DATA SCIENCE (IBM)

* Given the right data, marketers can take sneak peeks into our habit formation.
* Research in neurology and psychology is revealing how habits and preferences are formed and retailers like Target are out to profit from it.
* Bernard Marr writing for Forbes also raises concerns about the insufficient analytics talent. There just aren't enough people with the required skills to analyse and interpret this information-transforming it from raw numerical (or other) data into actionable insights-the aim of any Big Data-driven initiative.
* Given the shortage of data scientists, employers are willing to pay top dollars for the talent.
* "Data science has become relevant to every company ... There's a war for this type of talent,"
* McKinsey Global Institute warns of huge talent shortages for data and analytics.
* Most organizations are unable to connect the dots because they do not fully understand how data and analytics can transform their business, Alwin Magimay, head of digital and analytics for KPMG UK, said in an interview in May 2015.

Years ago, as an engineering student at the University of Toronto, I was stuck With the question: What is engineering? I wrote my master's thesis on forecasting housing prices and my doctoral dissertation on forecasting homebuilders' choices related to What they build, when they build, and where they build new housing. In the civil engineering department, Others were working on designing buildings, bridges, tunnels, and worrying about the stability of slopes. My work, and that of my supervisor, was not your traditional garden-variety engineering. Obviously, I was repeatedly asked by others whether my research was indeed engineering.

When I shared these concerns with my doctoral supervisor, Professor Eric Miller, he had a laugh. Dr Miller spent a lifetime researching urban land use and transportation and had earlier earned a doctorate from MIT. "Engineering is what engineers do," he responded. Over the next 17 years, I realized the wisdom in his statement. You first become an engineer by obtaining a degree and then registering with the local professional body that regulates the engineering profession. Now you are an engineer. You can dig tunnels; write software codes; design components of an iPhone or a supersonic jet. You are an engineer. And when you are leading the global response to a financial crisis in your role as the chief economist of the International Monetary Fund (IMF), as Dr Raghuram Rajan did, you are an engineer.

Professor Raghuram Rajan did his first degree in electrical engineering from the Indian Institute of Technology. He pursued economics in graduate studies, later became a professor at a prestigious university, and eventually landed at the IMF. He is currently serving as the 23rd Governor of the Reserve Bank of India. Could someone argue that his intellectual prowess is rooted only in his training as an economist and that the fundamentals he learned as an engineering student played no role in developing his problem-solving abilities?

Dr Granville uses restrictions on data size and methods to define what data science is. He defines a data scientist as one who can easily process a So-million-row data set in a couple of hours, and who distrusts (statistical) models. He distinguishes data science from statistics. Yet he lists algebra, calculus, and training in probability and statistics as necessary background to understand data science (page 4).

Stata, a commonly used software by data scientists and statisticians, announced that one could now process between 2 billion to 24.4 billion rows using its desktop solutions. If Hadoop is the password to the big data club, Stata's ability to process 24.4 billion rows, under certain limitations, has just gatecrashed that big data party.

The goal should be to define data science in a more exclusive, discipline- and platform-independent, size-free context where data-centric problem solving and the ability to weave strong narratives take center stage.

Recall Dr Patil told the Guardian newspaper in 2012 that a data scientist is that unique blend of skills that can both unlock the insights of data and tell a fantastic story via the data. What is admirable about Dr Patil's definition is that it is inclusive of individuals of various academic backgrounds and training, and does not restrict the definition of a data scientist to a particular tool or subject it to a certain arbitrary minimum threshold of data size.

The other key ingredient for a successful data scientist is a behavioral trait: curiosity. A data scientist has to be one with a very curious mind, willing to spend significant time and effort to explore her hunches. In journalism, the editors call it having the nose for news. Not all reporters know where the news lies. Only those Who have the nose for news get the Story. Curiosity is equally important for data scientists as it is for journalists.

 "tend to be really curious people, thinkers who ask good questions and are O.K. dealing with unstructured situations and trying to find structure in them."

Rachel schutt

 For instance, a particular subset of individuals in a large data set may have refused to disclose their income. Findings relying on an individual's income as input would exclude details of those individuals whose income was not reported. This would lead to systematic biases in the analysis. Therefore, you must consider in advance if observations or variables containing missing data be excluded from the entire analysis or parts of it.

Data mining and evaluating the results becomes an iterative process such that the analysts use better and improved algorithms to improve the quality of results generated in light of the feedback received from the key stakeholders.

Chapter 7. Why Tall Parents Don't Have Even Taller Children

For instance, I found that all else being equal, a term that I explain later in this chapter, an additional washroom adds more to the housing price than an additional bedroom. Stated otherwise, the marginal increase in the price of a house is higher for an additional washroom than for an additional bedroom.

houses situated closer to subways sold for more than did those situated farther away. However, houses near freeways or highways sold for less than others did.

I also discovered that proximity to large shopping centers had a nonlinear impact on housing prices. Houses located very close (less than 2.5 km) to the shopping centers sold for less than the rest. However, houses located closer (less than 5 km, but more than 2.5 km) to the shopping center sold for more than did those located farther away.

* How much more can a house sell for an additional bedroom?
* What is the impact of lot size on housing price?
* Do homes with brick exteriors sell for less than homes with stone exteriors?
* How much does a finished basement contribute to the price of a housing unit?

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# **Ways To Troubleshoot**

If you encounter any of the below errors while activating your IBM Cloud trial account, please follow the steps as instructed below.

* Ooops snap! The promotional codes for IBM Cloud are very popular and have temporarily run out. Please check back soon.

**Reason** - It take 24 to 48 hours to populate news feature codes.

**Solution** - Please try again later

* Something went wrong error.

**Reason** - This could be because you have already applied a code to this email earlier or your domain/country/ip is restricted.

**Solution** - Try from another email id

* Feature code expired.

**Reason** - You may have applied the feature code already once.

**Solution** - Create a new IBM cloud account and write to the support team as per instructions below.

* If your trial ends.

**Reason** - Trial accounts are valid only for 6 months, and the same feature code cannot be applied again.

**Solution** - Create a new IBM cloud account and write to the support team as per instructions below.

## Other Possible Solutions:

* Try clearing your browser's cache and cookies
* Try from a different browser on an incognito mode.

If you still face any issues, please write an email to [support@cognitiveclass.ai](https://support@cognitiveclass.ai/?utm_medium=Exinfluencer&utm_source=Exinfluencer&utm_content=000026UJ&utm_term=10006555&utm_id=NA-SkillsNetwork-Channel-SkillsNetworkCoursesIBMCC0100ENSkillsNetwork30551557-2022-01-01) with the following details

**Subject Line:** Feature Code Issue

**Email Content:**

* Name of the course you are undertaking.
* The course link where you obtained the feature code
* The feature code you are trying to apply.
* The error message that it is showing.
* The email ID that is being used to create the IBM Cloud account.
* Your username.

Once you obtain a new feature code, you can create a new account using a different Email ID.

Congratulations! You have successfully created your IBM Cloud Account!

## Author(s)