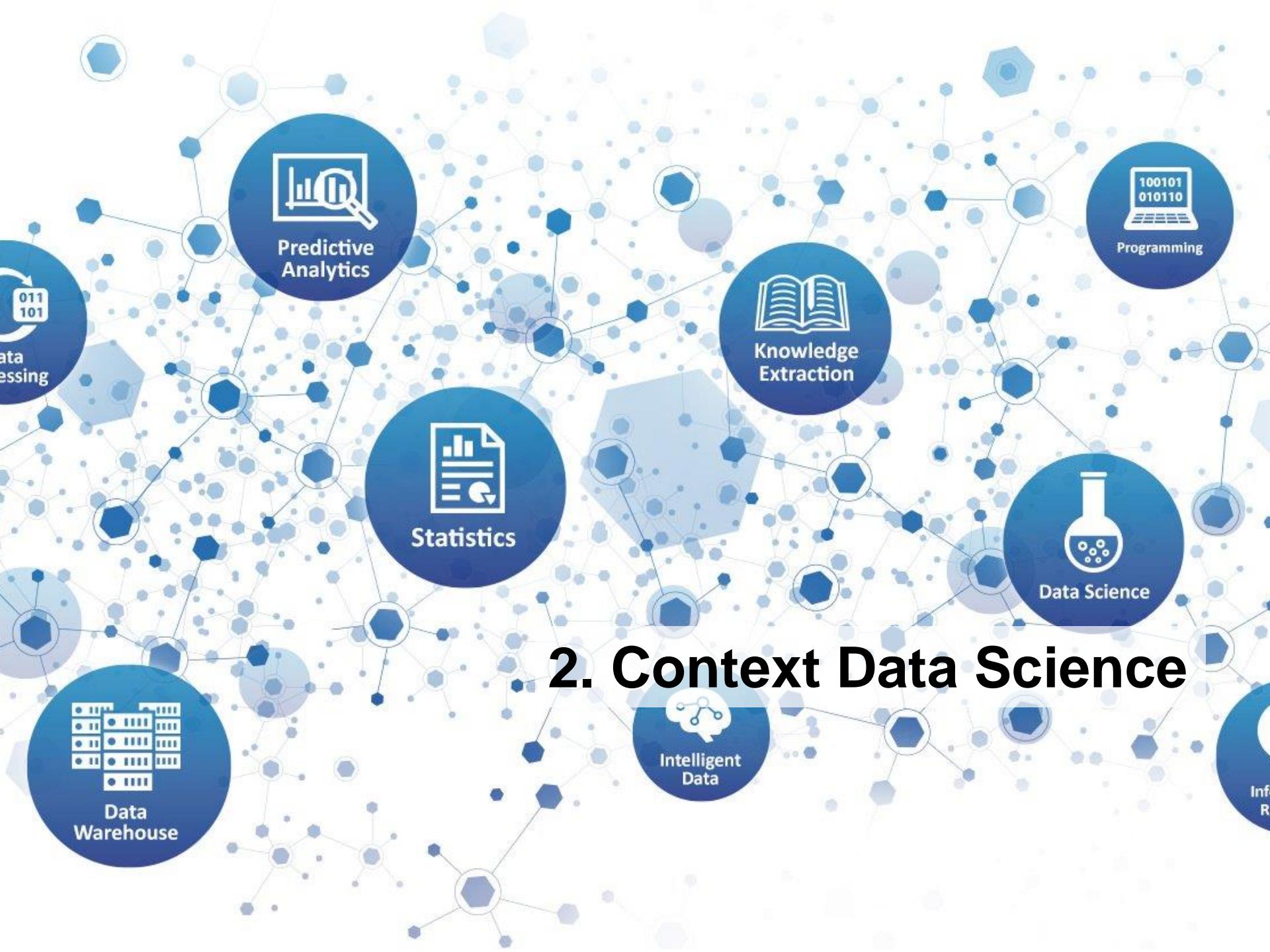




Avoid falling for Bullshit.

Statistical Bullshit, the new norm.

**Develop Critical Thinking &
Data Science Skills.**



2. Context Data Science



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Data Science

Data Science (von englisch *data* „Daten“ und *science* „Wissenschaft“, im Deutschen auch **Datenwissenschaft**) bezeichnet generell die Extraktion von **Wissen** aus Daten.^{[1][2]}

Data Science ist ein interdisziplinäres Wissenschaftsfeld, welches wissenschaftlich fundierte Methoden, Prozesse, Algorithmen und Systeme zur Extraktion von Erkenntnissen, Mustern und Schlüssen sowohl aus strukturierten als auch unstrukturierten Daten ermöglicht^{[3][4]}.

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Data science

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Not to be confused with [information science](#).

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Data Science ist eine Wissenschaft, die sich mit der Extraktion von Wissen aus großen Datenmengen beschäftigt.

ok

Dabei werden **Techniken und Methoden aus der Mathematik, Statistik, Stochastik und Informatik angewandt**.

ok

Früher noch als Synonym für Informatik verwendet, ist **Data Science seit 2001 eine eigene Disziplin**, die man sowohl im Bachelor als auch im Master studieren kann.

?

Grundlagen von Data Science

Die Grundlage dafür, dass **Data Science sich zu einem eigenen Forschungsgebiet etabliert** hat, ist **Big Data**. Durch die zunehmende Digitalisierung der Gesellschaft, den **Aufstieg sozialer Netzwerke und neue Methoden zur Datenerfassung und -speicherung** werden in fast allen Branchen große Datenmengen angesammelt.

ok

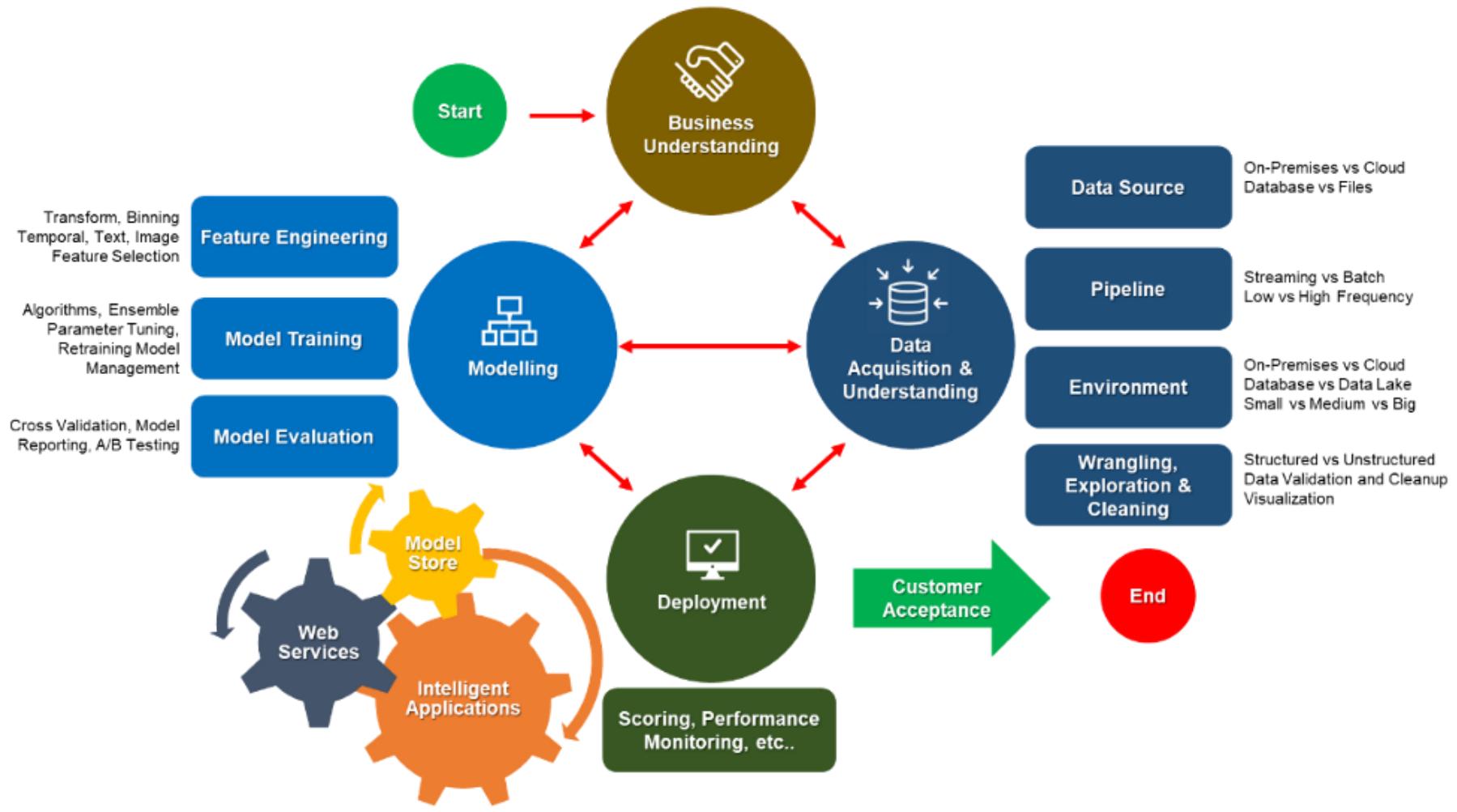
Diese Daten sind **allerdings komplex, schnelllebig und schwach strukturiert**, sodass sich die Aufbereitung und Analyse als schwierig darstellt. An dieser Stelle setzt Data Science an: Mit **verschiedenen Methoden aus der Datenanalyse und Visualisierung** werden die gesammelten Informationen erfasst und die relevanten Informationen extrahiert.

ok

Anschließend können auf **Basis der Wahrscheinlichkeitslehre und Statistik Trends** beobachtet und Prognosen aufgestellt werden. Das ermöglicht es Unternehmen, eine sinnvolle Handlungsstrategie zu finden.

