000 to 2007
  - Authors: Correia, Andrew W.<sup>a</sup>; Pope, C. Arden III<sup>b</sup>; Dockery, Douglas W.<sup>c</sup>; Wang, Yun<sup>a</sup>; Ezzati, Majid<sup>d</sup>; Dominici, Francesca<sup>a</sup>
  - Journal: Epidemiology; January 2013 - Volume 24 - Issue 1 - p 23-31
  - DOI: doi: 10.1097/EDE.0b013e3182770237
  - Air Pollution
- Content Area (Bottom Left):**
  - SDC logo
  - Abstract tab (selected)
  - Author Information tab
  - Background: In recent years (2000–2007), ambient levels of fine particulate matter (PM<sub>2.5</sub>) have continued to decline as a result of interventions, but the decline has been at a slower rate than previous years (1980–2000). Whether these more recent and slower declines of PM<sub>2.5</sub> levels continue to improve life expectancy and whether they benefit all populations equally is unknown.
  - Methods: We assembled a data set for 545 U.S. counties consisting of yearly county-specific average PM<sub>2.5</sub>, yearly county-specific life expectancy, and several potentially confounding variables measuring socioeconomic status, smoking prevalence, and demographic characteristics for the years 2000 and 2007. We used regression models to estimate the association between reductions in PM<sub>2.5</sub> and changes in life expectancy for the period from 2000 to 2007.
  - Results: A decrease of 10 µg/m<sup>3</sup> in the concentration of PM<sub>2.5</sub> was associated with an increase in mean life expectancy of 0.35 years (SD = 0.16 years, P = 0.033). This association was stronger in more urban and densely populated counties.
  - Conclusions: Reductions in PM<sub>2.5</sub> were associated with improvements in life expectancy for the period from 2000 to 2007. Air pollution control in the last decade has continued to have a positive impact on public health.
- Right Sidebar:**
  - View Full Text
  - Article as PDF (663 KB)
  - Article as EPUB
  - Print this Article
  - Add to My Favorites
  - Export to Citation Manager
  - Alert Me When Cited
  - Request Permissions
- Related Links:**
  - Articles in PubMed by Andrew W. Correia
  - This article in PubMed
  - Articles in Google Scholar by Andrew W. Correia
  - Other articles in this journal by Andrew W. Correia
- Readers Of this Article Also Read:**
  - Estimating the Generation Interval of Influenza A (H1N1) in a Range of Social Se...
  - Childhood and Adolescent Exposures and the Risk of Endometriosis
  - Early-term Birth (37–38 Weeks) and Mortality in Young Adulthood

[http://journals.lww.com/epidem/Abstract/2013/01000/Effect\\_of\\_Air\\_Pollution\\_Control\\_on\\_Life\\_Expectancy.4.aspx](http://journals.lww.com/epidem/Abstract/2013/01000/Effect_of_Air_Pollution_Control_on_Life_Expectancy.4.aspx)

# Predictive

While an inferential data analysis quantifies the relationships among measurements at population-scale, a predictive data analysis uses a subset of measurements (the features) to predict another measurement (the outcome) on a single person or unit.

**Goal:** To use the data on some objects to predict values for another object

- If  $\$X\$$  predicts  $\$Y\$$  it does not mean that  $\$X\$$  causes  $\$Y\$$
- Accurate prediction depends heavily on measuring the right variables
- Although there are better and worse prediction models, more data and a simple model works really well
- Prediction is very hard, especially about the future references

# Predictive

An example is when organizations like FiveThirtyEight.com use polling data to predict how people will vote on election day. In some cases, the set of measurements used to predict the outcome will be intuitive. There is an obvious reason why polling data may be useful for predicting voting behavior. But predictive data analyses only show that you can predict one measurement from another, they don't necessarily explain why that choice of prediction works.



# Predictive

courses/index.Rmd at master · How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did · https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/ · 11:02 AM · Feb 16, 2012 · 3,142,252 · The Little Black Book of Billionaire Secrets

## Forbes

YOUR READING LIST

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

TARGET

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FEB 16, 2012 @ 11:02 AM 3,142,252

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

Kashmir Hill, FORBES STAFF

Welcome to The Not-So Private Parts where technology & privacy collide [FULL BIO](#)

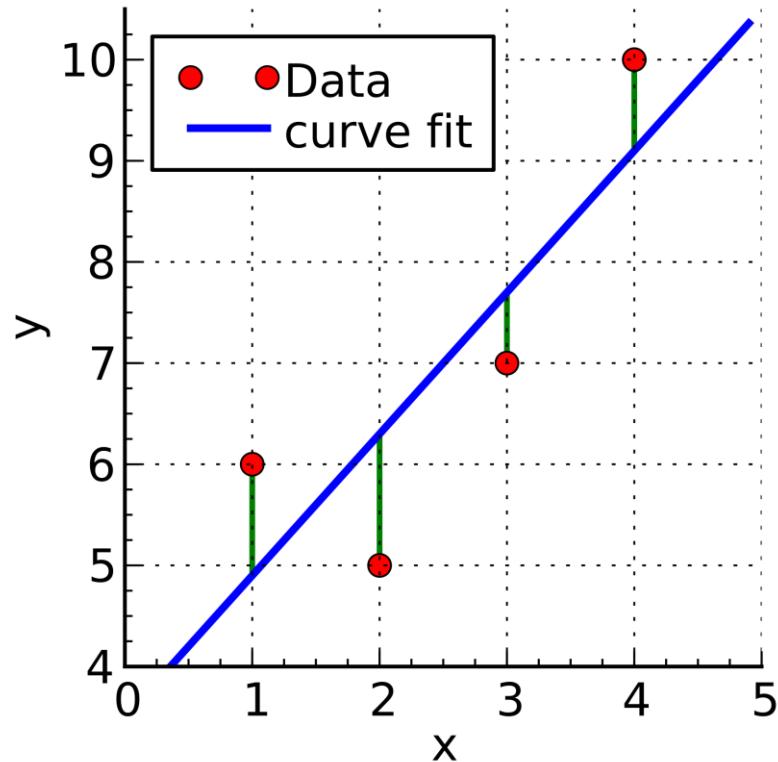
Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target [TGT -1.27%](#), for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Charles Duhigg outlines in the [New York Times](#) how Target tries to

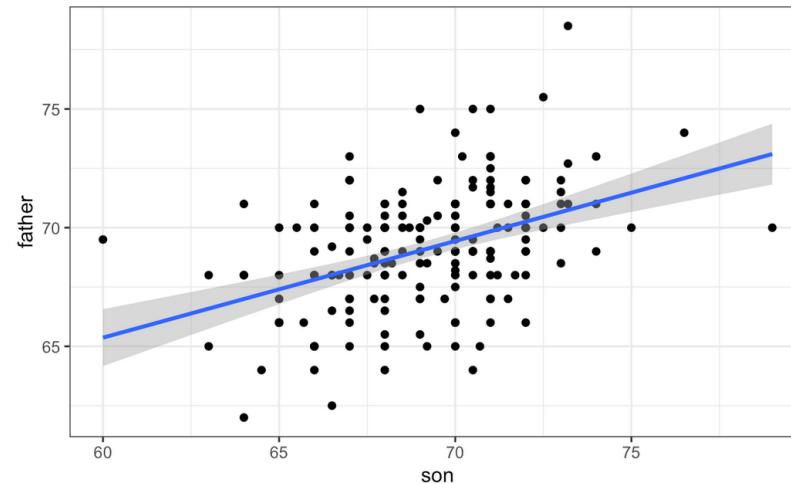


<https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/#2e4133326668>

# Predictive



```
galton_heights |> ggplot(aes(son, father)) +  
  geom_point() +  
  geom_smooth(method = "lm")  
## `geom_smooth()` using formula = 'y ~ x'
```



# Causal

A causal data analysis seeks to find out what happens to one measurement if you make another measurement change.

**Goal:** To find out what happens to one variable when you make another variable change.

- Usually randomized studies are required to identify causation
- There are approaches to inferring causation in non-randomized studies, but they are complicated and sensitive to assumptions
- Causal relationships are usually identified as average effects, but may not apply to every individual
- Causal models are usually the "gold standard" for data analysis

# Causal

Causal analysis is plausible reasoning applied to diagnosing observed effect(s), for example, diagnosing cause of biological impairment in a stream.

Sir Bradford Hill basically defined the application of causal analysis when he enumerated the elements of causality for associating cigarette smoking with lung cancer.



<https://www.compassoncology.com/blog/what-you-need-to-know-about-smoking-and-lung-cancer>

# Mechanistic

Causal data analyses seek to identify average effects between often noisy variables. For example, decades of data show a clear causal relationship between smoking and cancer. If you smoke, it is a sure thing that your risk of cancer will increase. But it is not a sure thing that you will get cancer. The causal effect is real, but it is an effect on your average risk. A mechanistic data analysis seeks to demonstrate that changing one measurement always and exclusively leads to a specific, deterministic behavior in another. The goal is to not only understand that there is an effect, but how that effect operates.

**Goal:** Understand the exact changes in variables that lead to changes in other variables for individual objects.

- Incredibly hard to infer, except in simple situations
- Usually modeled by a deterministic set of equations (physical/engineering science)
- Generally the random component of the data is measurement error
- If the equations are known but the parameters are not, they may be inferred with data analysis

# Mechanistic (механістичний)

The screenshot shows a web browser window with the following details:

- Tab Bar:** courses/index.Rmd at master, pave\_3pdg.pdf, Six Types Of Analyses Every..., +
- Address Bar:** https://www.fhwa.dot.gov/resourcecenter/teams/pavement/pave\_3pdg.pdf
- Toolbar:** Back, Forward, Stop, Refresh, Search (with placeholder "Полк"), Favorites, Download, Home, Stop, Print, Save, Help, More.
- Page Content:**
  - Header:** U.S. Department of Transportation, Federal Highway Administration, RESOURCE CENTER (with a blue circular logo).
  - Title:** Mechanistic - Empirical Pavement Design
  - Text:** Problem: Empirical Design Process Restrict Performance Prediction. Accurately predicting performance and durability is critical to improving the design of new and existing pavements. Poor performance increases traffic congestion, compromises public safety, and raises maintenance costs due to frequent repairs. Each year, transportation agencies spend more than \$20 billion in Federal funds to improve the Nation's pavements. Existing design procedures are based upon the 1950's AASHO Road Test and use empirical relationships. Presently, pavement designs often exceed the data limits and conditions used in the AASHTO Road Test have been exceeded. Pavement with expected traffic as much as 30 times greater are being designed using empirical procedures based upon the AASHO Road Test.
  - Solution:** The Mechanistic Empirical Design Procedure
  - Text:** Deployment Process: The Federal Highway Administration (FHWA) organized the Design Guide Implementation Team (DGIT) to inform the FHWA division offices, State highway agencies, industry members, and other organizations and experts about the upcoming guide and to help potential users prepare for it. To introduce the guide and to discuss implementation issues, the DGIT has developed a one-day workshop. Seven of these workshops will be held across the Nation, starting on May 25, 2004, in Biloxi, MS. Other workshops will be held in Vancouver, WA (June); Indianapolis, IN (July); Hawaii (July); Mystic, CT (August); Kansas City, KS (September); and Phoenix, AZ (October). The FHWA plans to develop additional State and regional workshops, training courses, and other educational resources over the next few years, as needed. As State agencies begin to implement the guide, DGIT will arrange
- Right Sidebar:** PAVEMENT AND MATERIALS
- Bottom Right:** Добавить как PDF в Evernote

