Preface

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last modified: 2020-11-15

A textbook for managers

The target reader for this book is a manager who needs to clearly understand what "data science", "big data", "artificial intelligence" so that they can:

- **leverage** these technologies to improve the efficiency of their existing business,
- **innovate** with new products and services and develop new business guidelines

The promise of this book is to bring you from a starting point with no knowledge of these technical concepts, to a point where you understand the concepts **and** you can develop "data centric" business projects: when "data" contributes to creating value for the customer and all stakeholders.

Is this textbook too technical or too easy for me?

If you are unsure, try this simple test: http://bit.ly/essentials-1-test

→ There are 20 topics you should be comfortable answering. See how you score. If the score is low, you should read first the introductory volume to this series:

"Essentials of data science for managers: Volume 1, from big data to APIs"

The end

Find references for this lesson, and other lessons, here.

This course is made by Clement Levallois.

Discover my other courses in data / tech for business: https://www.clementlevallois.net

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