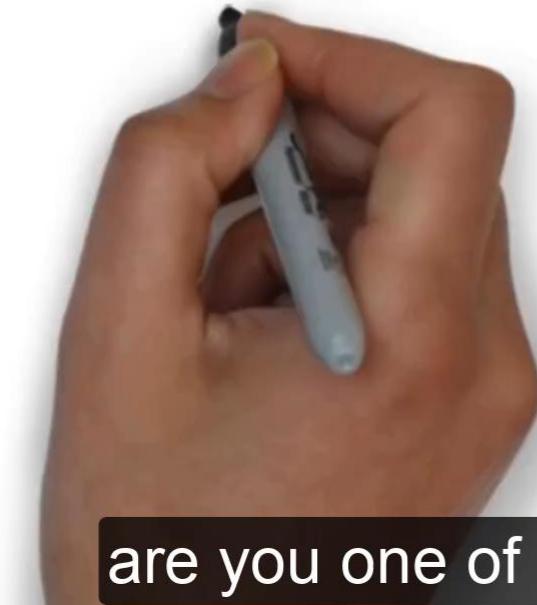
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“The” Data Science Life Cycle



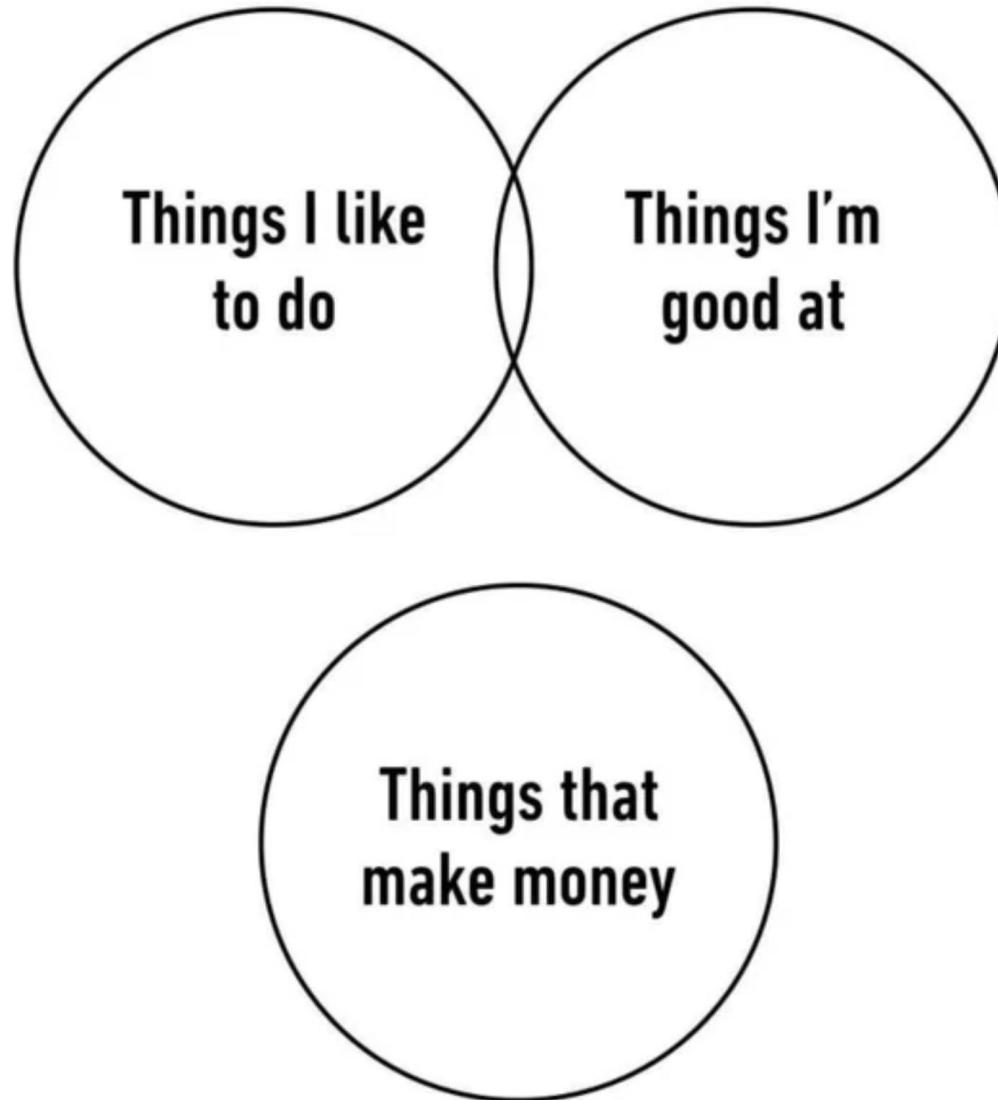
Data Science In 5 Minutes...

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are you one of the many who dreams of

Warum ist Data Science wichtig für Sie?



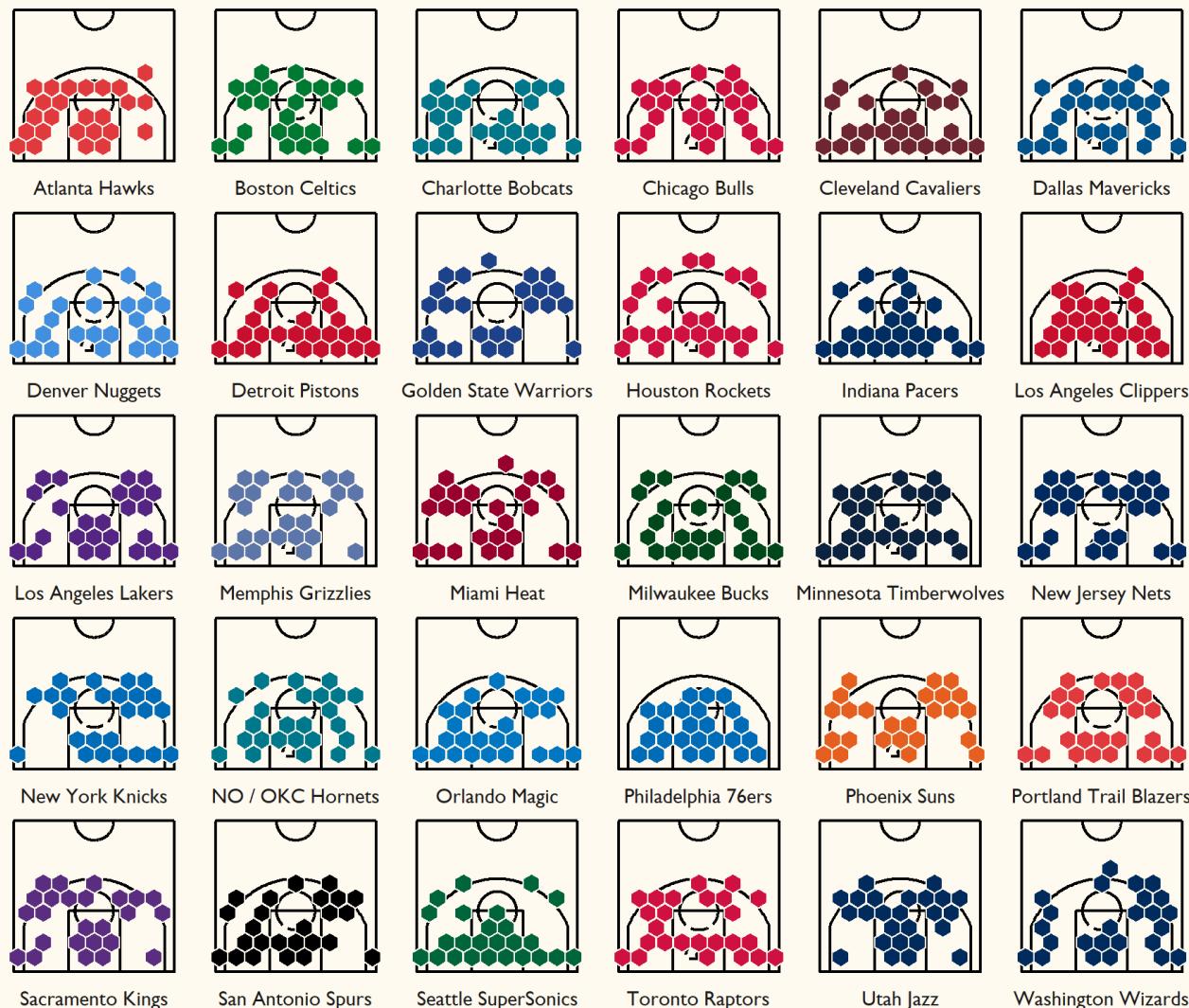
Wie kann Data Science beim Basketball helfen?



Wie kann Data Science beim Basketball helfen?

