

What is data science?



The Data Scientist's Toolbox

**The
Economist**

FEBRUARY 27TH - MARCH 5TH 2010

[Economist.com](http://economist.com)

Obama the warrior
Misgoverning Argentina
The economic shift from West to East
Genetically modified crops blossom
The right to eat cats and dogs

The data deluge

AND HOW TO HANDLE IT: A 14-PAGE SPECIAL REPORT



Value	Prefix
10^{24}	Yotta
10^{21}	Zetta
10^{18}	Exa
10^{15}	Peta
10^{12}	Tera
10^9	Giga
10^6	Mega

There is an estimated 1.2 zettabytes worth of information currently available - and this number is growing exponentially.



Volume

More and more
data is becoming
increasingly
available

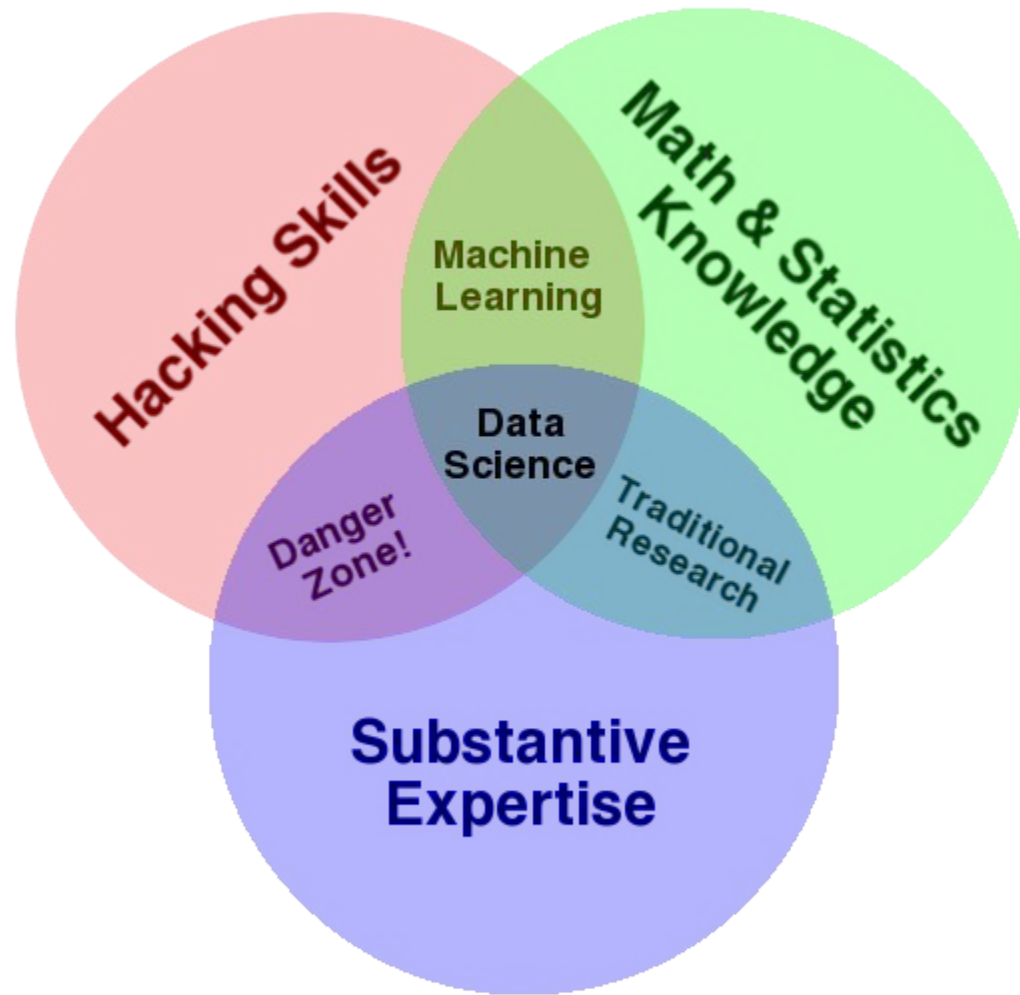
Variety

The data we can
analyse comes in
many forms

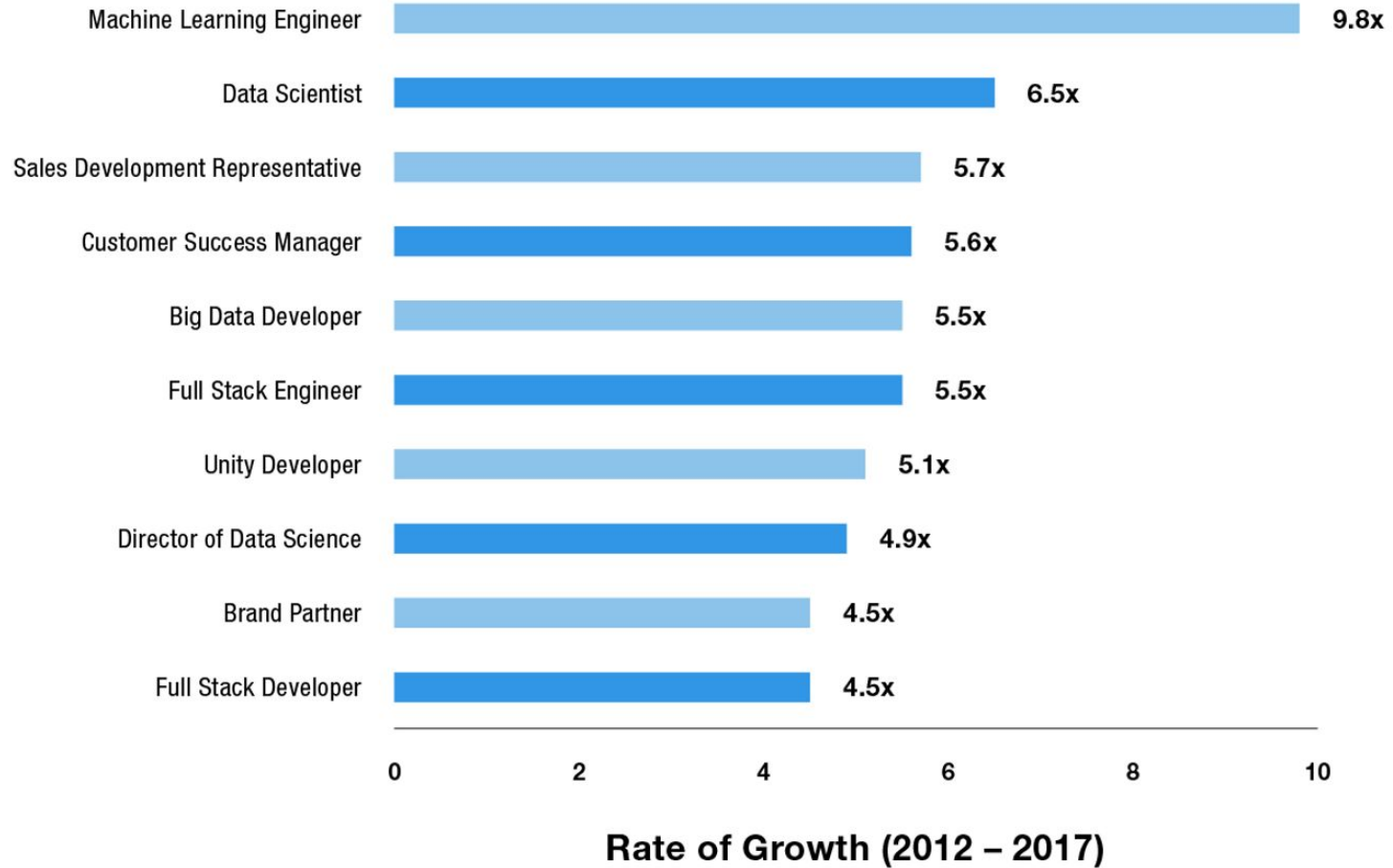
Velocity

Data is being
generated at an
astonishing rate





Top 10 Emerging Jobs, 2017









LETTERS

Detecting influenza epidemics using search engine query data

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