Interpolated Values																		
	Temp																	
Time	68.0	68.5	69.0	69.5	70.0	70.5	71.0	71.5	72.0	72.5	73.0	73.5	74.0	74.5	75.0			
0.025	2504.08	2638.15	2707.32	2750.09	2784.91	2851.19	2911.62	2940.67	2961.40	2983.17	3000.06	3006.32	3041.01	3125.78	3026.85			
0.05	2507.26	2635.76	2704.79	2746.66	2779.96	2846.35	2907.00	2934.98	2955.07	2976.69	2993.64	2999.35	3034.49	3126.43	3036.68			
0.075	2510.83	2633.45	2702.58	2743.62	2775.40	2841.84	2902.75	2929.64	2949.08	2970.51	2987.50	2992.60	3027.98	3126.97	3046.32			
0.1	2513.93	2631.34	2700.70	2740.99	2771.27	2837.66	2898.88	2924.66	2943.43	2964.66	2981.67	2986.08	3021.49	3127.39	3055.77			
0.125	2515.14	2629.60	2699.17	2738.77	2787.61	2833.83	2895.40	2920.07	2938.14	2959.14	2976.16	2979.83	3015.06	3127.71	3065.02			
0.15	2514.31	2628.58	2698.02	2736.99	2764.49	2830.38	2892.31	2915.87	2933.23	2953.97	2970.99	2973.86	3008.70	3127.95	3074.08			
0.175	2511.84	2628.88	2697.25	2735.66	2762.00	2827.31	2889.59	2912.08	2928.72	2949.17	2966.17	2968.21	3002.47	3128.11	3082.93			
0.2	2508.10	2629.91	2696.87	2734.79	2760.22	2824.68	2887.26	2908.72	2924.62	2944.75	2961.71	2962.89	2996.39	3128.21	3091.57			
0.225	2503.37	2631.32	2696.88	2734.37	2759.24	2822.57	2885.29	2905.80	2920.96	2940.73	2957.65	2957.93	2990.50	3128.25	3099.99			
0.25	2497.84	2632.93	2697.28	2734.42	2759.10	2821.05	2883.68	2903.34	2917.76	2937.13	2953.97	2953.36	2984.86	3128.24	3108.19			
0.275	2491.66	2634.64	2698.05	2734.91	2759.76	2820.23	2882.43	2901.33	2915.02	2933.97	2950.71	2949.20	2979.52	3128.18	3116.14			
0.3	2484.92	2636.35	2699.18	2735.85	2761.12	2820.16	2881.55	2899.79	2912.78	2931.26	2947.88	2945.48	2974.53	3128.07	3123.83			
0.325	2477.71	2638.00	2700.64	2737.22	2763.09	2820.81	2881.06	2898.72	2911.04	2929.03	2945.47	2942.21	2969.96	3127.90	3131.26			
0.35	2470.07	2639.54	2702.41	2739.01	2765.59	2822.11	2880.97	2898.13	2909.82	2927.29	2943.52	2939.43	2965.89	3127.66	3138.38			
0.375	2462.06	2640.93	2704.45	2741.19	2768.54	2823.98	2881.29	2898.00	2909.13	2926.05	2942.01	2937.16	2962.39	3127.30	3145.19			
0.4	2453.70	2642.15	2706.75	2743.75	2771.89	2826.33	2882.03	2898.34	2908.97	2925.33	2940.96	2935.42	2953.55	3126.79	3151.66			
0.425	2445.03	2643.15	2709.26	2746.67	2775.62	2829.13	2883.20	2899.16	2909.34	2925.14	2940.37	2934.25	2957.45	3126.07	3157.75			
0.45	2446.07	2643.94	2711.97	2749.92	2779.68	2832.32	2884.78	2900.44	2910.23	2925.48	2940.24	2933.67	2956.16	3125.09	3163.42			
0.475	2426.82	2644.48	2714.84	2753.48	2784.06	2835.88	2886.78	2902.19	2911.63	2926.34	2940.57	2933.71	2955.74	3123.85	3168.63			
0.5	2417.31	2644.77	2717.84	2757.32	2788.73	2839.78	2889.19	2904.40	2913.52	2927.71	2941.36	2934.34	2956.22	3122.46	3173.31			
0.525	2407.54	2644.80	2720.35	2761.44	2793.67	2844.01	2891.99	2907.04	2915.89	2929.57	2942.61	2935.55	2957.60	3121.27	3177.39			
0.55	2397.51	2644.56	2724.14	2765.79	2798.87	2848.55	2895.19	2910.11	2918.72	2931.90	2944.30	2937.30	2953.85	3120.88	3180.74			
0.575	2387.24	2644.05	2727.39	2770.37	2804.31	2853.38	2898.77	2913.60	2921.99	2934.68	2946.43	2939.57	2962.89	3121.69	3163.21			
0.6	2376.71	2643.25	2730.67	2775.14	2809.97	2858.49	2902.71	2917.48	2925.67	2937.89	2948.99	2942.35	2966.66	3123.41	3184.53			

# What is data?

# Definition of Data

Data is a collection of discrete values that convey information, describing quantity, quality, fact, statistics, other basic units of meaning, or simply sequences of symbols that may be further interpreted.

<https://en.wikipedia.org/wiki/Data>

**Population:** the set of objects you are interested in.

**Variables:** A measurement or characteristic of an item.

- **Qualitative:** Country of origin, sex, treatment
- **Quantitative:** Height, weight, blood pressure

# What do data look like?

```
@HWI-EAS121:4:100:1783:550#0/1
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@HWI-EAS121:4:100:1783:1611#0/1
GGGTGGGCATTCCACTCGCAGTATGGGTTGCCGCACGACAGGCAGCGGTCAGCCTGCGCTTGGCCTGGCCTCGGAAA
+HWI-EAS121:4:100:1783:1611#0/1
a``^`\_` ````^a``^a_ ^_ ]a_ ]\]`a_____` -^` ]X] _XTV_\]]NX_XVX] ]_TTTG[VTHPN]VFDZ
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+HWI-EAS121:4:100:1783:207#0/1
abba`Xa\``\`aa]ba_bba[a_O a`aa`aa`a]^V]X_a^YS\R\_H_[]\ZTDUZZUSOPX] ]POP\GS\WSHHD
@HWI-EAS121:4:100:1783:455#0/1
GGGTAATTCAAGGGACAATGTAATGGCTGCACAAAAAAATACATCTTCATGTTCCATTGCACCATTGACAAATACATATT
+HWI-EAS121:4:100:1783:455#0/1
abb_babbabaabbbbbbbbbbba`b`\abbabbabbabbbaabbbbb`bb`ab_O_bab_Q_bbabaa_a
@HWI-EAS121:4:100:1783:183#0/1
CCCTGGGAGATCGGAAGAGCGGTTCAGCAGGAATGCCGAGACCGATATCGTATGCCGTCTGCTTAAATAAAAAAAA
```

# What do data look like?

XML

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  <book id="bk101">
    <author>Gambarella, Matthew</author>
    <title>XML Developer's Guide</title>
    <genre>Computer</genre>
    <price>44.95</price>
    <publish_date>2000-10-01</publish_date>
    <description>An in-depth look at creating applications
      with XML.</description>
  </book>
  <book id="bk102">
    <author>Ralls, Kim</author>
    <title>Midnight Rain</title>
    <genre>Fantasy</genre>
    <price>5.95</price>
    <publish_date>2000-12-16</publish_date>
    <description>A former architect battles corporate zombies,
      an evil sorceress, and her own childhood to become queen
      of the world.</description>
  </book>
  <book id="bk103">
    <author>Corets, Eva</author>
    <title>Maeve Ascendant</title>
    <genre>Fantasy</genre>
    <price>5.95</price>
    <publish_date>2000-11-17</publish_date>
    <description>After the collapse of a nanotechnology
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      foundation for a new society.</description>
  </book>
  <book id="bk104">
    <author>Corets, Eva</author>
    <title>Oberon's Legacy</title>
    <genre>Fantasy</genre>
    <price>5.95</price>
    <publish_date>2001-03-10</publish_date>
    <description>In post-apocalypse England, the mysterious
      agent known only as Oberon helps to create a new life
      for the inhabitants of London. Sequel to Maeve
      Ascendant.</description>
  </book>
  ...

```

# What do data look like?

---

```
# Demographics
First Name: Ellen
Last Name: Ross
Gender: Female
Marital Status: Married
Religious Affiliation: Christian
Ethnicity: Asian
Language Spoken: English
Address: 17 Daws Road, Portland, OR 97006
Telephone: 415-555-1229
Birthday: March 7, 1960

# Guardian
Role: Sister
First Name: Martha
Last Name: Shan
Address: 1357 Amber Drive, Beaverton, OR 97006
Telephone: 816-276-6909

# Provider
Name of Provider: Ashby Medical Center
Address: 1002 Healthcare Dr, Portland, OR 97266
Telephone: 415-555-1200

# Allergies
Allergy Name: Penicillin
Reaction: Hives
Severity: Moderate to severe

Allergy Name: Codeine
Reaction: Shortness of Breath
Severity: Moderate

Allergy Name: Bee Stings
Reaction: Anaphylactic Shock
Severity: Severe

# Immunizations
Date: May 2001
Immunization Name: Influenza virus vaccine, IM
Type: Intramuscular injection
Dose Quantity (value / unit): 50 / mcg
Education/Instructions: Possible flu-like symptoms for three days