25 Most Common Shot Locations by Team

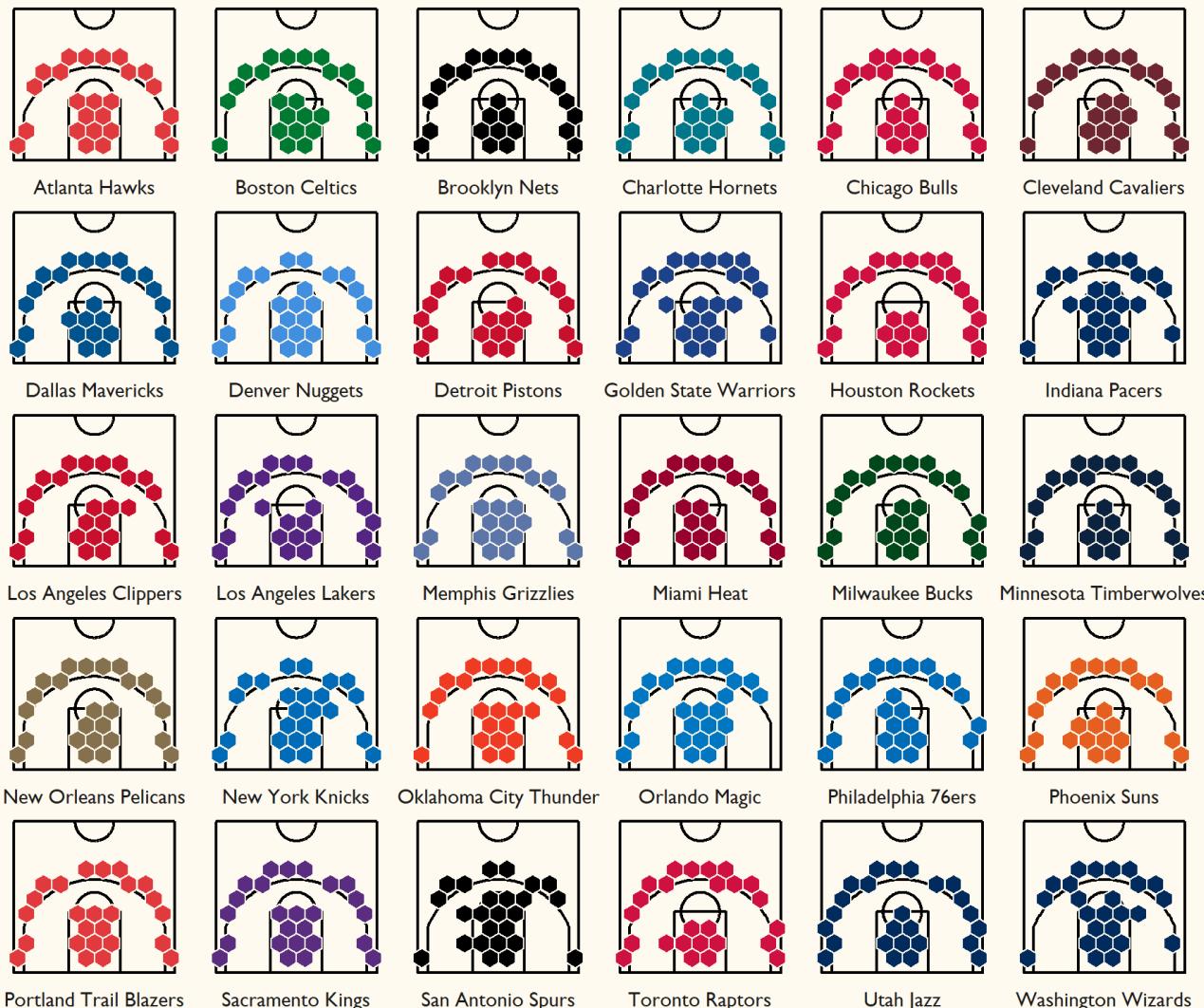
2006-07 Regular Season



Wie kann Data Science beim Basketball helfen?

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2019-20 Regular Season



Michael Amberg

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- 1. Motivation**
- 2. Context Data Science**
- 3. Intro to Bullshit**
- 4. Old School Bullshit**
- 5. New School Bullshit**
- 6. Causation / Correlation**
- 7. Bullshit in Science**
- 8. Bullshit in AI / ML**
- 9. Summary**



Machine Learning & Data Driven Business

Anwendungen und Rahmenbedingungen von Data Science und Machine Learning in Unternehmen und in einer datengetriebenen Welt kennen und einschätzen lernen.

Gartner bewertet Software zur Datenanalyse

Figure 1. Magic Quadrant for Data Science and Machine Learning Platforms



Software und Plattformen für Unternehmen mit Fokus auf **Maschine Learning**, d.h. **prädiktive Analysen** zur Erstellung von **Prognosen**.

Beispiele:

- **Rapidminer**
- **IBM Watson**



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RapidMiner

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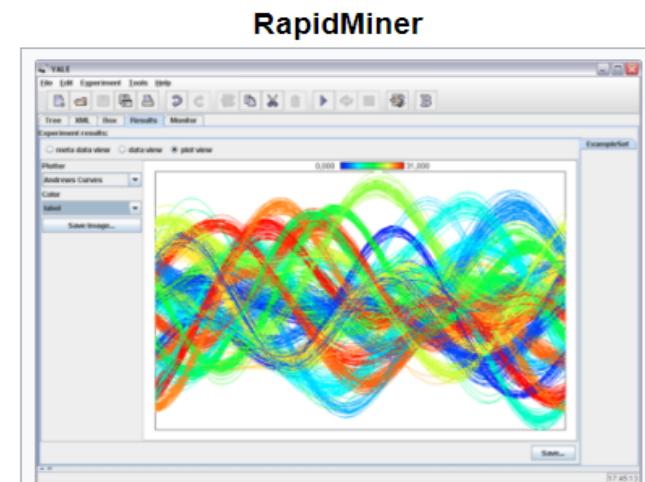
RapidMiner is a data science software platform developed by the company of the same name that provides an integrated environment for data preparation, machine learning, deep learning, text mining, and predictive analytics. It is used for business and commercial applications as well as for research, education, training, rapid prototyping, and application development and supports all steps of the machine learning process including data preparation, results visualization, model validation and optimization.^[1] RapidMiner is developed on an open core model.

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History [edit]

RapidMiner, formerly known as YALE (Yet Another Learning Environment), was developed starting in 2001 by Ralf Klinkenberg, Ingo Mierswa, and Simon Fischer at the Artificial Intelligence Unit of



RapidMiner

Developer(s)	RapidMiner
Initial release	2006; 14 years ago
Stable release	9.6 / 2 March 2020; 7 months ago
Operating system	Cross-platform
Type	Data science, machine learning, predictive analytics
License	Professional and Enterprise Editions are Proprietary; Free Edition (10,000 rows and 1 logical processor limit) is available as AGPL
Website	rapidminer.com

Einbettung von „Machine Learning & Data Driven Business“ im Studienverlauf

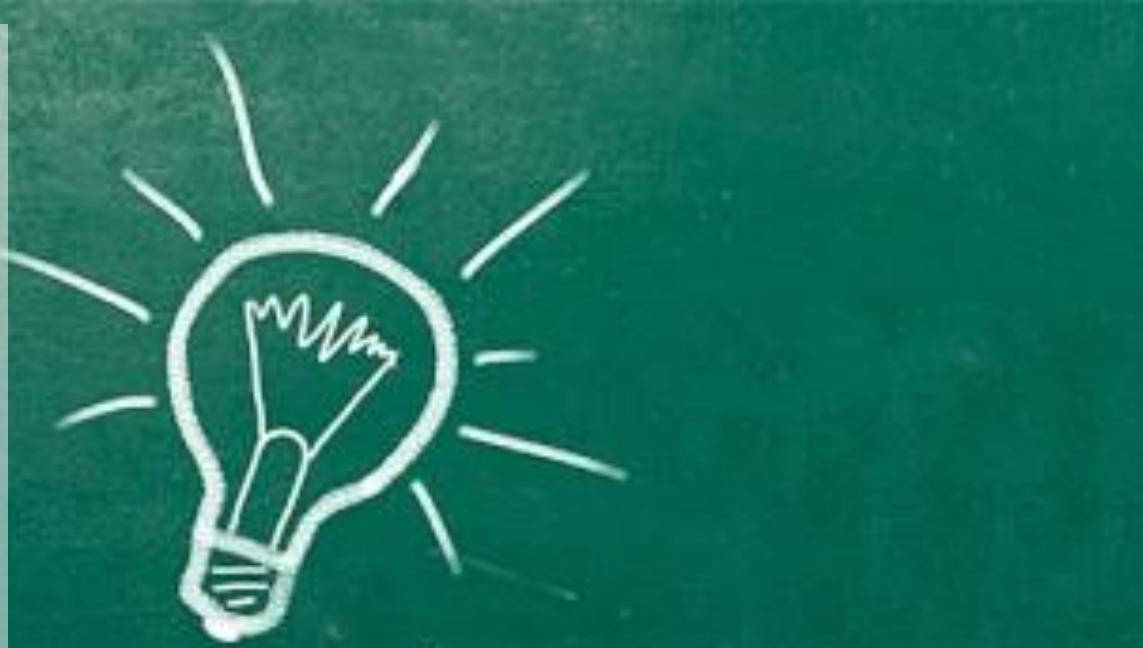
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Bachelor in Wirtschaftswissenschaften	Semester						
	1	2	3	4	5	6	
ECTS	ECTS	ECTS	ECTS	ECTS	ECTS	ECTS	ECTS
Pflichtbereich	80						
Übersicht/Welt des Unternehmens	15						
82031 Unternehmensplanspiel	5	5					
82021 Unternehmen, Märkte, Volkswirtschaften	5	5					
82011 Unternehmer und Unternehmen	5	5					
Data Science	25						
82174 Data Science: Machine Learning and Data Driven Business	5	5					
82179 Data Science: Datenauswertung	5	5					
82176 Data Science: Statistik	5	5					
82177 Data Science: Datenmanagement und -analyse	5		5				
82178 Data Science: Ökonometrie	5	5					
BWL/Unternehmen und ihr Geschäft	15						
82041 Absatz	5		5				
82051 Jahresabschluss	5						
82060 Produktion, Logistik, Beschaffung	5			5			
VWL/Unternehmen und ihr Umfeld	15						
82070 Makroökonomie	5		5				
82080 Mikroökonomie	5		5				
82091 Wirtschaft und Staat	5			5			
Recht	10						
82101 Grundlagen des öffentlichen Rechts und des Zivilrechts	5			5			
82111 Wirtschaftsprivatrecht	5				5		
Studium Integrale	20						
82162 Mathematik	5		5				
82141 Buchführung und Reporting	5			5			
81200 Sprachen	5			5			
83272 Schlüsselqualifikationsmodul	5				5		
Kernbereich des Schwerpunkts BWL	20						
82350 Kostenrechnung und Controlling	5			5			
82370 Internationale Unternehmensführung	5				5		
82360 Investition und Finanzierung	5				5		
84100 Integriertes Management	5						5
Vertiefungsbereich des Schwerpunkts BWL	60						
9 Vertiefungsmodule à 5 ECTS, davon mind. 5 aus dem Themenbereich BWL*	45				5	30	10
1997 Modul Bachelorarbeit (inkl. Seminar)	15						15
ECTS	180	30	30	30	30	30	30

Die Veranstaltung ist **Pflichtmodul** für alle Studierenden ab WS20/21 mit den **Studiengängen**:

- **Wirtschaftswissenschaften**
- **Wirtschaftsinformatik**
- **Wirtschaftsingenieurwesen**

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1. Motivation
 2. Context Data Science
 3. Basics of Bullshit
 4. Old School Bullshit
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Society needs Critical Thinking & Data Science Skills more than ever.





