**Explore: The data career neighborhood**

# **How industries use data science**

Interactive infographic

## **Industries and data science**

### Select the labels in the different parts of the neighborhood to learn how that industry uses data science.

###### **Transportation**

**Ways data is collected**

* Traffic sensors and cameras
* GPS and mapping apps
* Ride sharing apps

**How data professionals use the data**

* Create predictive analytics models
* Analyze the best way to get from one point to the next
* Determine the impact of development projects

###### **Healthcare**

**Ways data is collected**

* Electronic health records
* Personal health tracking devices
* Clinical trial data

**How data professionals use the data**

* Analyze medical imaging
* Predict genetic factors
* Create machine learning experiments to speed development of treatments

###### **Finance**

**Ways data is collected**

* Real-time analytics of spending activity
* Apps for banking and investing
* Electronic payments

**How data professionals use the data**

* Identify fraudulent behavior
* Facilitate payments
* Provide risk management solutions

###### **Retail**

**Ways data is collected**

* Sales data (online or in store)
* Retailer apps
* Customer loyalty programs

**How data professionals use the data**

* Recommend products
* Optimize inventory and pricing
* Market to individual customers

###### **Restaurants**

**Ways data is collected**

* Refrigerator temperature monitoring
* Reservation apps for customers
* Marketing/promotion responses

**How data professionals use the data**

* Monitor ingredients during storage
* Manage inventory and supply chain
* Anticipate staffing needs
* Gain feedback from customers

###### **Utilities**

**Ways data is collected**

* Sensors in pipeline/equipment deliver real-time data
* Drone data
* Interactive meters

**How data professionals use the data**

* Access usage data by both utility and customer
* Improve detection of risks within physical systems
* Reduce service interruptions