Data Science

Data science is one of the fastest growing career fields in the world. It is a combination of mathematics, statistics, computer science, and machine learning. Data scientists use their skills in all of these fields in order to make educated forecasts or predictions and then make decisions based on these past experiences so that things can be made better or more efficient. In one way or another, we are all data scientists as we all use our own experiences to make decisions about our own futures. Some, of course, do this professionally for companies such as Facebook/Instagram, Apple, Google, Starbucks, Disney and even the Federal Bureau of Investigation (FBI) use data science to analyze data and make better informed decisions within their corporations. Imagine for example that there are two possible routes to take on your commute to work. You know that Route A tends to be faster than Route B on certain days due to traffic patterns in the area. Using this information and considering all parameters to reach a decision of what the fastest way to work is, is you using data science. Next 4 slides talk about life cycle. Talk about Netflix or Spotify uses of data science to make a personalized “playlist” for each user. As you can see, data science allows companies to understand the data they are provided by their consumers in order to make smarter business decisions. It is used to enhance the customer experience and retain their business. Data is everywhere but without the science to decrypt it and analyze it, it means close to nothing.

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