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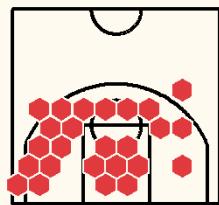
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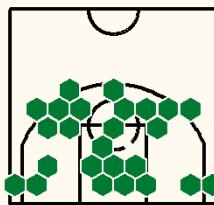
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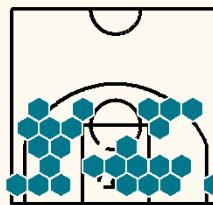
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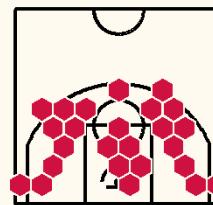
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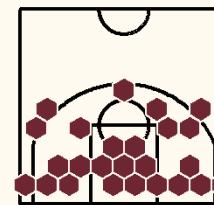
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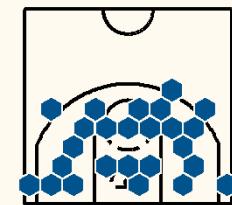
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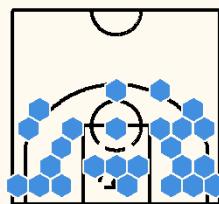
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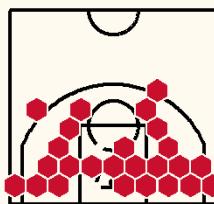
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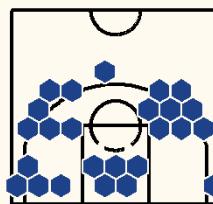
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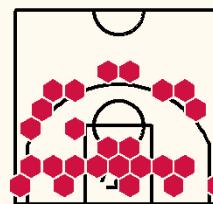
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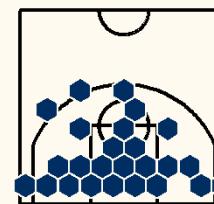
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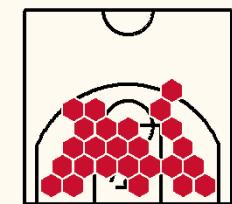
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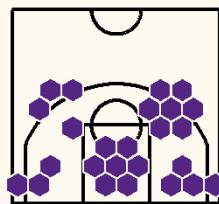
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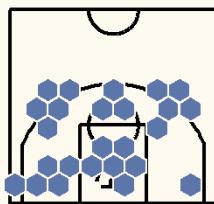
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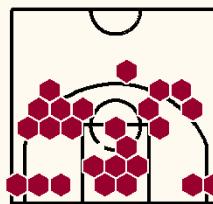
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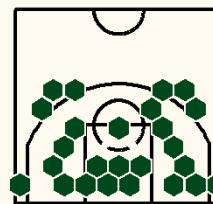
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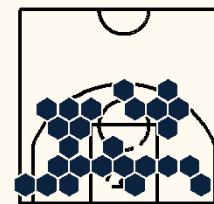
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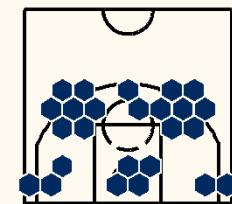
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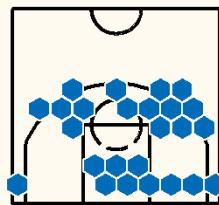
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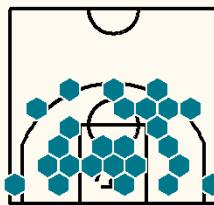
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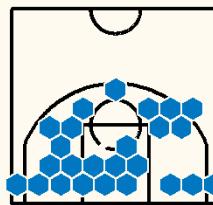
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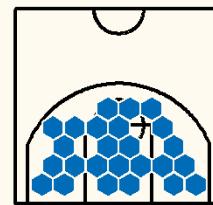
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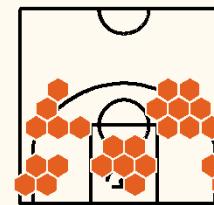
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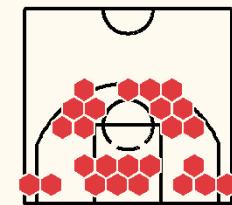
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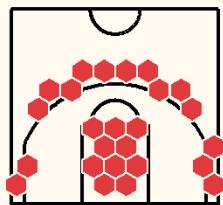


Portland Trail Blazers

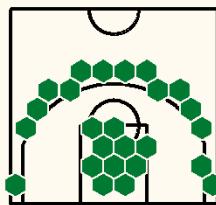
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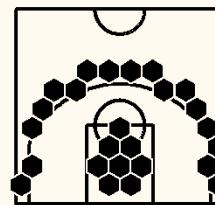
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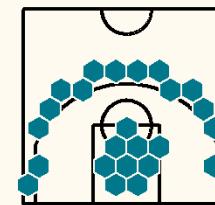
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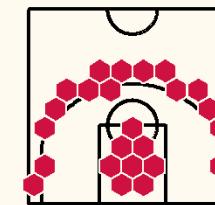
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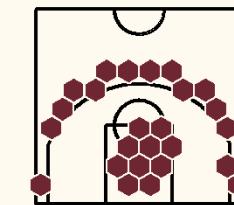
Brooklyn Nets