Date: April 2000
Immunization Name: Tetanus and diphtheria toxoids, IM
Type: Intramuscular injection
Dose Quantity (value / unit) 50 / mcg
```

# What do data look like?



Download from  
**Dreamstime.com**

This watermarked comp image is for previewing purposes only.



ID 46520920

Farinoza | Dreamstime.com

# What do data look like?

The screenshot shows a SoundCloud page for the user 'uncoolbob aka DarwinTunes'. The main content is a set titled 'DarwinTunes' which has been active for 7 years. The page features a large waveform visualization at the top left and a detailed phylogenetic tree graphic at the top right. Below the main title, there are social sharing buttons for 'Like', 'Repost', and 'Share'. A circular profile picture of a plant is displayed next to the user's name. A call-to-action box encourages users to follow the user and creates a SoundCloud account. A descriptive text block explains that the audio snapshots come from DarwinTunes.org and provides a link to game.darwintunes.org. On the right side of the page, a sidebar lists 'Playlists from this user' with three entries: 'Sunday Sessions with Roo:Bass and...' (83 tracks), 'Discovery Festival 2013' (8 tracks), and 'uncoolbob's #DarwinTracks' (7 tracks). At the bottom, a footer bar includes links for privacy policy and a progress bar for the current track.

<https://soundcloud.com/uncoolbob/sets/darwintunes>

# What do data look like?

 DATA.GOV

DATA TOPICS ▾ RESOURCES STRATEGY DEVELOPERS CONTACT

Data.gov users! We welcome your [suggestions](#) for improving Data.gov and federal open data.

## The home of the U.S. Government's open data

Here you will find data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and [more](#).

For information regarding the Coronavirus/COVID-19, please visit [Coronavirus.gov](#).

**GET STARTED**  
SEARCH OVER [335,221 DATASETS](#)

*Health Care Provider Charge Data* 

# What do data look like?

The screenshot shows the homepage of the data.gov.sk website. At the top, there is a navigation bar with links for 'Change the contrast', 'Home', 'About us', 'Help', 'Contact', and 'Slovensky'. On the left, there is a logo for the Slovakian government and a 'Datasets' link. A search bar is located in the center. Below the search bar, it says '3,300 datasets found' and 'Order by: Last Modified'. There are several cards displaying dataset titles: 'Vestník verejného obstarávania október 2023' (with XML link), 'Zoznam tlačí pre 9. volebné obdobie' (with JSON link), and 'Programy schôdzí 9. volebného obdobia'. On the right side, there are sections for 'Account info', 'Log in', 'Datasets', 'Organizations', 'Applications', 'Tools', and 'Services' (which includes links for proposal submission, amendment of published data, and application registration). A 'Useful links' section is also present at the bottom right.

https://data.gov.sk/en/dataset

# What do data look like? Rarely

Object Number,Is Highlight,Is Timeline Work,Is Public Domain,Object ID,Gallery Number,Department,Accession Year,Object Name,Title,Culture,Period,Dynasty,Reign,Portfolio,Constituent ID,Artist Role,Artist Prefix,Artist Display Name,Artist Display Bio,Artist Suffix,Artist Alpha Sort,Artist Nationality,Artist Begin Date,Artist End Date,Artist Gender,Artist ULAN,Artist Wikidata URL,Object Date,Object Begin Date,Object End Date,Medium,Dimensions,Credit Line,Geography Type,City,State,County,Country,Region,Subregion,Locale,Locus,Excavation,River,Classification,Rights and Reproduction,Link Resource,Object Wikidata URL,Metadata Date,Repository,Tags,Tags AAT URL,Tags Wikidata URL																																																																																		
1979.486.1	False	False	False	1,,The American Wing,1979,Coin,One-dollar Liberty Head Coin,,,16429,Maker,"",James Barton Longacre,"American, Delaware County, Pennsylvania 1794-1869 Philadelphia, Pennsylvania",,"Longacre, James Barton",American,1794	,1869	,http://vocab.getty.edu/page/ulan/500011409,https://www.wikidata.org/wiki/Q3806459,1853,1853,1853,Gold,Dimensions	unavailable,"Gift of Heinz L. Stoppelmann, 1979",,,,"Metropolitan Museum of Art, New York, NY",,,																																																																											
