Praise

"A wonderful book to take on the broad topic of Data Science. It covers all the relevant algorithms from the classical to the newly reborn to the latest innovations. The content is presented in a way that is both accessible and tangible by describing practical applications in recommendation engines, time series forecasting, and the like. The book provides the vocabulary and taxonomy to discern the right approach for each application."

Eric Colson
Chief Algorithms Officer, Stitch Fix.

"If you are business leader, a data practitioner or just someone who is curious about how Data Science and AI work in practice, then this book is a must read. I received tremendous value when I read through the book the first time to get a discipline overview, and I also find myself referring back to specific chapters time and time again as a reference guide. The content is well presented and the book provides practical examples to illustrate important concepts."

David Dowhan
CEO, TruSignal.

"This book is an important work to help analytics teams rapidly bridge the data science skills gap. The hands-on application of advanced analytics and machine learning will enable readers to competently solve high value use cases."

Peter Lee
CEO, RapidMiner.

"Kotu and Deshpande have delivered a comprehensive and accessible a-to-z on data science. The book enables leadership teams from organizations of all sizes to grasp and implement data science principles and approaches to unlock the value of their data."

Jonathan Murray
CEO, myVR.

"This book is a must have for you and your organization to align and learn the best methods to exploit the best competitive advantages you have: your own data. Data science provides a method to understand, activate, and make prescriptive decisions and recommendations about your data. This book provides a level of baseline for the organization; to understand and drive a pathway on techniques used to do just that."

Sy Fahimi

Operating Partner, Symphony Technology Group.

"AI and Data Science is at a critical inflection point for businesses; the transformation potential not seen since the infancy of the Internet. Those who fail to embrace this transformation will be disrupted. Kotu and Deshpande have created a comprehensive and powerful manifest for both the practitioner and the business leader seeking to understand the potential. This is your basis to Play to win with Data Science & AI"

Andrew J. Walter

VP, IT and Commercial Services (ret), P&G.

"Only marketers living under a rock would deny the paramount importance of data science now and in the future. Authors of this book do a fantastic job of both explaining the fundamentals of data science and also providing practical tips on how to make your data work for your business."

David Rodnitzky

CEO, 3Q Digital.

"A great resource for anyone interested in learning more about data analysis and associated data science techniques. A deeper dive on machine learning, association analysis and other emerging analytical tools is available for the serious practitioners. All in all, a great tool and a handy reference for those interested in data science in general."

Badal Choudari

SVP, Products, Symantec.

"Data science is challenging, transforming and re-inventing every business sector. This comprehensive and hands-on guide delivers the conceptual framework and the concrete examples that make data science accessible and realizable in any organization"

Meri Gruber

Co-founder, Decision Management Solutions.

"This book provides the quick start into practical data analysis. Without overburdening the reader with theory, the book covers all standard data mining topics, ranging from data preparation over classification and

regression to deep learning and time series forecasting. Showing ready-to-use configurations in RapidMiner, readers can directly apply the methods to their problems at hand, allowing for a quick transition from theory to practice."

Prof. Heiko Paulheim
Professor, Data and Web Science Group, University of Mannheim.

"There is a lot being written about how data science will transform our world, but for most of us, it can be hard to get beneath the superficial excitement or fear that these claims elicit and what they will mean to our everyday lives. This book accomplishes the rare task of investigating these mechanics, not just for experts, but for non-technicians whose lives and livelihoods will be impacted by data science. Whether you're a CEO or a salesman or a stock clerk, reading this book will allow you to understand where we're headed, and thrive in the data science revolution."

Charlie Stack
Head of Data & Analytics Practice, Spencer Stuart.

"This book does an amazing job of clearly organizing, explaining and then presenting a practical implementation for various data science techniques. As a business executive, this book has enabled me to better understand, what previously seemed like a foreign language. In today's highly competitive digital environment I highly recommend adding this to your must-read list."

Cindy Brown
Chief Revenue Officer, ViralGains.

"From our operating rooms, to our schools, financial markets, concert halls and art galleries; data science and machine learning have disrupted traditional processes and expanded the borders that previously served as our limitations. This book democratizes the concepts of Data Science for readers across all job types and skill sets and arms them with the necessary concepts and tools to begin applying them to their daily lives."

Eoin Ryan
Head of Investor Relations, Naspers.

"From business leaders and emerging executives seeking to better understand the concepts of data science, and how to use this field to better understand their business and make better decisions; to emerging data scientists seeking a stronger foundation in this field and a better sense of how to apply its concepts and techniques in the real world, this text is a touchstone resource."

Jeff Russakaw
CEO, Boosted.

"Whether you are a company driving disruption or undergoing disruption in your industry, deriving data-driven business insights via application of Data Science, AI/ ML technologies for making the right strategic decisions is very foundational. This book breaks down the concepts of Data Science fluidly and couples them with very practical implementation tips. A must read for the novice as well as experts in this field."

Milind Wagle
Chief Information Officer, Equinix.