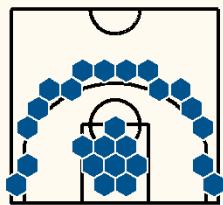
Charlotte Hornets



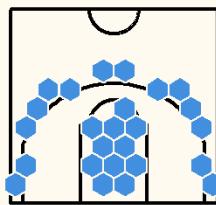
Chicago Bulls



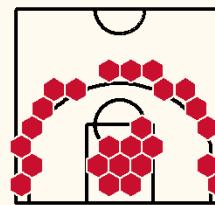
Cleveland Cavaliers



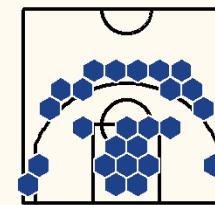
Dallas Mavericks



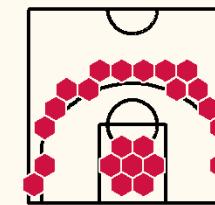
Denver Nuggets



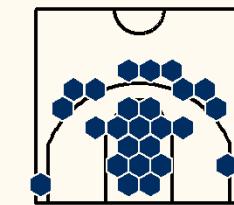
Detroit Pistons



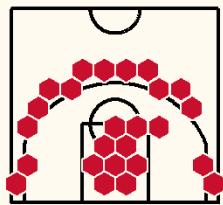
Golden State Warriors



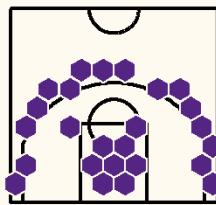
Houston Rockets



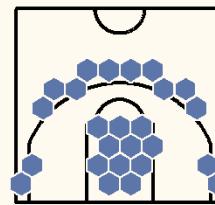
Indiana Pacers



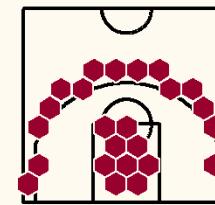
Los Angeles Clippers



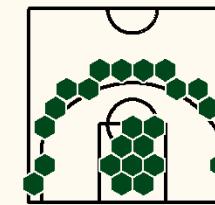
Los Angeles Lakers



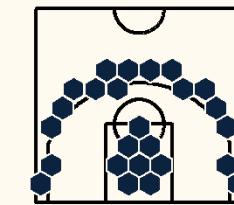
Memphis Grizzlies



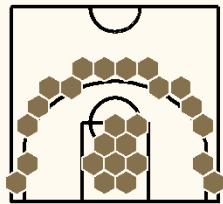
Miami Heat



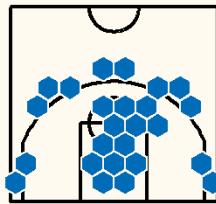
Milwaukee Bucks



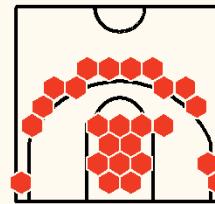
Minnesota Timberwolves



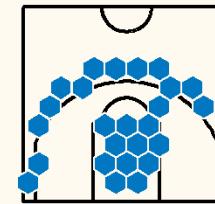
New Orleans Pelicans



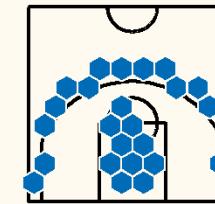
New York Knicks



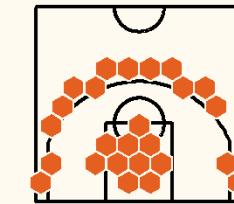
Oklahoma City Thunder



Orlando Magic

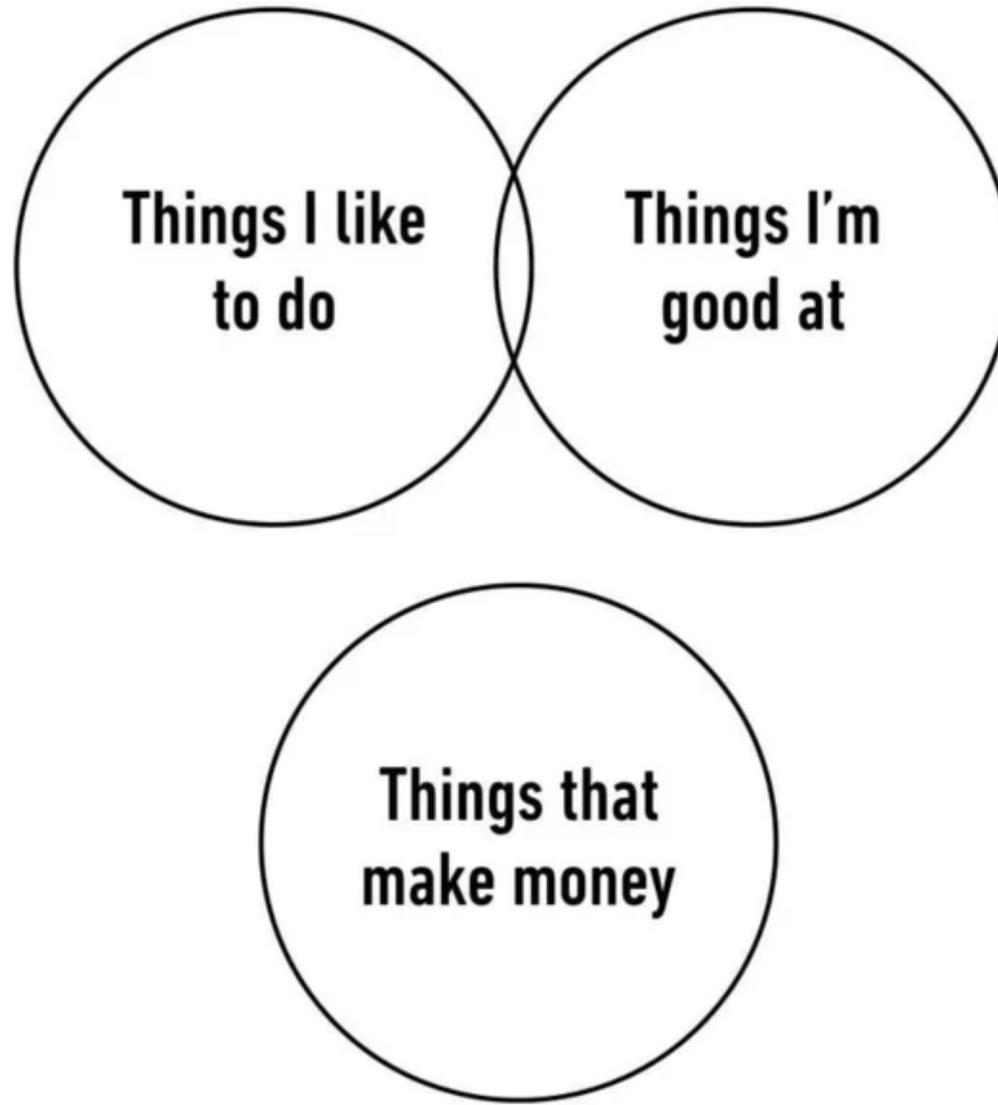


Philadelphia 76ers



Phoenix Suns

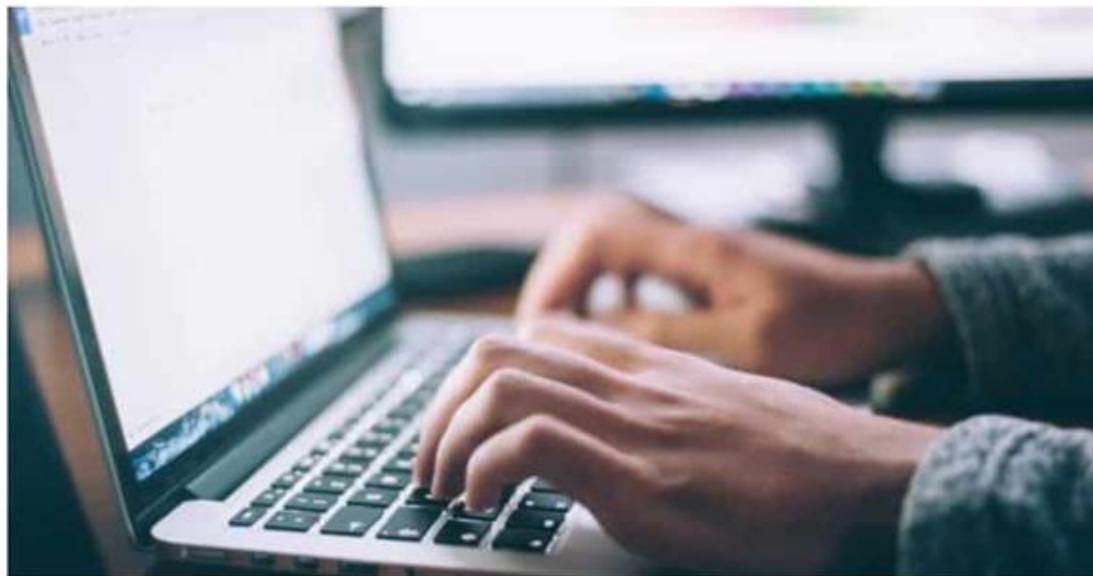
Why is Data Science important for you?



Why is Data Science important for you?

Data Scientist: „Sexiest Job of the 21st Century“

[HOME](#) / [BLOG](#) / DATA SCIENTIST: „SEXIEST JOB OF THE 21ST CENTURY“



Data Scientist: „Sexiest Job of the 21st Century“

Michaela Tiedemann Blog Jan 12, 2018

Der Data Scientist wird häufig in Verbindung mit Buzzwords wie **Industrie 4.0**, **Digitalisierung** und **Big Data** genannt. Der Harvard Business Review hat den **Data Scientist** nicht von ungefähr zum „Sexiest Job of the 21st Century“ gekürt. Aber warum mangelt es trotz alledem in so vielen Unternehmen an Vertretern dieses heißbegehrten Berufs? Wie wird man überhaupt Data Scientist? Und welche Fähigkeiten und Kenntnisse braucht ein Data Scientist?

Michael Amberg

Todays Content:

- 1. Motivation**
- 2. Context Data Science**
- 3. Basics of Bullshit**
- 4. Old School Bullshit**
- 5. New School Bullshit**
- 6. Bullshit in Science**
- 7. Correlation / Causation**
- 8. Bullshit in AI / ML**
- 9. Summary**



towards data science

Sharing concepts, ideas, and codes

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Machine Learning for Lead Management

Theory and a Practical Case Study



Chinmay Kakatkar

Jan 20 · 16 min read ★



Painless Introduction to Applied Bayesian Inference using (Py)Stan

Applied Bayesian regression in PyStan



Sergio E. Betancourt

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Your path to the right job

■ Machine Learning
Engineer

Machine Learning Engineer

Deep Learning
Engineer

Artificial Intelligence
Specialist

Machine learning is becoming a fundamental skill as software development is entering a new era. This path will enable you to start a career as a Machine Learning Engineer. First learn the fundamentals of programming in Python, linear algebra, and neural networks, and then move on to core Machine Learning concepts.

RECOMMENDED PROGRAMS

ALUMNI SUCCESS



Jeremy Jordan

1 Bullshit with Data

- The Art of Skepticism in a Data-Driven World (2) Context Data Science



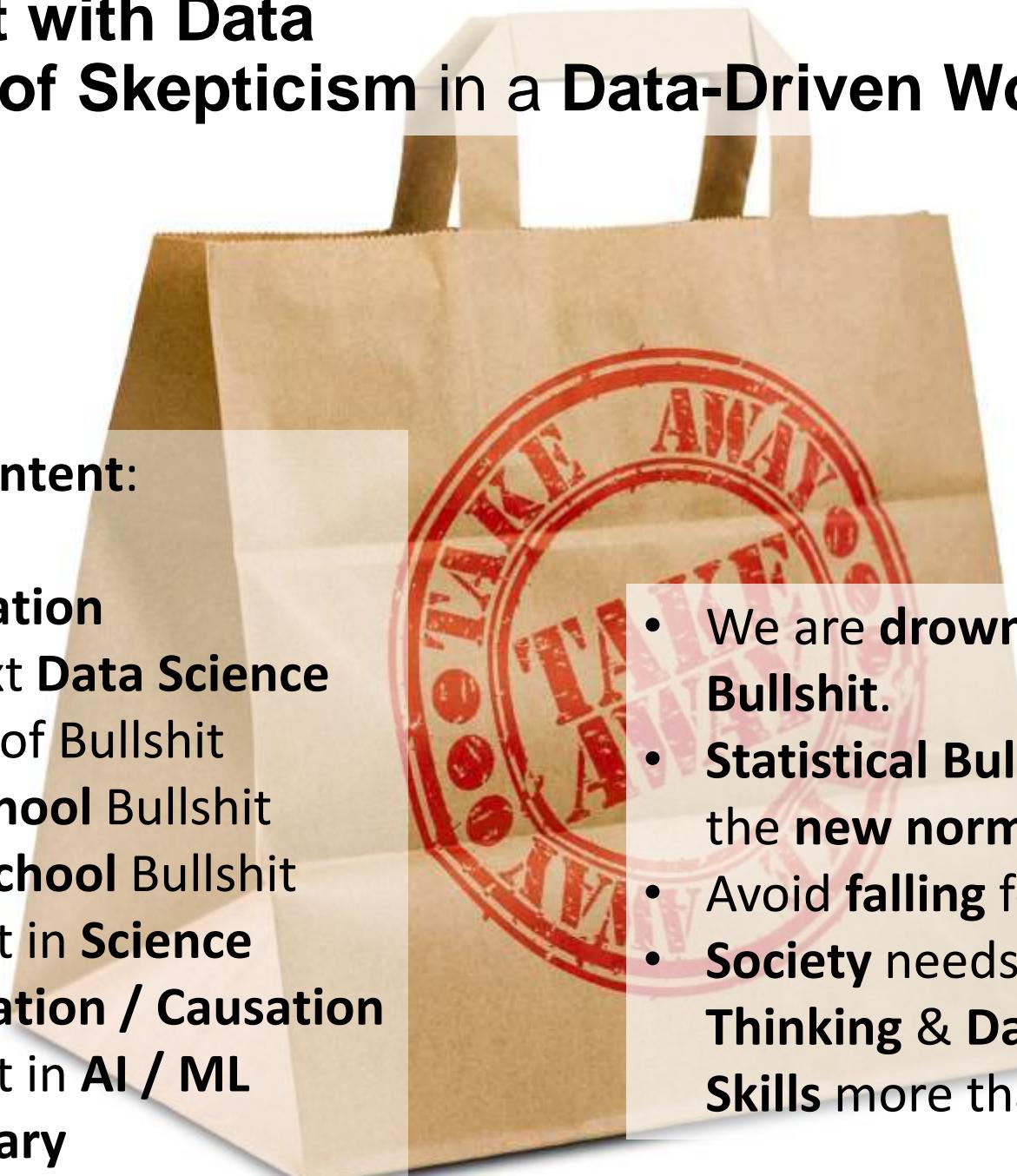
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- 8. Bullshit in AI / ML**
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- We are **drowning** in **Bullshit**.
- **Statistical Bullshit** is the **new norm**.
- Avoid **falling** for **Bullshit**.
- Society needs **Critical Thinking & Data Science Skills** more than ever.