1980.264.5	False	False	False	2,,The American Wing,1980,Coin,Ten-dollar Liberty Head Coin,,,107,Maker,"",Christian Gobrecht,1785-1844,"",Gobrecht, Christian",American,1785	,1844	,http://vocab.getty.edu/page/ulan/500077295,https://www.wikidata.org/wiki/Q5109648,1901,1901,1901,Gold,Dimensions unavailable,"Gift of Heinz L. Stoppelmann,	1980",,,,"Metropolitan Museum of Art, New York, NY",,,																																																																											
67.265.9	False	False	False	3,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,		67.265.10	False	False	False	4,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,		67.265.11	False	False	False	5,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,		67.265.12	False	False	False	6,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,		67.265.13	False	False	False	7,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,Birds Coins,http://vocab.getty.edu/aat/300266506 http://vocab.getty.edu/page/aat/300037222,https://www.wikidata.org/wiki/Q5113 https://www.wikidata.org/wiki/Q41207		67.265.14	False	False	False	8,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,Eagles Men Profiles,http://vocab.getty.edu/page/aat/300250049 http://vocab.getty.edu/page/aat/300025928 http://vocab.getty.edu/page/aat/300123319,https://www.wikidata.org/wiki/Q2892297 https://www.wikidata.org/wiki/Q8441 https://www.wikidata.org/wiki/Q4382010		67.265.15	False	False	False	9,,The American Wing,1967,Coin,Two-and-a-Half Dollar Coin,,,1909-27,1909,1927,Gold,Diam. 11/16 in. (1.7 cm),"Gift of C. Ruxton Love Jr., 1967",,,,"Metropolitan Museum of Art, New York, NY",,,		1979.486.3	False	False	False	10,,The American Wing,1979,Coin,Two-and-a-half-dollar Indian Head Coin,,,108,Maker,"",Bela Lyon Pratt,1867-1917,"",Pratt, Bela Lyon",American,1867	,1917	,http://vocab.getty.edu/page/ulan/500095555,https://www.wikidata.org/wiki/Q4881787,1912,1912,1912,Gold,Dimensions unavailable,"Gift of Heinz L. Stoppelmann,	1979",,,,"Metropolitan Museum of Art, New York, NY",,,	1979.486.2	False	False	False	11,,The American Wing,1979,Coin,Two-and-a-half-dollar Liberty Head Coin,,,107,Maker,"",Christian Gobrecht,1785-1844,"",Gobrecht, Christian",American,1785	,1844	,http://vocab.getty.edu/page/ulan/500077295,https://www.wikidata.org/wiki/Q5109648,1907,1907,1907,Gold,Dimensions unavailable,"Gift of Heinz L. Stoppelmann,	1979",,,,"Metropolitan Museum of Art, New York, NY",,,	1979.486.7	False	False	False	12,,The American Wing,1979,Coin,Twenty-dollar Liberty Head Coin,,,16429,Maker,"",James Barton Longacre,"American, Delaware County, Pennsylvania 1794-1869 Philadelphia, Pennsylvania",,"Longacre, James Barton",American,1794	,1869	,http://vocab.getty.edu/page/ulan/500011409,https://www.wikidata.org/wiki/Q3806459,1876,1876,1876,Gold,Dimensions unavailable,"Gift of Heinz L. Stoppelmann, 1979",,,,"Metropolitan Museum of Art, New York, NY",,,	16.74.49	False	False	False	15,,The American Wing,1916,Coin,"Coin, 1/2 Real",Mexican,,1665-1700,1665,1700,Silver,Diam. 1/2 in. (1.3 cm),"Gift of Mrs. Russell Sage, 1916",Made in,,,Mexico,,,"Metropolitan Museum of Art, New York, NY",,,		16.74.27	False	False	False	16,,The American Wing,1916,Peso,"Coin, 1/4 Peso",Mexican,,1800-1900,1800,1900,Bronze or copper,Diam. 1 1/8 in. (2.9 cm),"Gift of Mrs. Russell Sage, 1916",Made in,,,Mexico,,,"Metropolitan Museum of Art, New York, NY",,,		16.74.28	False	False	False	17,,The American Wing,1916,Peso,"Coin, 1/4 Peso",Mexican,,1867,1867,1867,Bronze or copper,Diam. 1 1/8 in. (2.9 cm),"Gift of Mrs. Russell Sage, 1916",Made in,,,Mexico,,,"Metropolitan Museum of Art, New York, NY",,,	

<https://github.com/metmuseum/openaccess>, <https://www.kaggle.com/metmuseum/the-metropolitan-museum-of-art-open-access>

# What do data look like? Rarely

## The Metropolitan Museum of Art Open Access

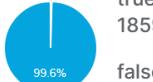
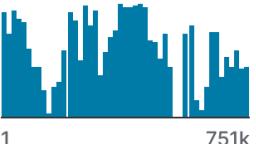
Data Card    Code (5)    Discussion (0)

◀ 40

New Notebook

Download (26 MB)



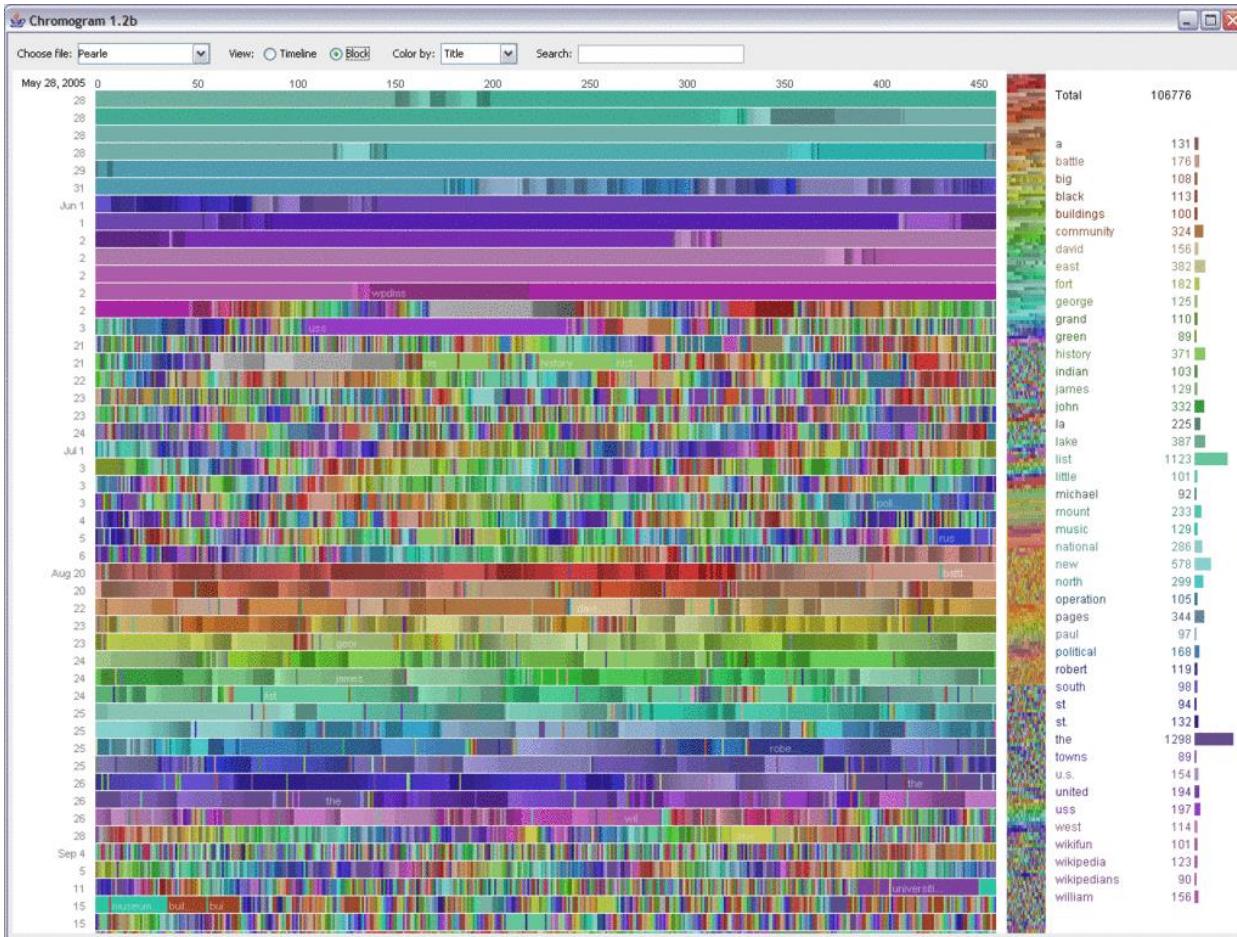
▲ Object Number	▀	✓ Is Highlight	▀	✓ Is Public Domain	▀	☞ Object ID	▀	▲ Department
<b>445627</b> unique values		 true 1859 0% false 446k 100%		 true 202k 45% false 246k 55%				Drawings and Prints European Sculpture... Other (251230)
1979.486.1		False		False		1		American Decorati... Arts
1980.264.5		False		False		2		American Decorati... Arts
