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YOTTABYTE 2016

Introduction to Data Science

QUEM



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A woman with glasses and a light-colored blazer is pointing at a wall covered in various documents, charts, and sticky notes. The background is a collage of business-related graphics, including flowcharts, bar charts, and network diagrams. The entire image has a green tint.

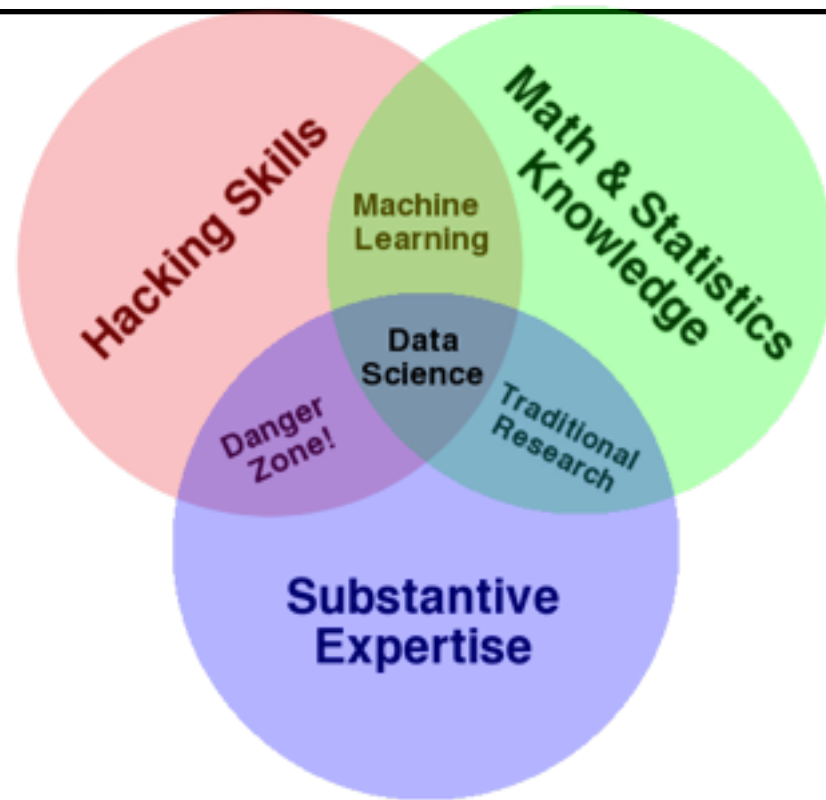
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BI, STATISTICS, DATA SCIENCE...

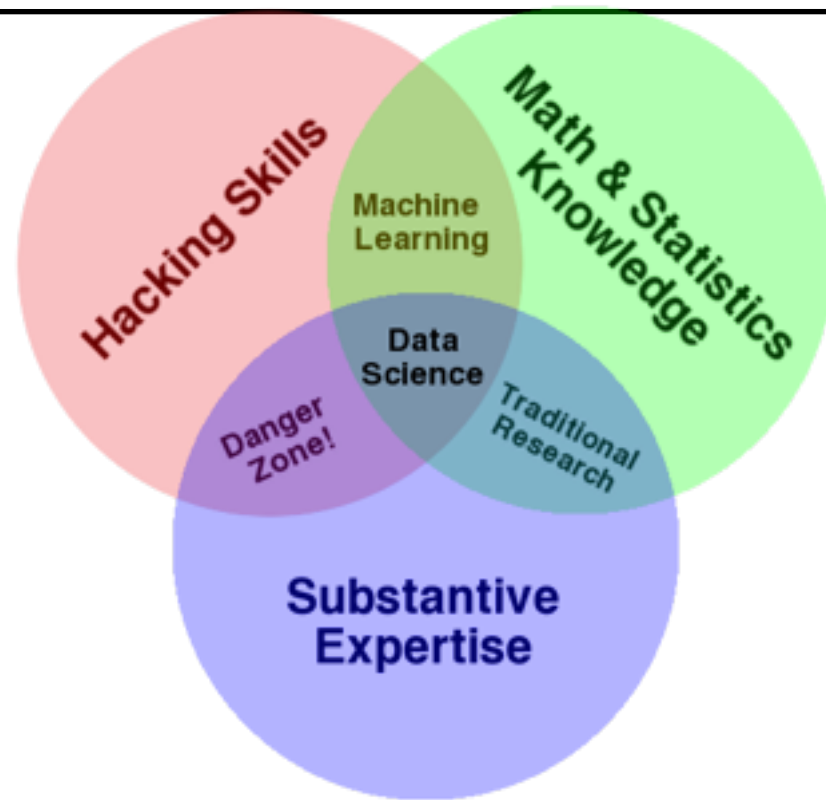
*"There is more or less a consensus
about the lack of consensus regarding a
clear definition of data science."*