2 No Data, no Data Science

– Insights into Handling of Personal Data

Content:

1. Motivation
2. Dilemma Social Media
3. Shitstorms & Cyberbullying
4. The Role of Influencers
5. Cambridge Analytica
6. Data Governance & Ethics,
Data Protection Rights
7. Social Scores
8. Summary

2 No Data, no Data Science

– Insights into Handling of Personal Data

(1) Motivation



2 No Data, no Data Science

– Insights into Handling of Personal Data

(2) Dilemma Social Media



“The Technology that connects us also controls us”

2 No Data, no Data Science

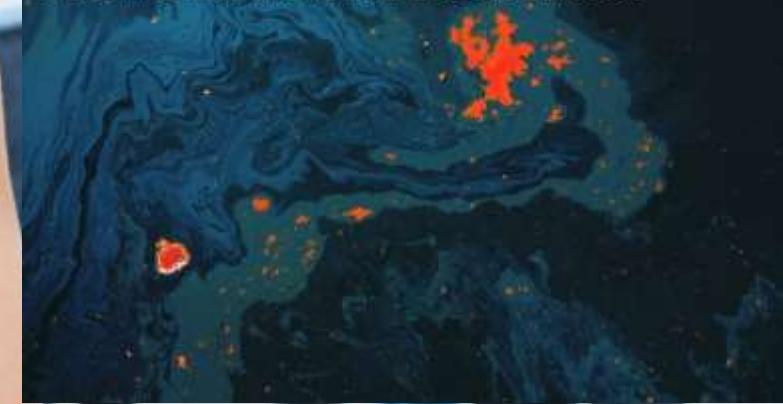
– Insights into Handling of Personal Data

(3) Shitstorm & Cyberbullying



DATA IS THE NEW OIL:

DIRTY, MISUNDERSTOOD, POLLUTING THE WORLD
& PULLED FROM ALL THE WRONG PLACES.



2 No Data, no Data Science

– Insights into Handling of Personal Data

(4) The Role of Influencers

The collage consists of several images:

- A woman with long brown hair, smiling and waving, holding a cup of coffee, standing in front of a window and a coffee machine.
- A camera screen showing the same woman smiling and waving from a video recording.
- A screenshot of a video player showing a man wearing sunglasses and a white shirt, with a blurred background.
- A screenshot of a news article titled "28,000 Tweets Helped Elon Musk Develop Tesla Cybertruck" by JESSICA CRIDER on December 9th, 2019. It includes a photo of the Cybertruck and two tweets from Elon Musk.
- A small image of the Tesla Cybertruck.

E.T. Williams

- 51-jähriger christlich-konservativer Afro-Amerikaner
- Sieht sich selbst als „Reporter for the Common Men“

E.T. WILLIAMS

deantechica.com/2019/12/09/28000-tweets-helped-elon-musk-develop-tesla-cybertruck/

2 No Data, no Data Science

– Insights into Handling of Personal Data

(5) Cambridge Analytica Scandal



TESTIMONY
JULY 11, 2018

CNN
4 News



*the true identity and secrets of these people
identity and secrets of these peoples we*

THE GREAT HACK

2 No Data, no Data Science

– Insights into Handling of Personal Data

(6) Data Governance & Protection Rights



The slide features a composite image. At the top, a hand interacts with a digital interface displaying a network graph with nodes and icons. The word "GOVERNANCE" is prominently displayed in the center. Below this, a smaller image shows a busy, crowded city street with many people on motorbikes and cars, illustrating the scope of data handling.

Anforderungen der EU-DSGVO (GDPR)

DSGVO	RECHTMÄLIGE VERMARKETING	INFORMATIONSPFLICHTEN	BETROFFENENRECHTE	DATENSCHUTZMANAGEMENT
	Reklame Art. 22 DSGVO	Informationspflichten Art. 13 DSGVO	Basis auf Auskunft Art. 15 DSGVO	Technolog., Methoden Art. 30 und 31 DSGVO
	Rechtfertigung Art. 25 DSGVO		Basis auf Korrektur Art. 16 DSGVO	Privacy by Design-Prinzip Art. 25 DSGVO
			Basis auf Löschung Art. 17 DSGVO	Datenschutzprinzipien Art. 32 DSGVO
			Basis auf Sperrung Art. 18 DSGVO	Verschleierungstechnik Art. 25 DSGVO
			Mitteilungspflicht an Dritte Art. 15 DSGVO	Hilfe von DS-Verein Art. 25 und 30 DSGVO
			Transparenzpflicht Art. 10 DSGVO	DS-Verantwortung Art. 25 DSGVO
			Widerspruch Art. 21 DSGVO	Prüfung Art. 25 DSGVO
				Rückwirkungspflicht Art. 13 DSGVO

dsgvo-gesetz.de

142

2 No Data, no Data Science

– Insights into Handling of Personal Data

(7) China Social Credit Scores



2 No Data, no Data Science

– Insights into Handling of Personal Data

Content:

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- Data is the new Oil.
- Attention is the Product.
- Social Media, the good / bad.
- China, the new Saudi-Arabia.



Anwendungen und Rahmenbedingungen von Data Science und Machine Learning in Unternehmen und in einer datengetriebenen Welt kennen und einschätzen lernen.



1. Bullshit with Data:
2. Personal Data Handling:
3. Protect Data:
4. Data Driven Innovation:
5. Project Management:
6. Business Systems:
7. Emerging Technologies:
8. Machine Learning I, II, III:
9. ML & Robotics:

The Art of Skepticism in a Data Driven World
Handling of Data in Different Scenarios
Protecting the Privacy & Integrity of Data
Innovative Business & Applications
Managing Projects successfully
Relevant Enterprise Software Systems
Implications of selected Technologies
Overview of ML Techniques & Methods
Current Developments & Implications

Cambridge nutzte altmodisches Data Science...



Künstliche Intelligenz – Wettlauf der Großmächte ZDF Doku
<https://www.youtube.com/watch?v=aZqmyCbY6Q0>

personal data

No Data, no Data Science –
Selected Insights into the Handling of
Personal Data in a Data-Driven World

Anwendungen und Rahmenbedingungen von Data Science und Machine Learning in Unternehmen und in einer datengetriebenen Welt kennen und einschätzen lernen.



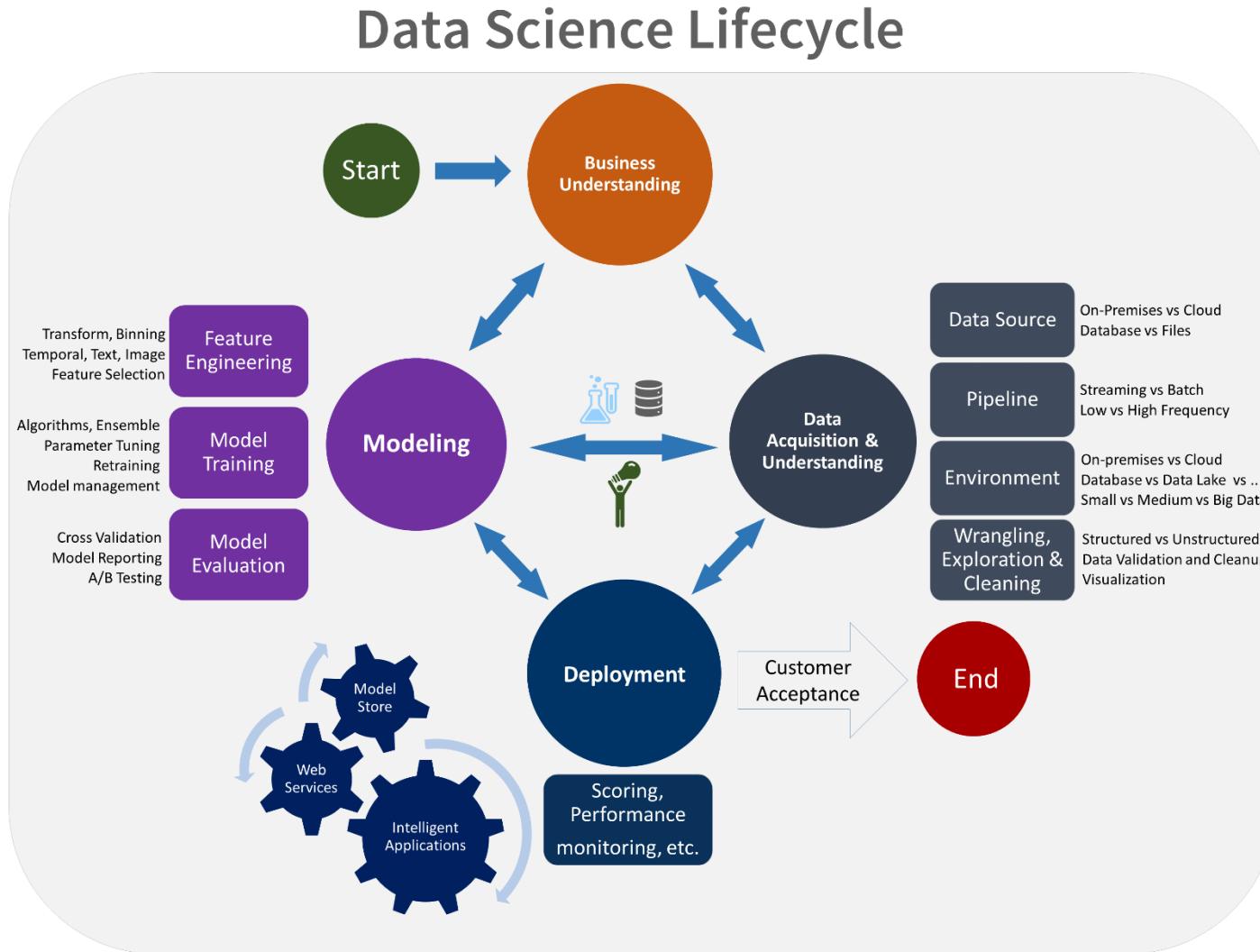
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-
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How to manage a Data Science Project?