67.265.9		False		False		3		American Decorati... Arts
67.265.10		False		False		4		American Decorati... Arts
67.265.11		False		False		5		American Decorati... Arts
67.265.12		False		False		6		American Decorati... Arts
67.265.13		False		False		7		American Decorati... Arts
67.265.14		False		False		8		American Decorati... Arts
67.265.15		False		False		9		American Decorati... Arts

### Summary

▶ 1 file

# The data is the second most important thing

- The most important thing in data science is the question
- The second most important is the data
- Often the data will limit or enable the questions
- **But having data can't save you if you don't have a question**



# What about Big Data?

Author: Fernanda B. Viégas - User activity on Wikipedia, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=10090013>

# Big data statistics

- The average person generates **1.7 MB of data per second.**
- The world has **94 zettabytes** of data as of 2022.
- **97.2% of businesses** are investing in big data and AI.
- The average company analyzes **37-40%** of its data.
- Companies that use big data solutions increase profits by an average of **8%**.
- The global big data market value is more than **\$56 billion** by annual revenue.

# Zettabyte era

- A zettabyte is a measure of storage capacity and is 2 to the 70th power bytes, also expressed as 10<sup>21</sup> (1,000,000,000,000,000,000 bytes) or 1 sextillion bytes.
- One Zettabyte is approximately equal to a thousand Exabytes, a billion Terabytes, or a trillion Gigabytes.

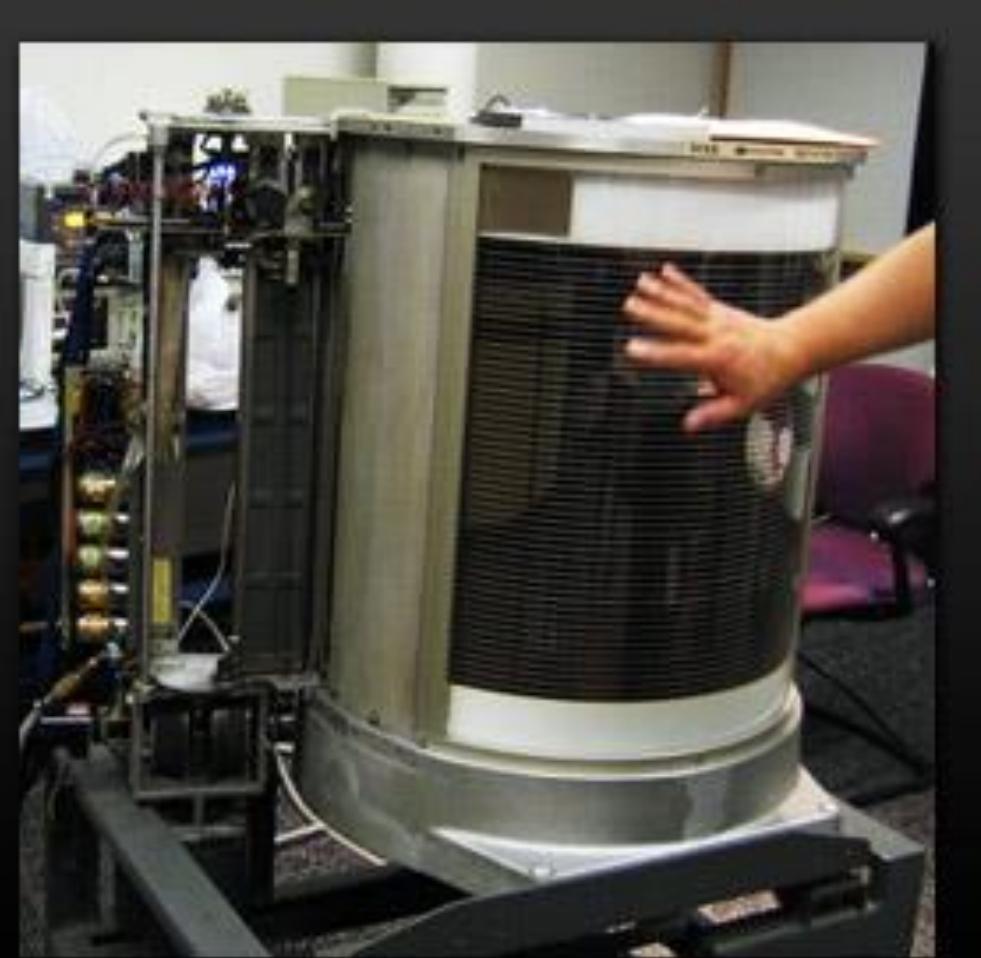
**If each Gigabyte in a Zettabyte were a brick, 258 Great Walls of China (made of 3,873,000,000 bricks) could be built.**



# So what about big data?



# Depends on your perspective



# Why big data now?

## An Experimental Study of the Small World Problem\*

JEFFREY TRAVERS

Harvard University

AND

STANLEY MILGRAM

The City University of New York

*Arbitrarily selected individuals ( $N=296$ ) in Nebraska and Boston are asked to generate acquaintance chains to a target person in Massachusetts, employing “the small world method” (Milgram, 1967). Sixty-four chains reach the target person. Within this group the mean number of intermediaries between starters and targets is 5.2. Boston starting chains reach the target*

# Why big data now?

arXiv.org > physics > arXiv:0803.0939

Search or A

Physics > Physics and Society

## Planetary-Scale Views on an Instant-Messaging Network

Jure Leskovec, Eric Horvitz

(Submitted on 6 Mar 2008)

We present a study of anonymized data capturing a month of high-level communication activities within the whole of the Microsoft Messenger instant-messaging system. We examine characteristics and patterns that emerge from the collective dynamics of large numbers of people, rather than the actions and characteristics of individuals. The dataset contains summary properties of 30 billion conversations among 240 million people. From the data, we construct a communication graph with 180 million nodes and 1.3 billion undirected edges, creating the largest social network constructed and analyzed to date. We report on multiple aspects of the dataset and synthesized graph. We find that the graph is well-connected and robust to node removal. We investigate on a planetary-scale the oft-cited claim that people are separated by ``six degrees of separation'' and find that the average path length among Messenger users is 6.6. We also find that people tend to communicate more with each other when they have similar age, language, and location, and that cross-gender conversations are both more frequent and of longer duration than conversations with the same gender.

# Big or small - you need the right data

The screenshot shows a web browser window with the following details:

- Title Bar:** "Don't use Hadoop - your d" (partially visible)
- Address Bar:** "www.chrisstucchio.com/blog/2013/hadoop\_hatred.html"
- Content Area:**
  - Header:** "Chris Stucchio" (orange text) and navigation links: Home, Blog, Code, Work.
  - Post Title:** "Don't use Hadoop - your data isn't that big"
  - Post Details:** "Posted: Mon, 16 Sep 2013"
  - Tags:** "big data, buzzwords, hadoop"
  - Social Sharing:** Buttons for Twitter ("Follow @stucchio", "Tweet", 2,169), Facebook ("Like", "Share", 1,055 likes), Google+ ("g+1", +537), and RSS feed.