Gil Press in this article

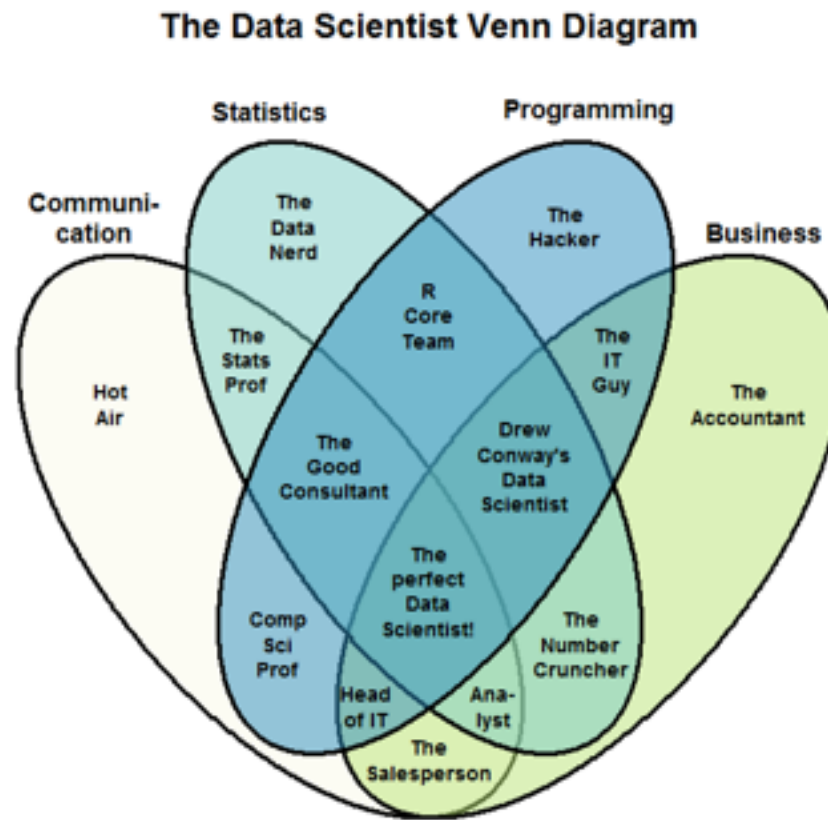
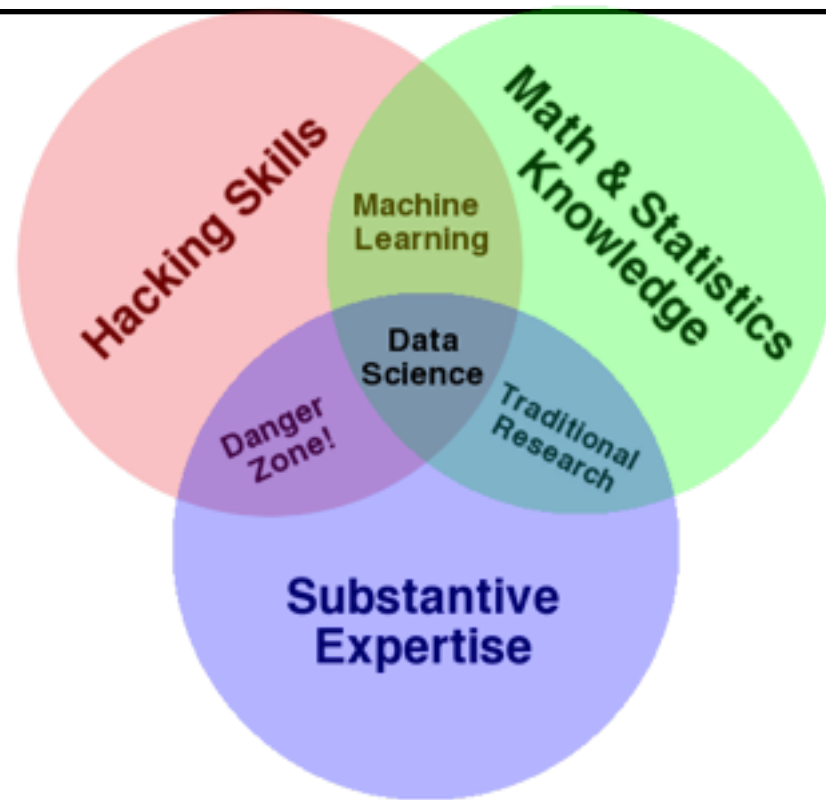
WHAT IS A DATA SCIENTIST