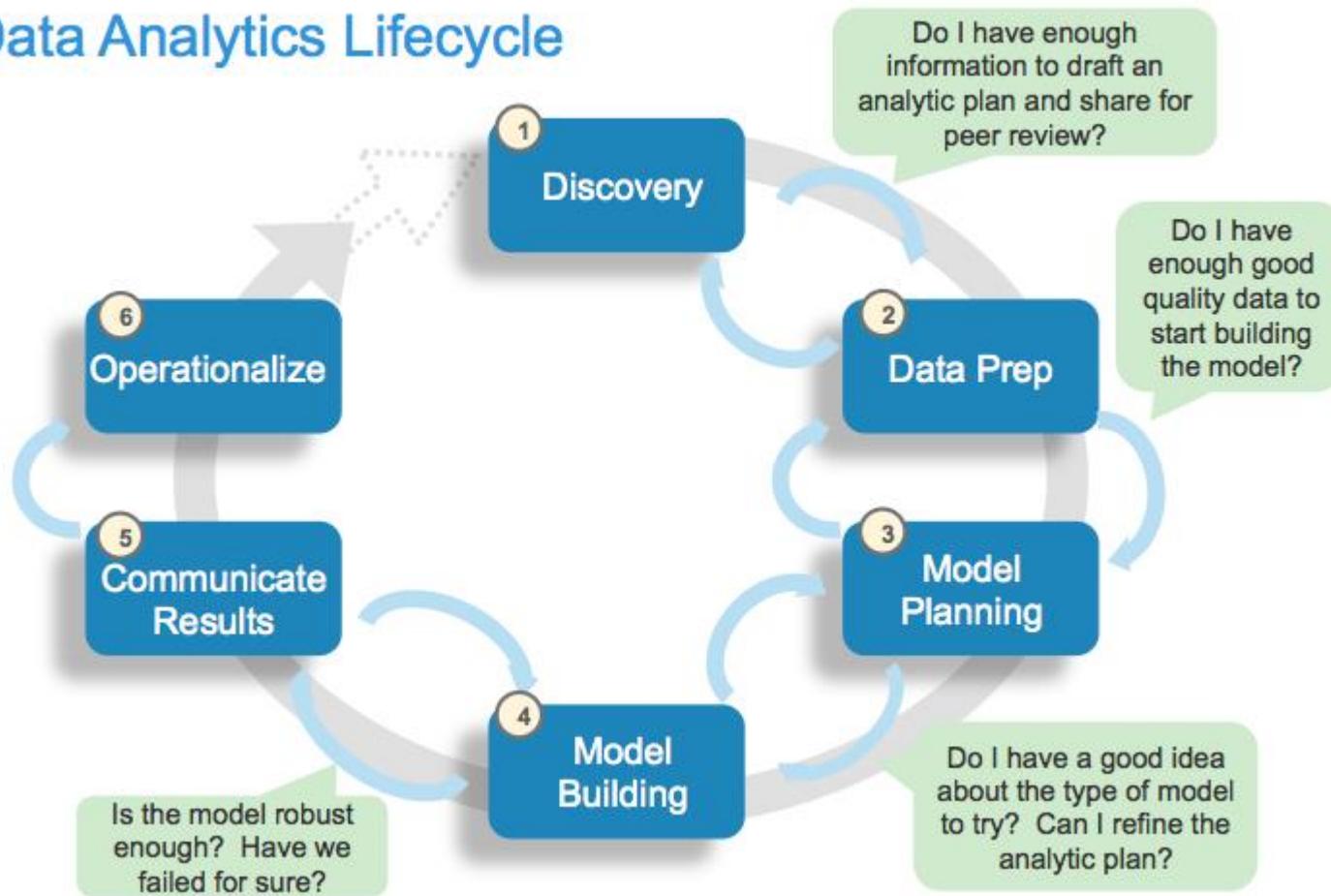


Data Science Lifecycle based on Cross-Industry Standard Process for Data Mining (CRISP-DM)

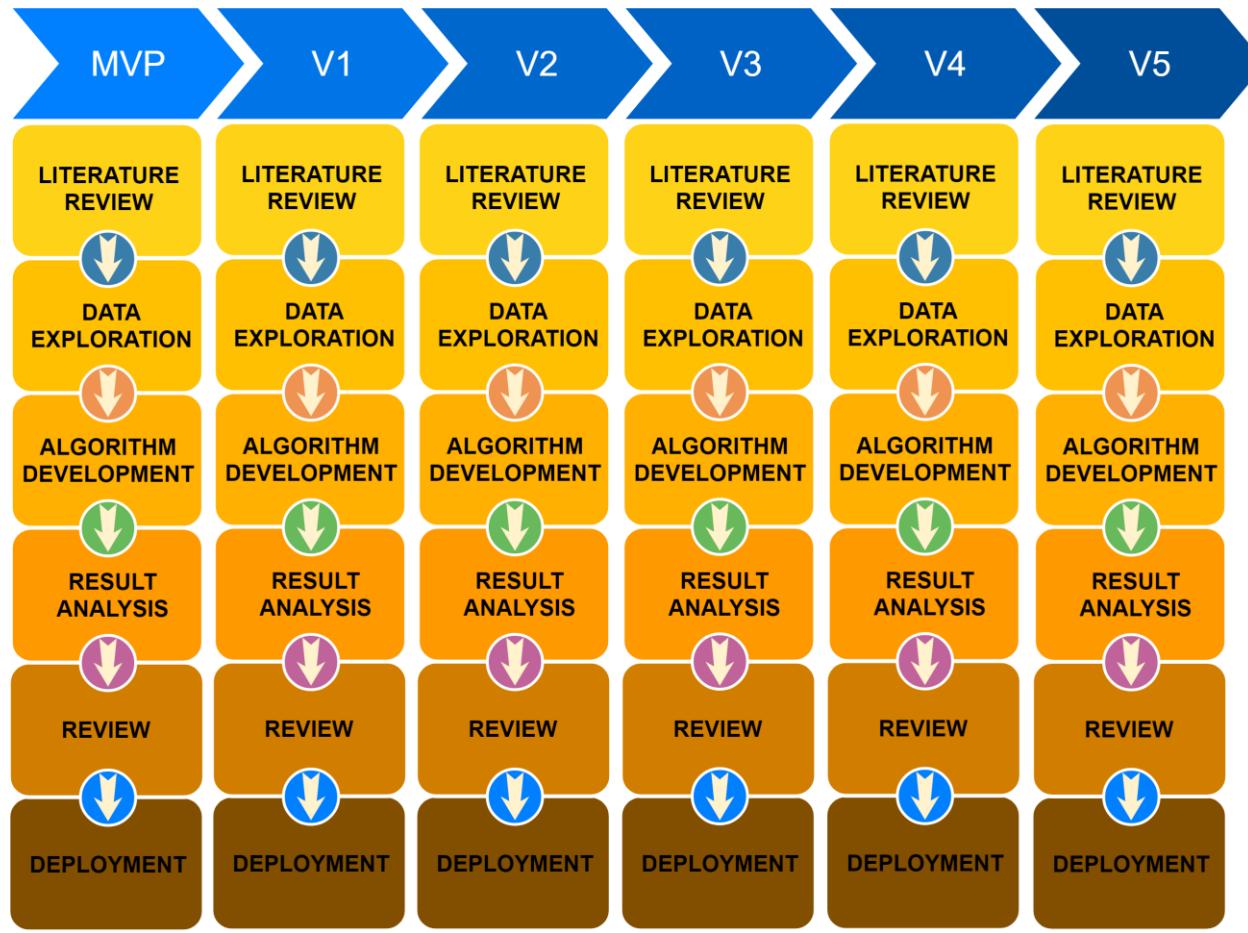


Agile Data Science: Applying Kanban in the Analytics Life Cycle

Data Analytics Lifecycle



Agile Data Science: Applying Kanban in the Analytics Life Cycle



Tari

Udacity.com: Kurse zu Data Science & AI

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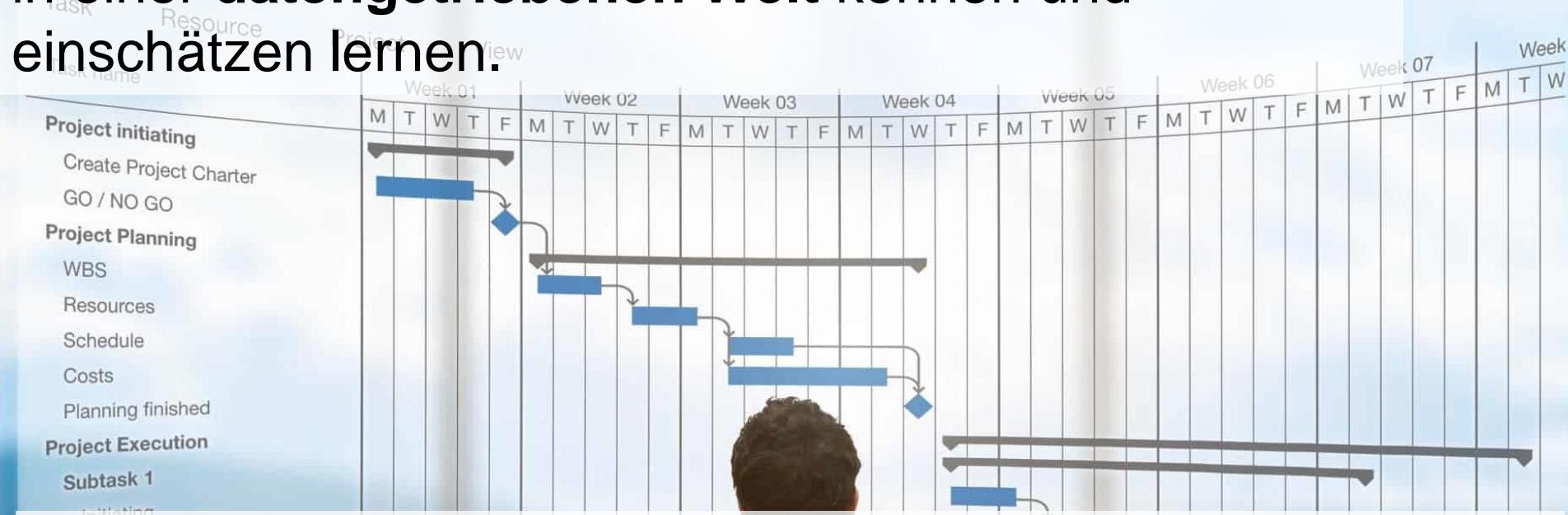
 SCHOOL OF Programming