  - Text Content:**

"So, how much experience do you have with Big Data and Hadoop?" they asked me. I told them that I use Hadoop all the time, but rarely for jobs larger than a few TB. I'm basically a big data neophyte - I know the concepts, I've written code, but never at scale.

The next question they asked me. "Could you use Hadoop to do a simple group by and sum?" Of course I could, and I just told them I needed to see an example of the file format.

[http://www.chrisstucchio.com/blog/2013/hadoop\\_hatred.html](http://www.chrisstucchio.com/blog/2013/hadoop_hatred.html)

# **Big or small - you need the right data**

*“The data may not contain the answer. The combination of some data and an aching desire for an answer does not ensure that a reasonable answer can be extracted from a given body of data...”*

***John Tukey***

*“...no matter how big the data are.”*

***Jeff Leek***



# Experimental Design

# Why you should care - an exciting result!

## Genomic signatures to guide the use of chemotherapeutics

Anil Potti<sup>1,2</sup>, Holly K Dressman<sup>1,3</sup>, Andrea Bild<sup>1,3</sup>, Richard F Riedel<sup>1,2</sup>, Gina Chan<sup>4</sup>, Robyn Sayer<sup>4</sup>, Janel Cragun<sup>4</sup>, Hope Cottrill<sup>4</sup>, Michael J Kelley<sup>2</sup>, Rebecca Petersen<sup>5</sup>, David Harpole<sup>5</sup>, Jeffrey Marks<sup>5</sup>, Andrew Berchuck<sup>1,6</sup>, Geoffrey S Ginsburg<sup>1,2</sup>, Phillip Febbo<sup>1,2,3</sup>, Johnathan Lancaster<sup>4</sup> & Joseph R Nevins<sup>1,2,3</sup>

**Using *in vitro* drug sensitivity data coupled with Affymetrix microarray data, we developed gene expression signatures that predict sensitivity to individual chemotherapeutic drugs. Each signature was validated with response data from an independent set of cell line studies. We further show that many of these signatures can accurately predict clinical response in individuals treated with these drugs. Notably, signatures developed to predict response to individual agents, when combined, could also predict response to multidrug regimens. Finally, we integrated the chemotherapy response signatures with signatures of oncogenic pathway deregulation to identify new therapeutic strategies that make use of all available drugs. The development of gene expression profiles that can predict response to**

### ARTICLE LINKS

- ▶ Supplementary info

### ARTICLE TOOLS

- ✉ Send to a friend
- ✉ Export citation
- ✉ Export references
- ✉ Rights and permissions
- ✉ Order commercial reprints

### SEARCH PUBMED FOR

- ▶ Anil Potti
- ▶ Holly K Dressman
- ▶ Andrea Bild
- ▶ Richard F Riedel
- ▶ Gina Chan
- ▶ Robyn Sayer

# Why you should care - uh oh!

---

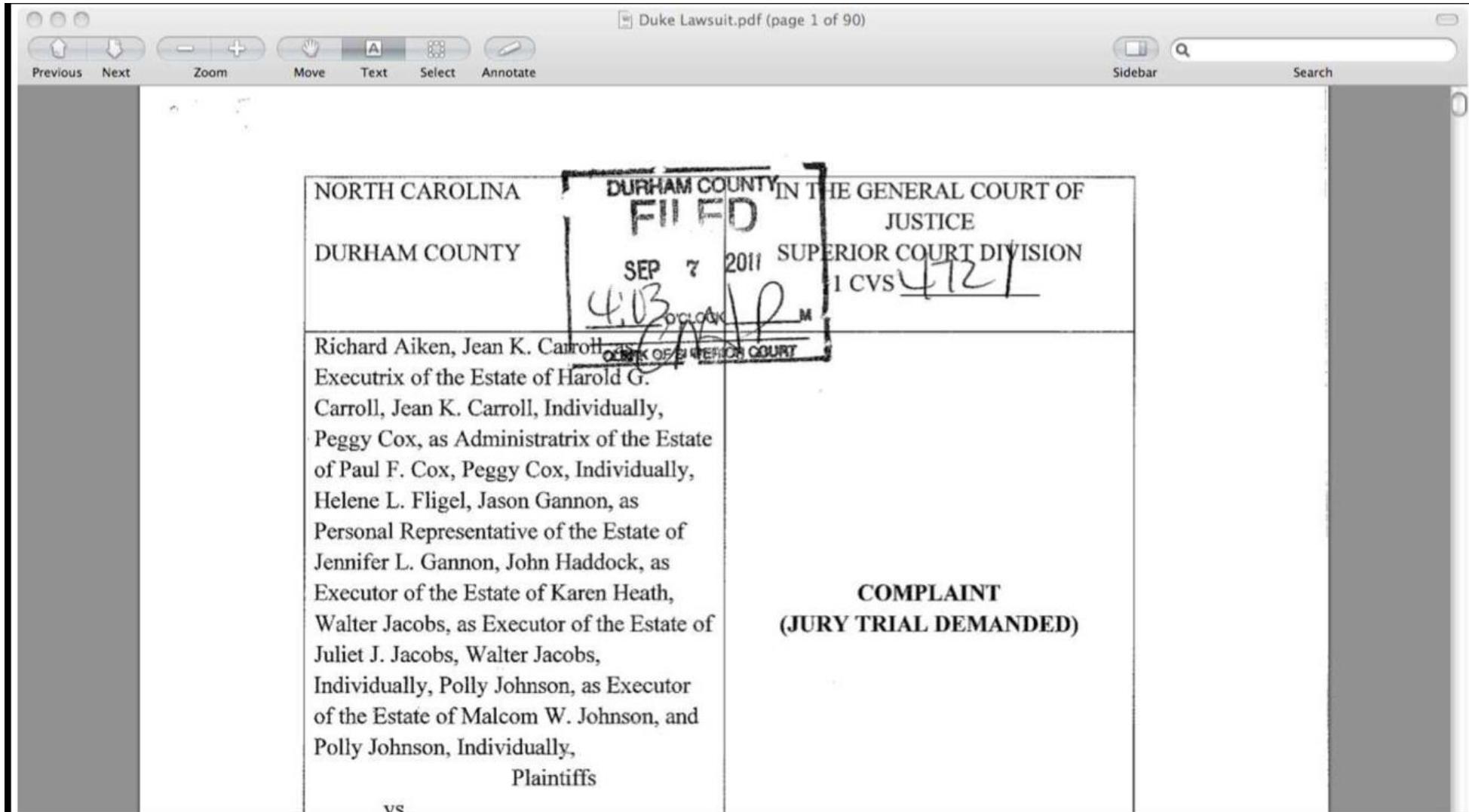
## DERIVING CHEMOSENSITIVITY FROM CELL LINES: FORENSIC BIOINFORMATICS AND REPRODUCIBLE RESEARCH IN HIGH-THROUGHPUT BIOLOGY

BY KEITH A. BAGGERLY\* AND KEVIN R. COOMBES<sup>†</sup>

*U.T. M.D. Anderson Cancer Center*

High-throughput biological assays such as microarrays let us ask very detailed questions about how diseases operate, and promise to let us personalize therapy. Data processing, however, is often not described well enough to allow for exact reproduction of the results, leading to exercises in “forensic bioinformatics” where aspects of raw data and reported results are used to infer what methods must have been employed. Unfortunately, poor documentation can shift from an inconvenience to an active danger when it obscures not just methods but errors. In this report, we examine several related papers purporting to use microarray-based signatures of drug sensitivity derived from cell lines to predict patient response. Patients in clinical trials are currently being allocated to treatment arms on the basis of these results. However, we show in five case studies that the results incorporate several simple errors that may be putting patients at risk. One theme that emerges is that the most common errors are simple (e.g., row or column offsets); conversely, it is our experience that the most simple errors are common. We then discuss steps we are taking to avoid such errors in our own investigations.

# Why you should care - serious trouble



# Know and care about the analysis plan!

## Abstract

Formula display:  **MathJax** 