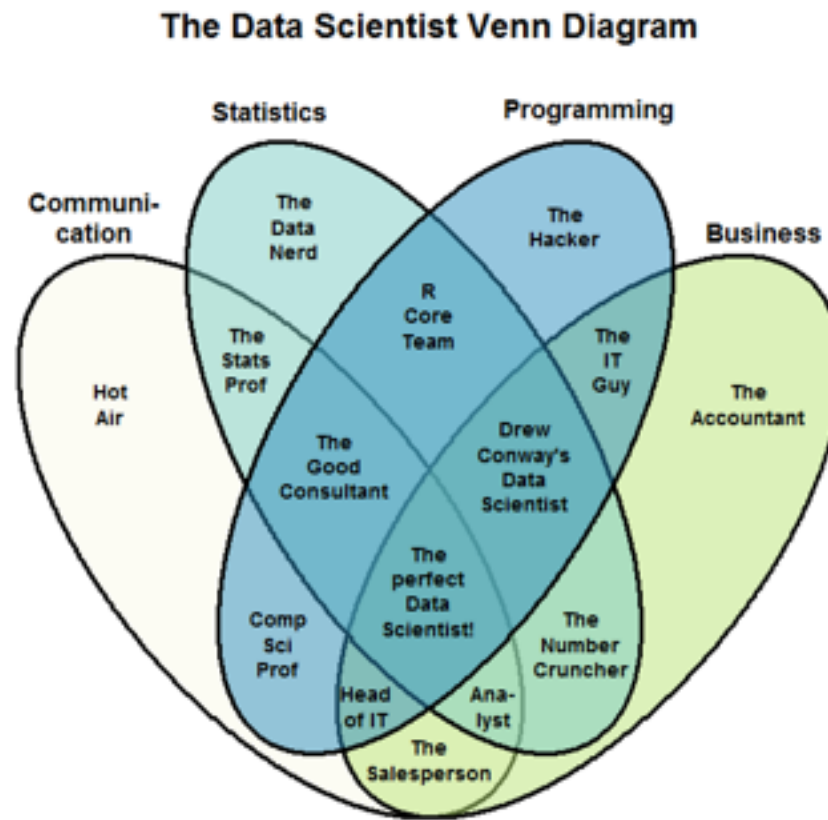
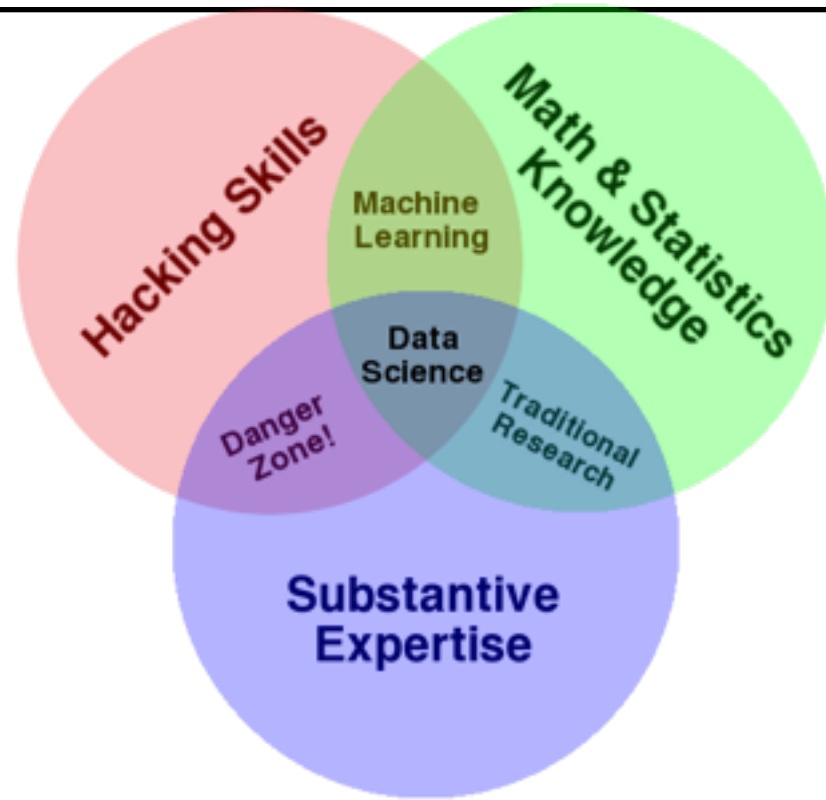
WHAT IS A DATA SCIENTIST