 SCHOOL OF Autonomous Systems

 SCHOOL OF Cloud Computing

 SCHOOL OF Business

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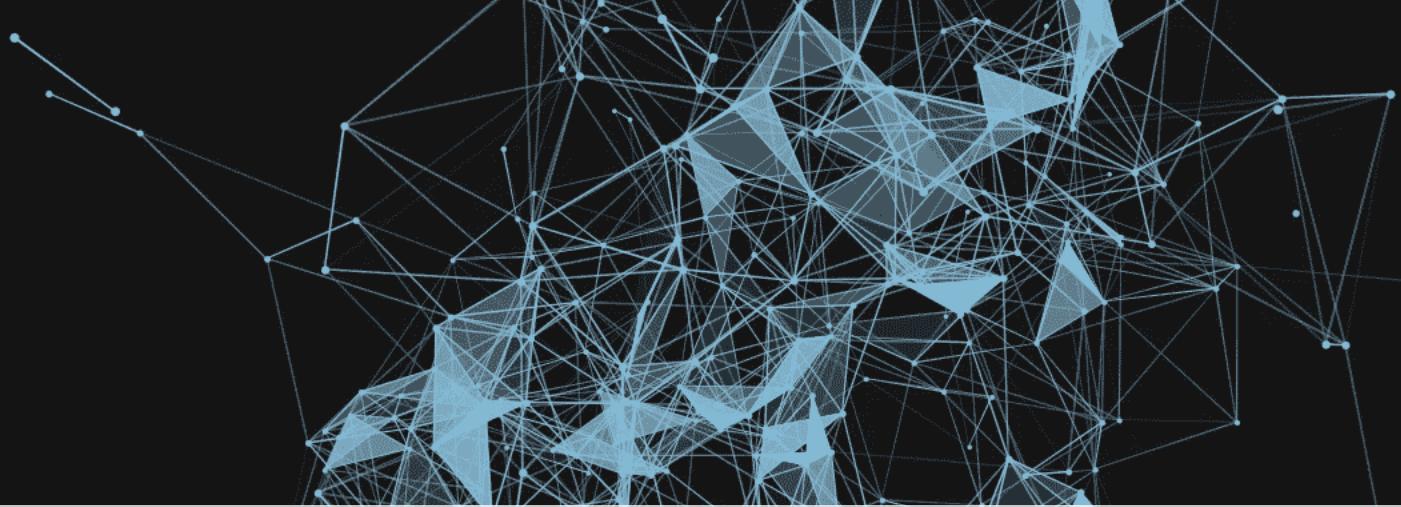
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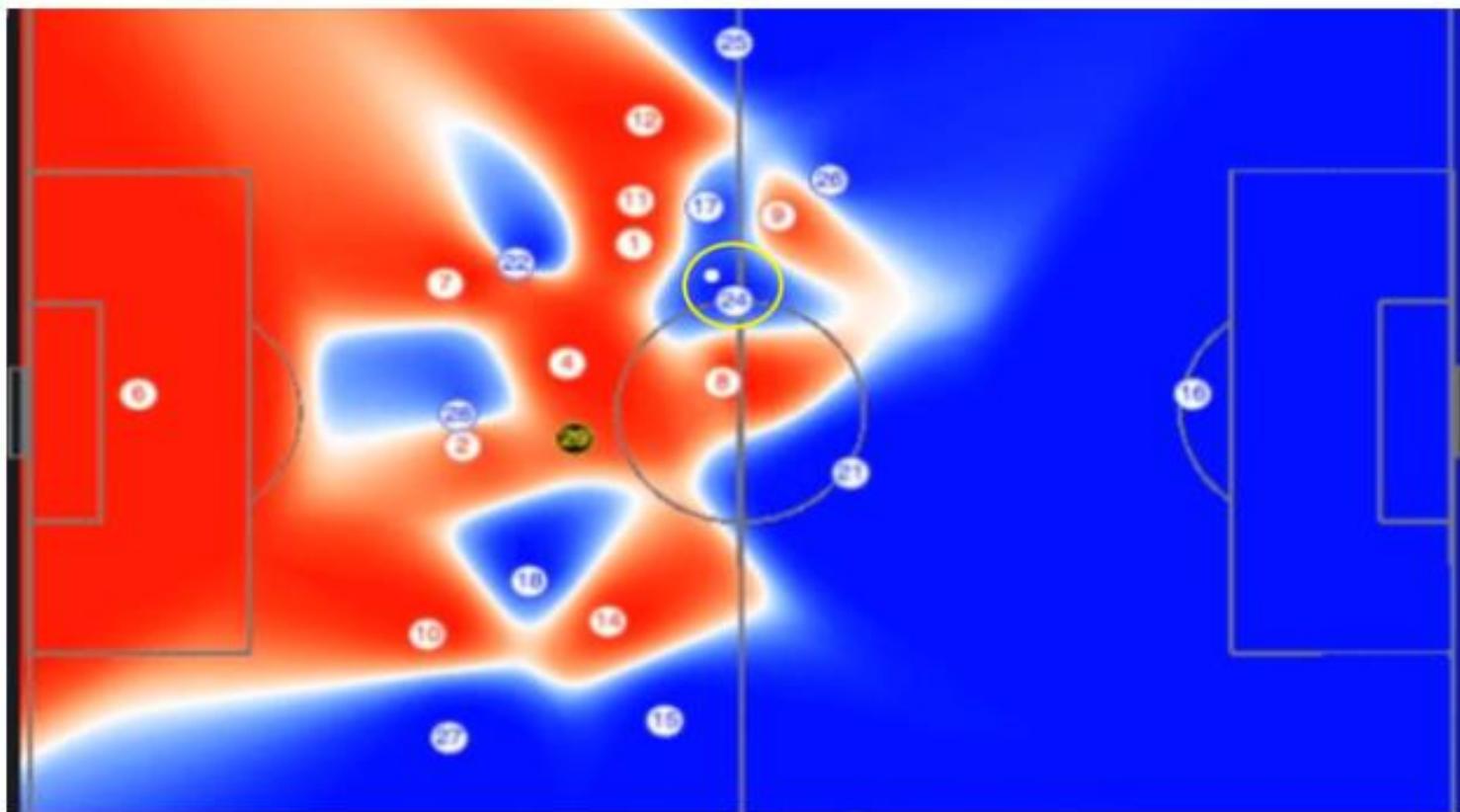
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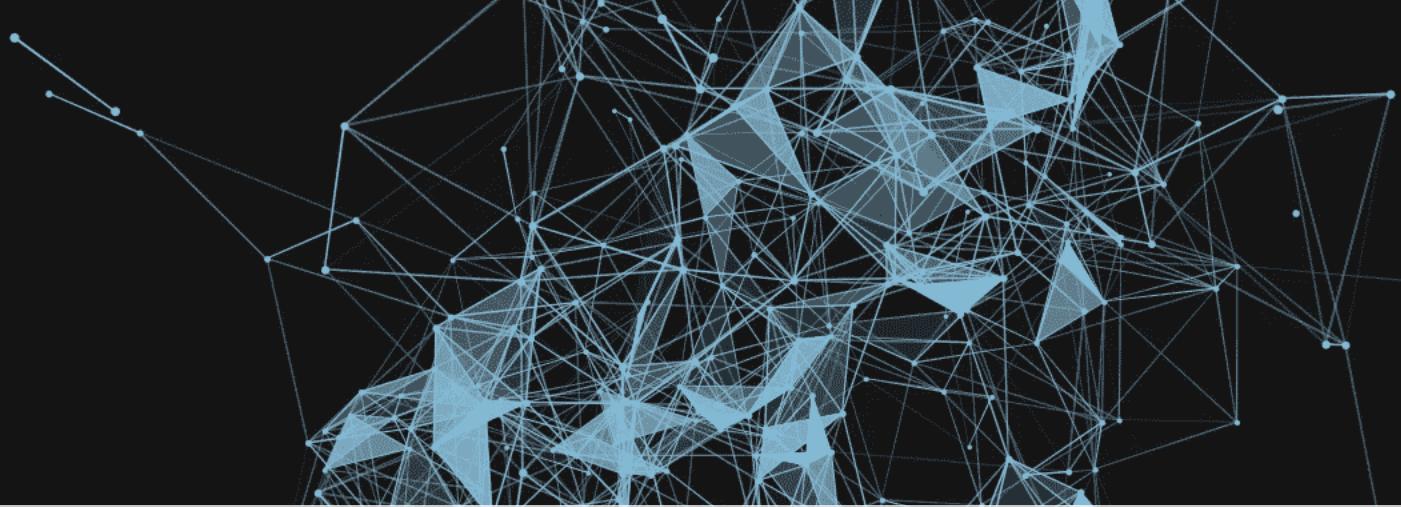
Liverpool.com: Liverpool are using incredible data science ...



A pitch control visualisation which captures the regions of space controlled by certain players

The player who is circled in yellow has possession of the ball and, essentially, his team has access to the areas of the pitch that are blue, while the red areas are mostly controlled by the opposition. The player is best advised to pass into a teammate positioned within a blue zone.

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