## Background

Many groups, including our own, have proposed the use of DNA methylation profiles as biomarkers for various disease states. While much research has been done identifying DNA methylation signatures in cancer vs. normal etc., we still lack sufficient knowledge of the role that differential methylation plays during normal cellular differentiation and tissue specification. We also need thorough, genome level studies to determine the meaning of methylation of individual CpG dinucleotides in terms of gene expression.

## Results

In this study, we have used (insert statistical method here) to compile unique DNA methylation signatures from normal human heart, lung, and kidney using the Illumina Infinium 27 K methylation arrays and compared those to gene expression by RNA sequencing. We have identified unique signatures of global DNA methylation for human heart, kidney and liver, and showed that DNA methylation data can be used to correctly classify various tissues. It indicates that DNA methylation reflects tissue specificity and may play an important role in tissue differentiation. The integrative analysis of methylation and RNA-Seq data showed that gene methylation and its transcriptional levels were comprehensively correlated. The location of methylation markers in terms of distance to transcription start site and CpG island showed no effects on the regulation of gene expression by DNA methylation in normal tissues.

# Have a plan for data and code sharing

A screenshot of a web browser displaying the GitHub homepage. The interface includes a top navigation bar with tabs like 'Dashboard' and 'Search'. Below this is a sidebar titled 'Top Repositories' listing several user profiles. The main content area features a 'Updates to your homepage feed' section with a message from GitHub about combining the Following and For you feeds. It also shows a release for 'derbyjs/derby' (v3.0.0-beta.4) and another for 'v3.0.0-beta.3'. A 'Latest changes' box displays recent commits, and a 'Explore repositories' section is visible at the bottom.

<https://github.com/>

A screenshot of the figshare homepage. The background is a vibrant, colorful molecular model. The figshare logo is at the top left, and a search bar is at the top right. A central call-to-action box contains the text 'store, share, discover research'. Below it, a subtext reads 'get more citations for all of the outputs of your academic research over 80,000 citations of figshare content to date'. A section for 'INSTITUTIONS & PUBLISHERS' is shown. At the bottom, there's a quote 'figshare wants to open scientific data to the world' attributed to WIRED, and a footer with links to 'About', 'Features', 'Tools', etc., and social media icons.

<http://figshare.com/>

# May I recommend?

The screenshot shows a GitHub repository page for 'jtleek/datasharing'. The repository is public and has 560 watchers, 243k forks, and 6.4k stars. It contains 302 issues, 588 pull requests, and 1 branch named 'master'. A recent merge pull request from 'Amherst-Statistics/master' is shown, dated Nov 8, 2016, with 29 commits. The README.md file notes that suggestions were offered to Jeff for the TAS DSS submission. The main content of the README.md is titled 'How to share data with a statistician' and discusses best practices for data sharing. It lists target audiences such as collaborators, students, and junior statistics students. The goals of the guide are to provide instruction on avoiding common pitfalls and delays in data analysis. Contributors are listed at the bottom.

jtleek/datasharing: The Leek group guide to data sharing

**Code** Issues 302 Pull requests 588 Actions Projects Wiki Security Insights

**datasharing** Public Watch 560 Fork 243k Star 6.4k

master 1 branch 0 tags Go to file Add file Code

jtleek Merge pull request #464 from Amherst-Statistics/master ... 101 df97230 on Nov 8, 2016 29 commits

README.md Offered suggestions to Jeff for the TAS DSS submission. 7 years ago

How to share data with a statistician

This is a guide for anyone who needs to share data with a statistician or data scientist. The target audiences I have in mind are:

- Collaborators who need statisticians or data scientists to analyze data for them
