In summary, in this article the authors argue that there are good reasons why its been hard to pin down exactly what data science is. One reason is that data science is intricately intertwined with other important concepts also of growing importance, such as big data and data-driven decision making. Another reason is the natural tendency to associate what a practitioner does with the definition of the practitioner’s field; this can result in overlooking the fundamentals of the field. With the belief that trying to define the boundaries of data science precisely is not of the utmost importance. Also companies have realized they need to hire data scientists, academic institutions are scrambling to put together data science programs,However, there is confusion about what exactly data science is; this can result in overlooking the fundamentals of the field. They believe that trying to define the boundaries of data science precisely is not of the utmost importance. We can debate the boundaries of the field in an academic setting, but in order for data science to serve business effectively, it is important to understand its relationships to other important related concepts, and to begin to identify the fundamental principles underlying data science. Once we embrace it, we can much better understand and explain exactly what data science has to offer. Furthermore, only once we embrace it should we be comfortable calling it data science. In this article, we present a perspective that addresses all these concepts. We close by offering, as examples, a partial list of fundamental principles underlying data science.With vast amounts of data now available, companies in almost every industry are focused on exploiting data for competitive advantage. The volume and variety of data have far outstripped the capacity of manual analysis, and in some cases have exceeded the capacity of conventional databases. At the same time, computers have become far more powerful, networking is ubiquitous, and algorithms have been developed that can connect datasets to enable broader and deeper analyses than previously possible. The convergence of these phenomena has given rise to the increasingly widespread business application of data science e. In order for data science to flourish as a field, rather than to drown in the flood of popular attention, we must think beyond the algorithms, techniques, and tools in common use. We must think about the core principles and concepts that underlie the techniques, and also the systematic thinking that fosters success in data-driven decision making. These data science concepts are general and very broadly applicable.