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WHAT IS A DATA SCIENTIST



"A data scientist is someone who blends, math, algorithms, and an understanding of human behavior with the ability to hack systems together to get answers to interesting human questions from data."

Hilary Mason, data scientist at Accel

SOME APPLICATIONS



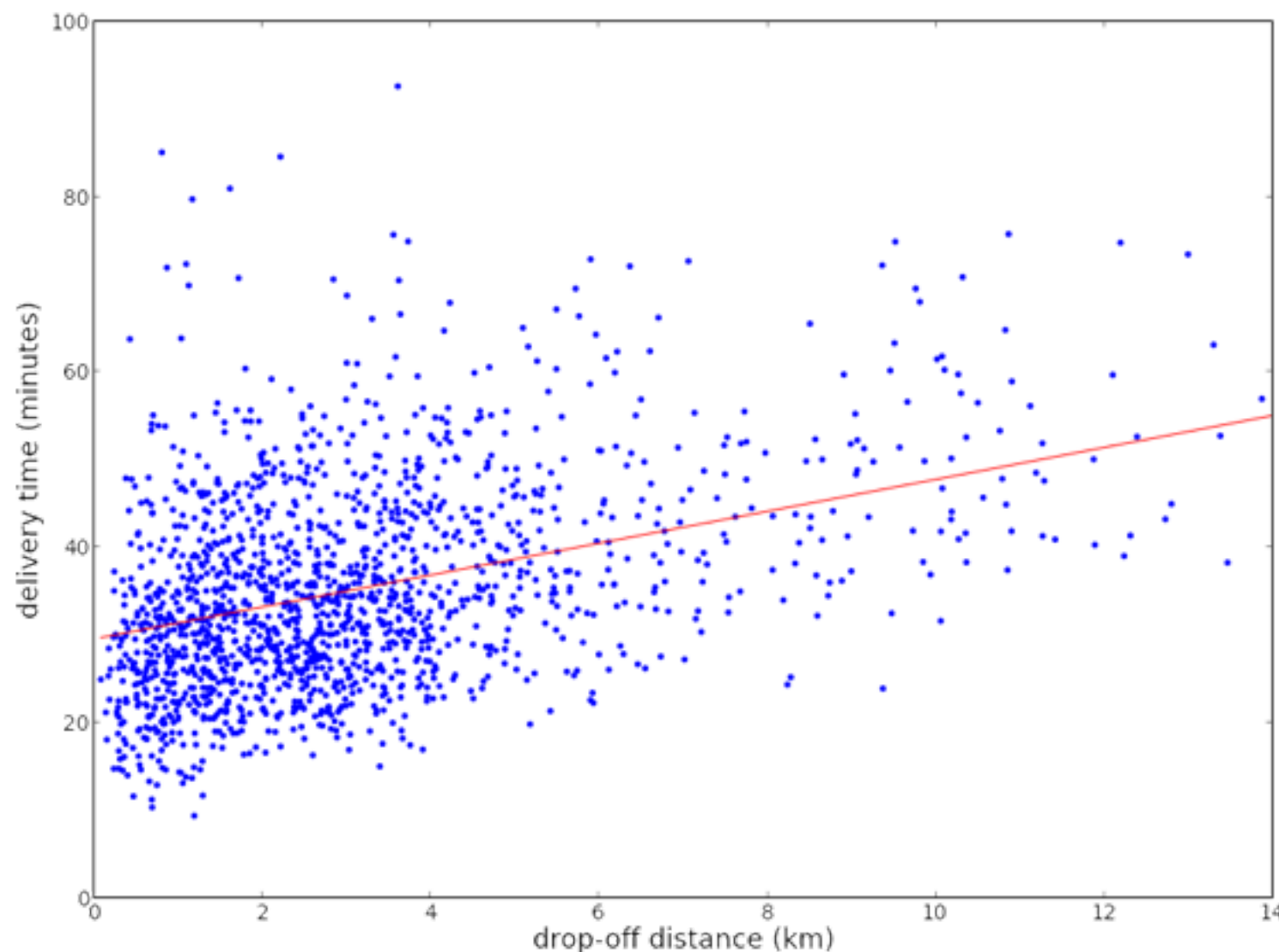
POSTMATES

SOME APPLICATIONS

Estimating Delivery Times: A Case Study In Practical Machine Learning



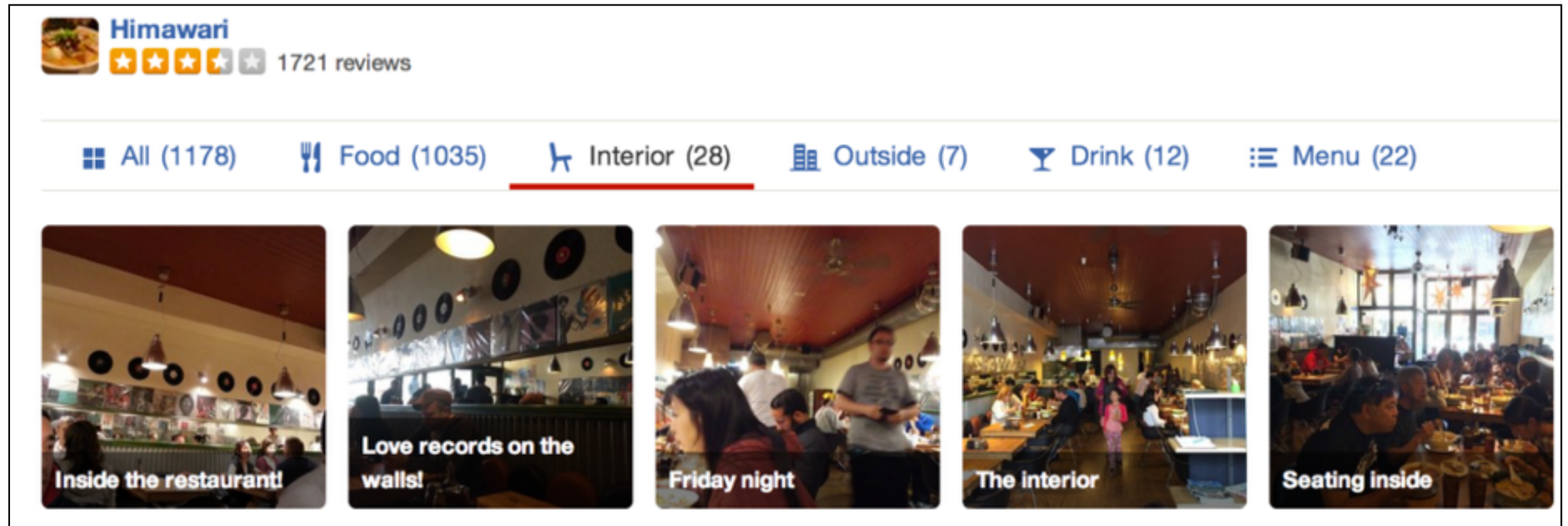
POSTMATES



SOME APPLICATIONS



SOME APPLICATIONS



How We Use Deep Learning to Classify Business Photos at Yelp



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LET'S GET SOME DATA!

JUPYTER NOTEBOOKS

[https://github.com/ffmmjj/
intro_to_data_science_workshop](https://github.com/ffmmjj/intro_to_data_science_workshop)

WRAP-UP

- Regression, Classification, Clustering;
- Dimensionality reduction;
- Training and testing datasets;

WHAT NOW?

- Andrew Ng's MOOC on machine learning;
 - <https://www.coursera.org/learn/machine-learning>

- Book: [Data Science from Scratch](#);

- Higher-level tools:
 - [Tableau](#), [WEKA](#), [gretl](#)...

THANK YOU

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