- Students or postdocs in various disciplines looking for consulting advice
- Junior statistics students whose job it is to collate/clean/wrangle data sets

The goals of this guide are to provide some instruction on the best way to share data to avoid the most common pitfalls and sources of delay in the transition from data collection to data analysis. The [Leek group](#) works with a large number of collaborators and the number one source of variation in the speed to results is the status of the data when they arrive at the Leek group. Based on my conversations with other statisticians this is true nearly universally.

My main feeling is that statisticians should be able to handle the data in whatever state they receive it as long as

**About**

The Leek group guide to data sharing

Readme Activity 6.4k stars 560 watching 243k forks Report repository

**Releases**

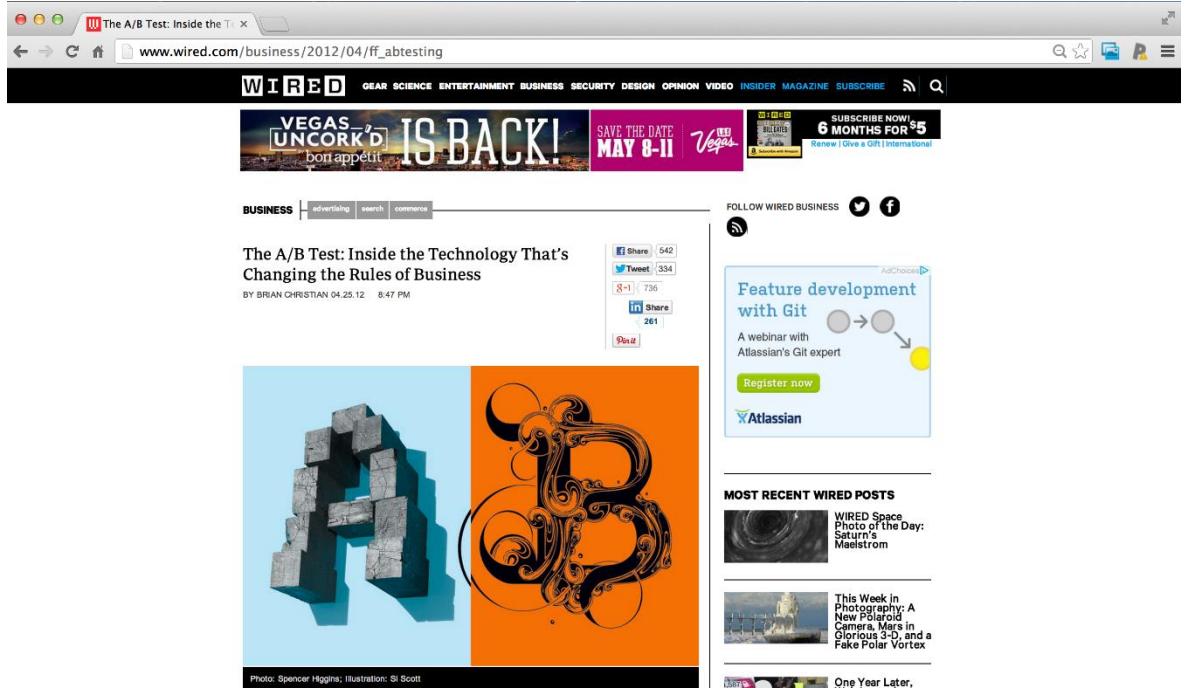
No releases published

**Packages**

No packages published

**Contributors** 10

# Formulate your question in advance

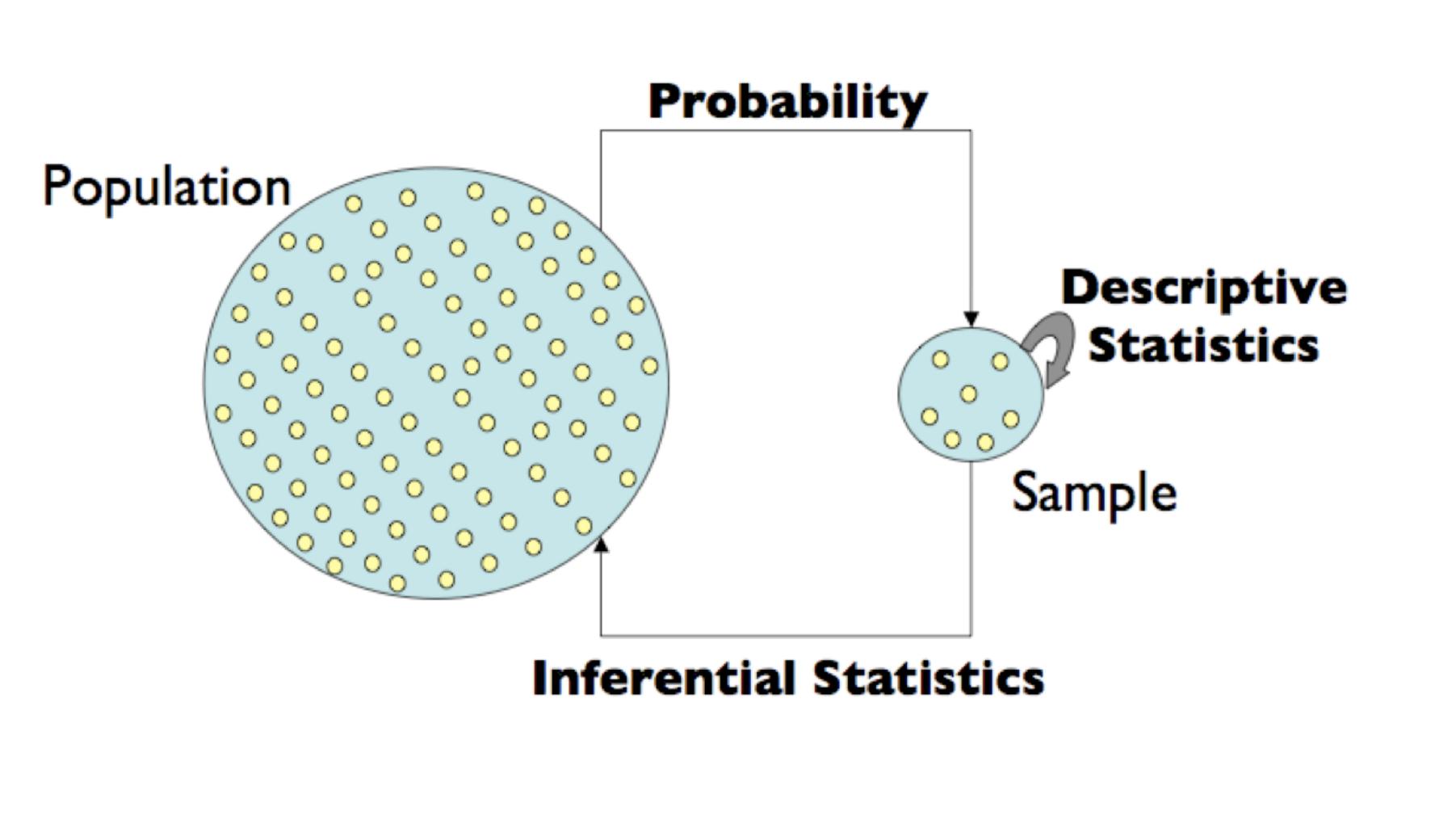


**Question:** Does changing the text on your website improve donations?

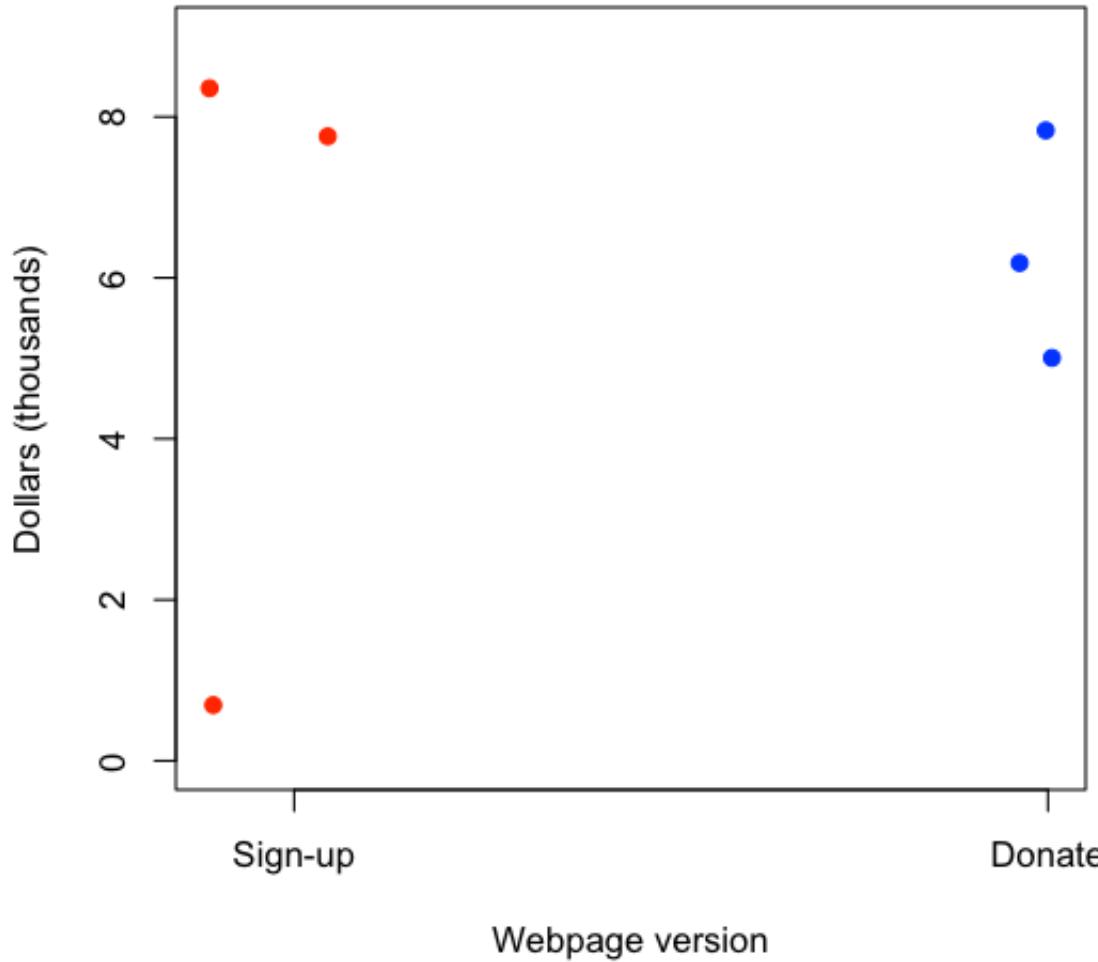
## Experiment:

1. Randomly show visitors one version or the other
2. Measure how much they donate
3. Determine which is better

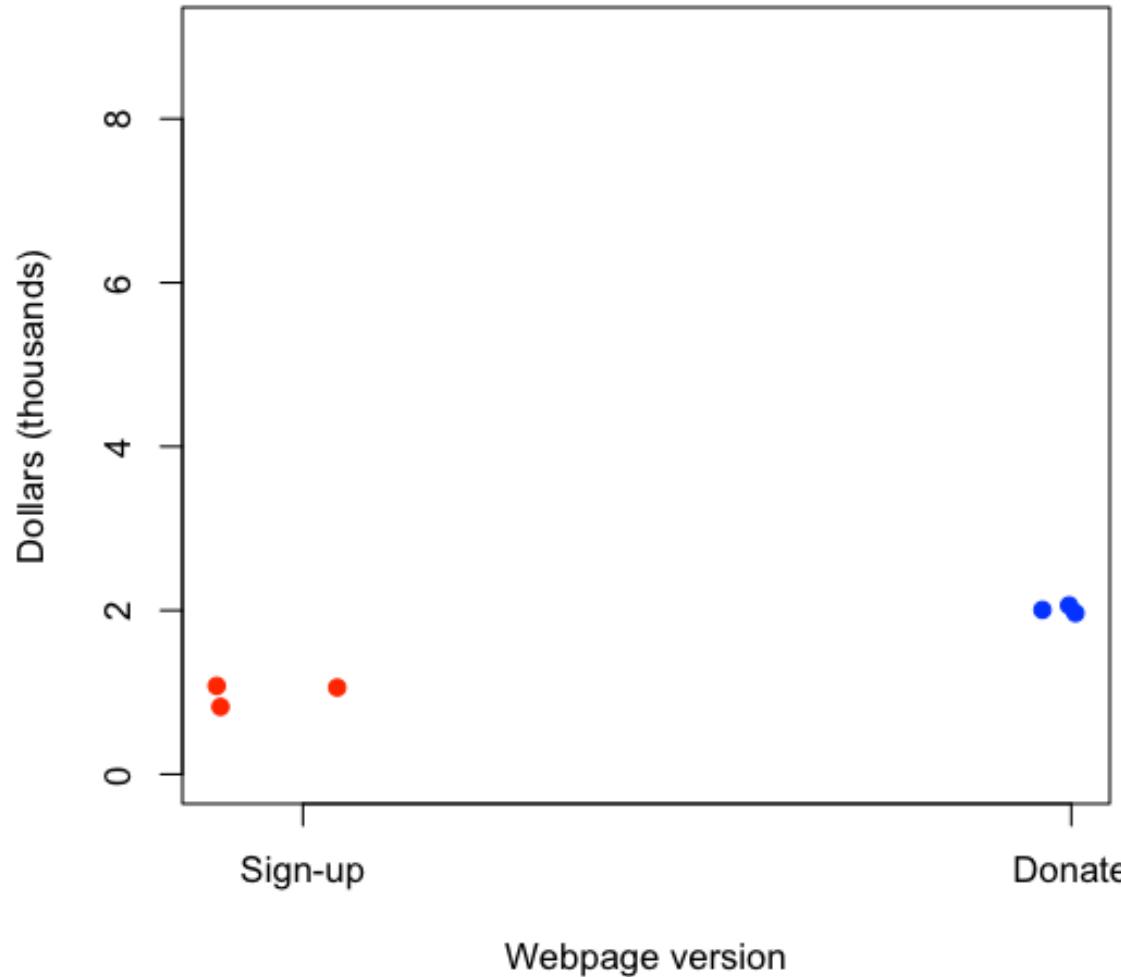
# Statistical inference



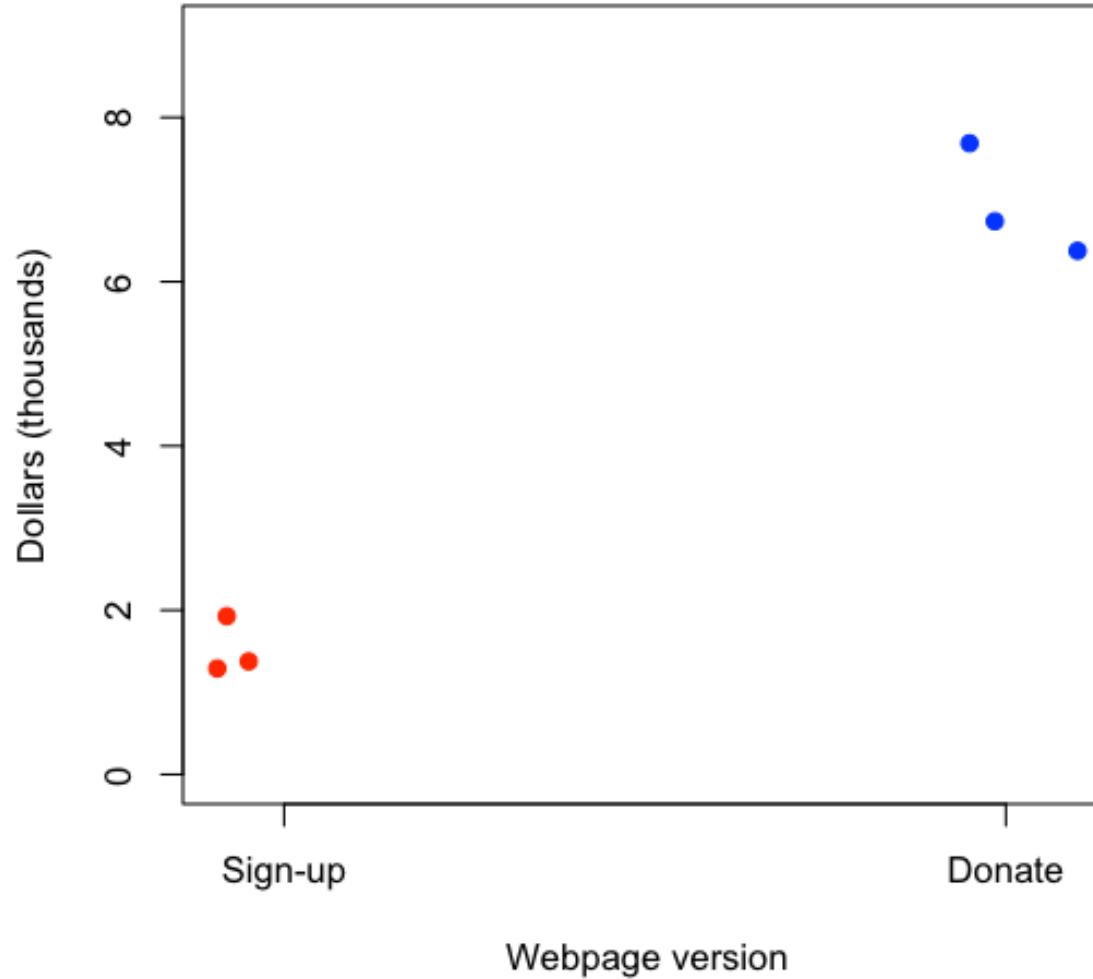
# Variability - Scenario 1



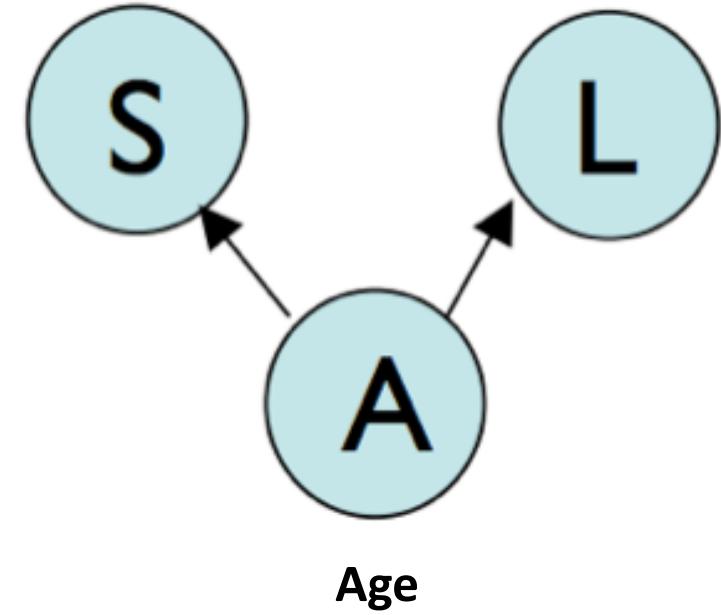
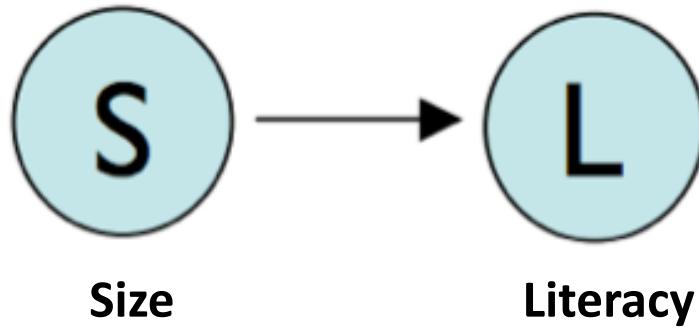
# Variability (варіативність) - Scenario 2



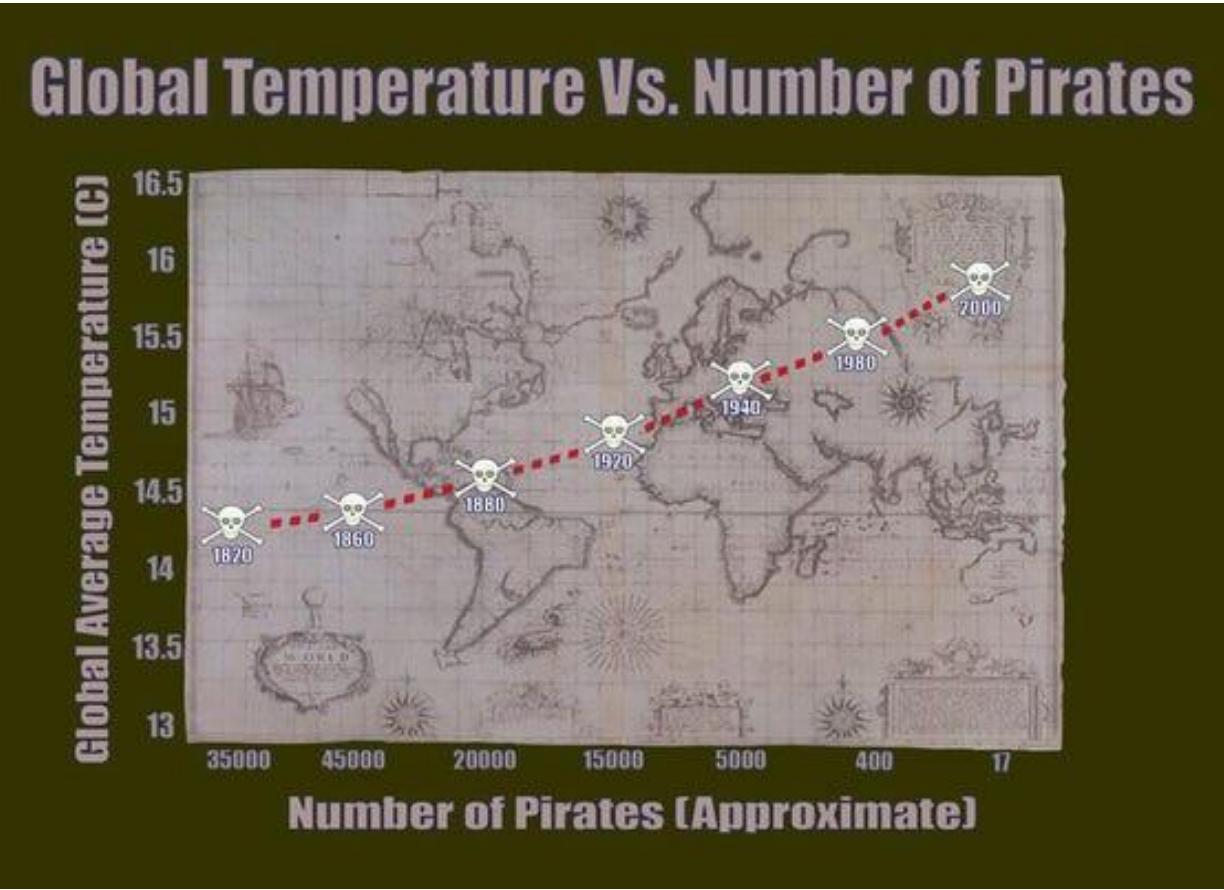
# Variability (варіативність) - Scenario 3



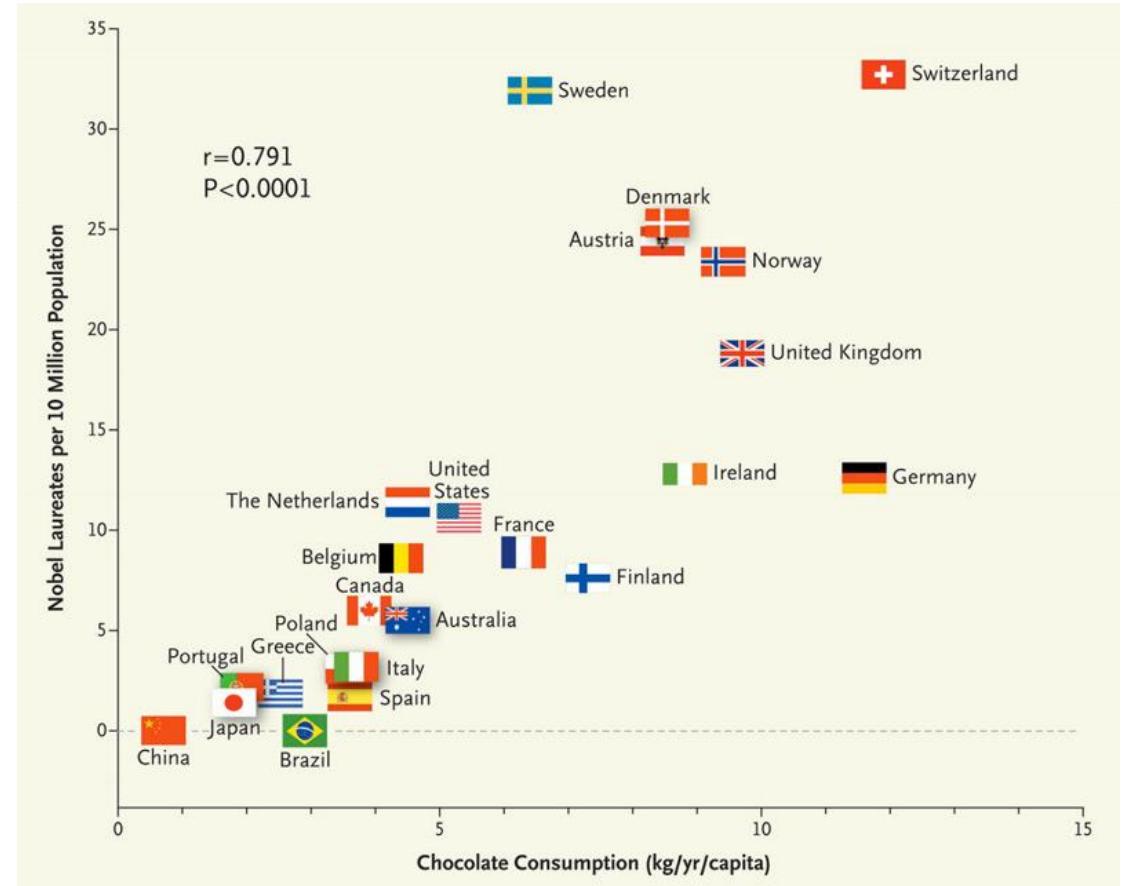
# Confounding (спотворювання)



# Correlation is not causation\*



<https://www.forbes.com/sites/erikaandersen/2012/03/23/true-fact-the-lack-of-pirates-is-causing-global-warming/?sh=de2ac883a679>



<http://www.nejm.org/doi/full/10.1056/NEJMoa1211064>

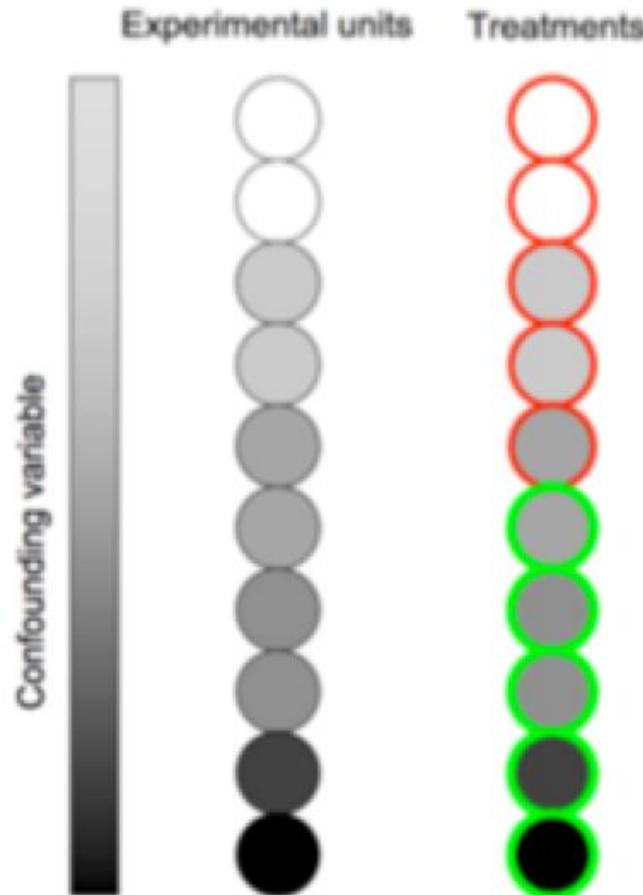
\*Sometimes called spurious correlation

# Randomization and blocking

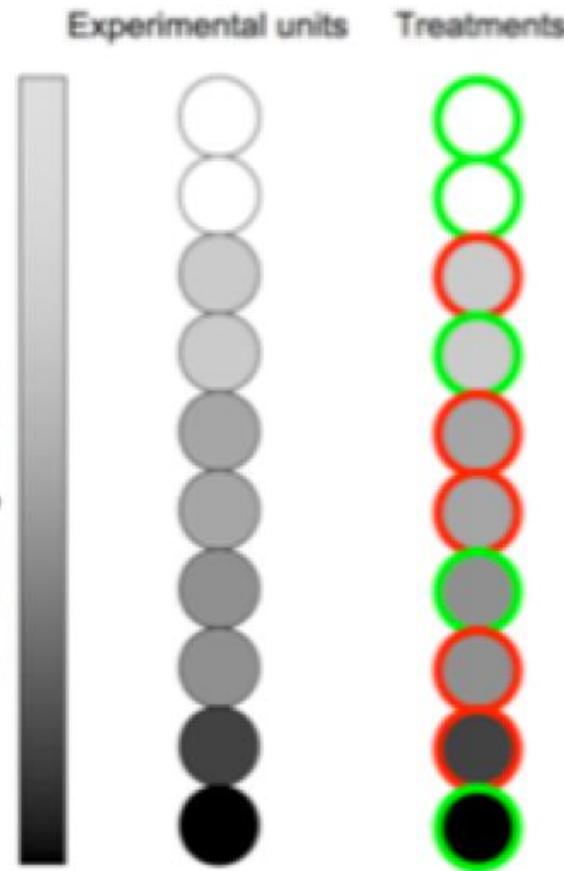
- If you can (and want to) fix a variable  
*Website always says Obama 2012 on it*
- If you don't fix a variable, stratify it
- *If you are testing sign up phrases and have two website colors, use both phrases equally on both.*
- If you can't fix a variable, randomize it

# Why does randomization help?

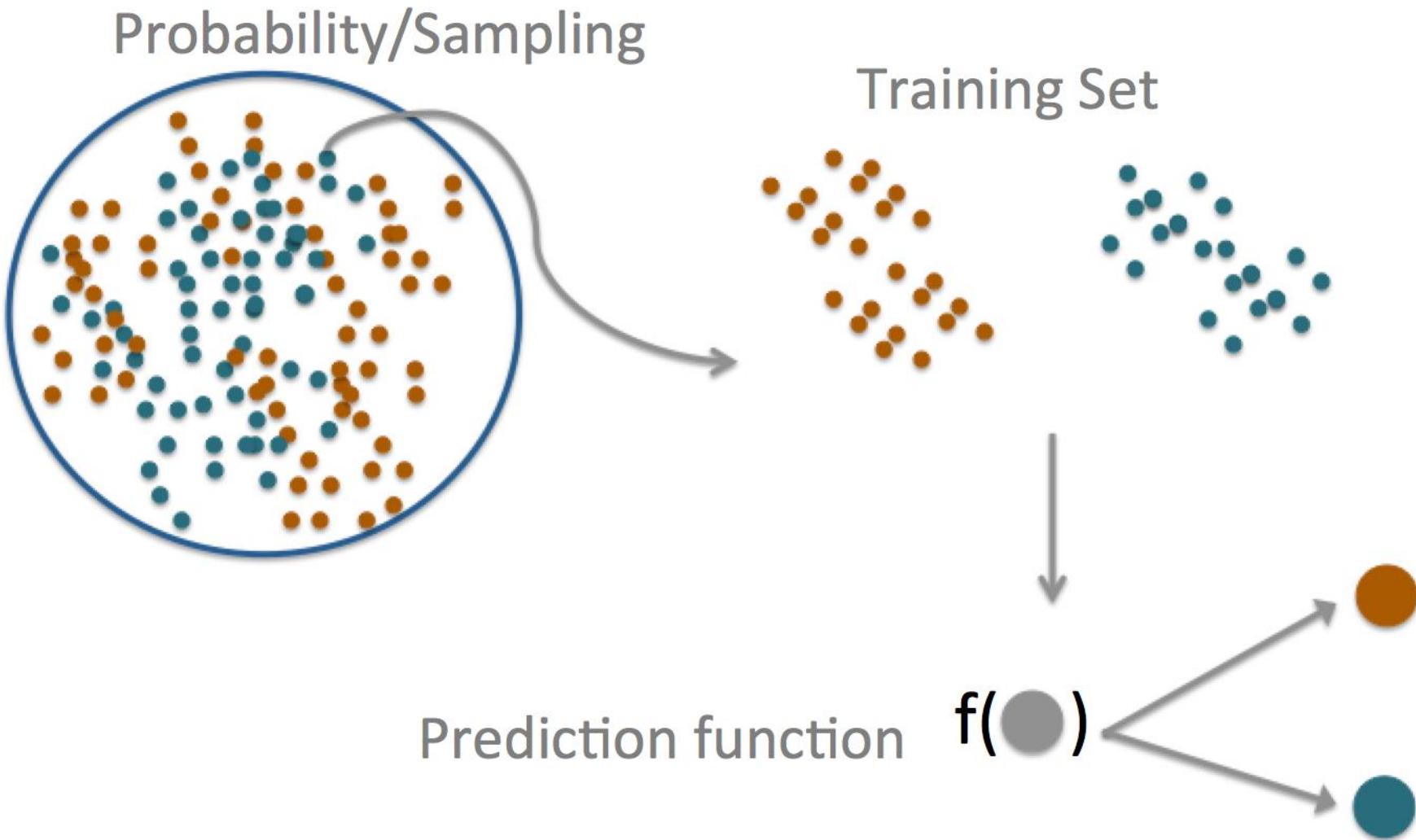
Not Randomized



Randomized



# Prediction



# Prediction versus inference

**Inference:** Use the model to learn about the data generation process.

**Prediction:** Use the model to predict the outcomes for new data points

COME AND SEE  
WHAT TOMORROW  
BRINGS  
|  
HAPPY HOURS:  
AFTER 11 PM  
50% OFF



PREDICTION BASED  
APPROACH

COME AND SEE  
WHAT'S  
GOING ON  
|  
NO  
RETURNS  
POLICY



INFERENCE BASED  
APPROACH

# Prediction key quantities

		DISEASE	
		+	-
TEST	+	TP	FP
	-	FN	TN

**TP – True Positive**  
**FP – False Positive**  
**FN – False Negative**  
**TN – True Negative**

Sensitivity

→  $\Pr(\text{positive test} | \text{disease})$

Specificity

→  $\Pr(\text{negative test} | \text{no disease})$

Positive Predictive Value

→  $\Pr(\text{disease} | \text{positive test})$

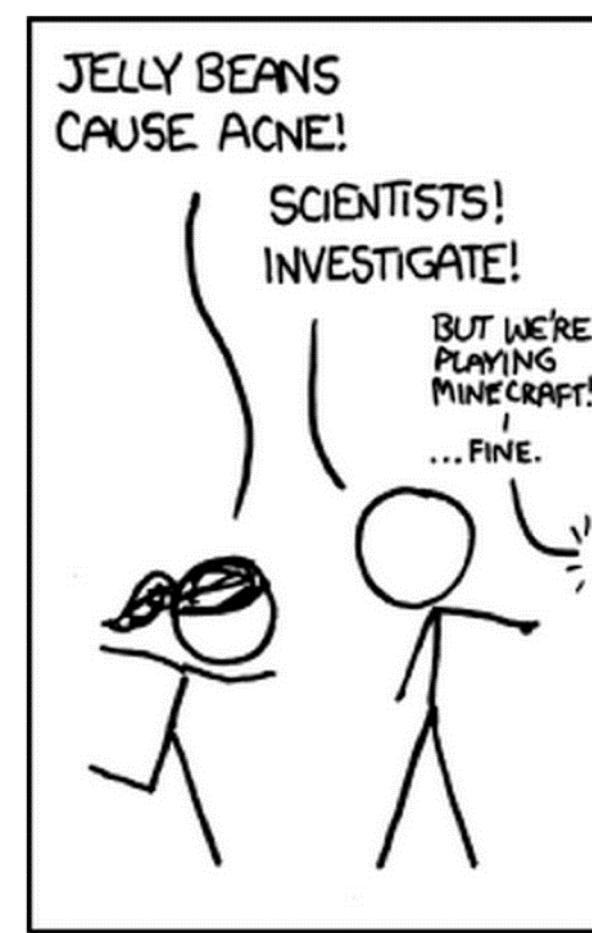
Negative Predictive Value

→  $\Pr(\text{no disease} | \text{negative test})$

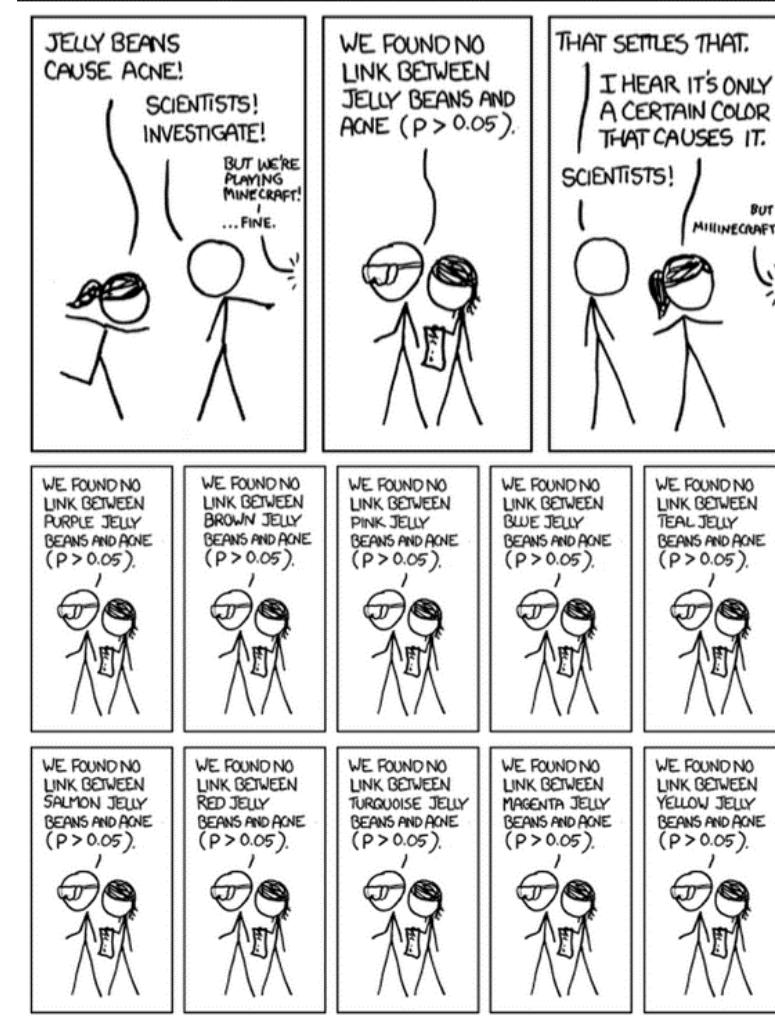
Accuracy

→  $\Pr(\text{correct outcome})$

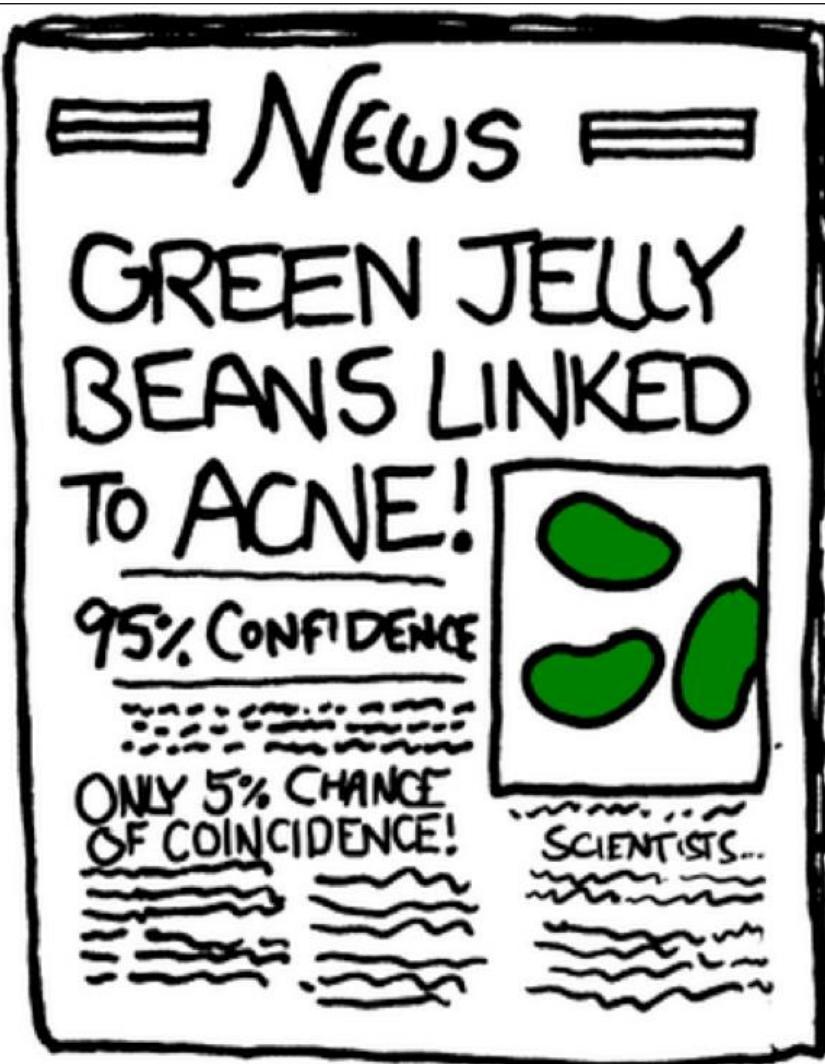
# Beware data dredging



# Beware data dredging



# Beware data dredging



# Summary

- Good experiments
  - Have replication
  - Measure variability
  - Generalize to the problem you care about
  - Are transparent
- Prediction is not inference
  - Both can be important
- Beware data dredging

# References

1. Course materials for the Data Science Specialization:  
<https://www.coursera.org/specialization/jhudatascience/1>  
<https://github.com/DataScienceSpecialization/courses>
2. The Elements of Data Analytic Style. A guide for people who want to analyze data. Jeff Leek. This book is for sale at <http://leanpub.com/dastyle>
3. <https://datascientistinsights.com/2013/01/29/six-types-of-analyses-every-data-scientist-should-know/>