

19/12/20

Introduction

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Data Science

Machine Learning

$$\begin{array}{ccc} \text{Data} & + & \text{Algorithm} = \text{Insights} \\ \text{(collected info)} & & \text{(analysing methods)} \quad \text{(analysed data)} \end{array}$$

Example: A shop groups its customers based on similar traits to serve each group better.

<u>Types of customers</u>	<u>Brand Loyalty</u>	<u>Satisfaction</u>
Fans	↑	↑
Supporters	↑	↓
Roamers	↓	↑
Alienated	↓	↓

Steps:-

- | | |
|----------------------------|------------------------|
| 1) Intro to data & science | 4) Python |
| 2) Maths | 5) Advanced Statistics |
| 3) Statistics | 6) Machine Learning |

Data Science Principles :-

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Data Team :- Solve a business problem using data.
(Big Data Team) They will ~~do~~ do significant amount of work on data.



Business Intelligence Team :- Provide business insights dashboard.

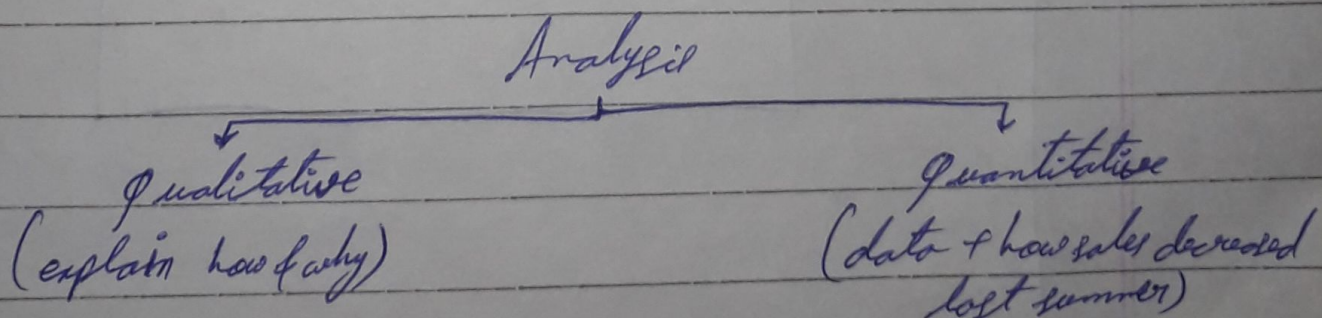
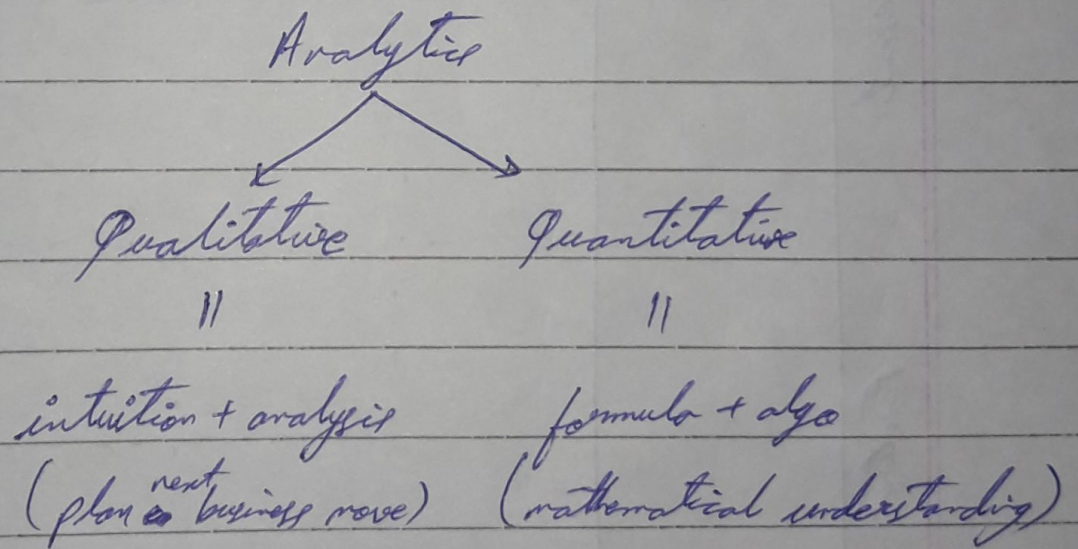


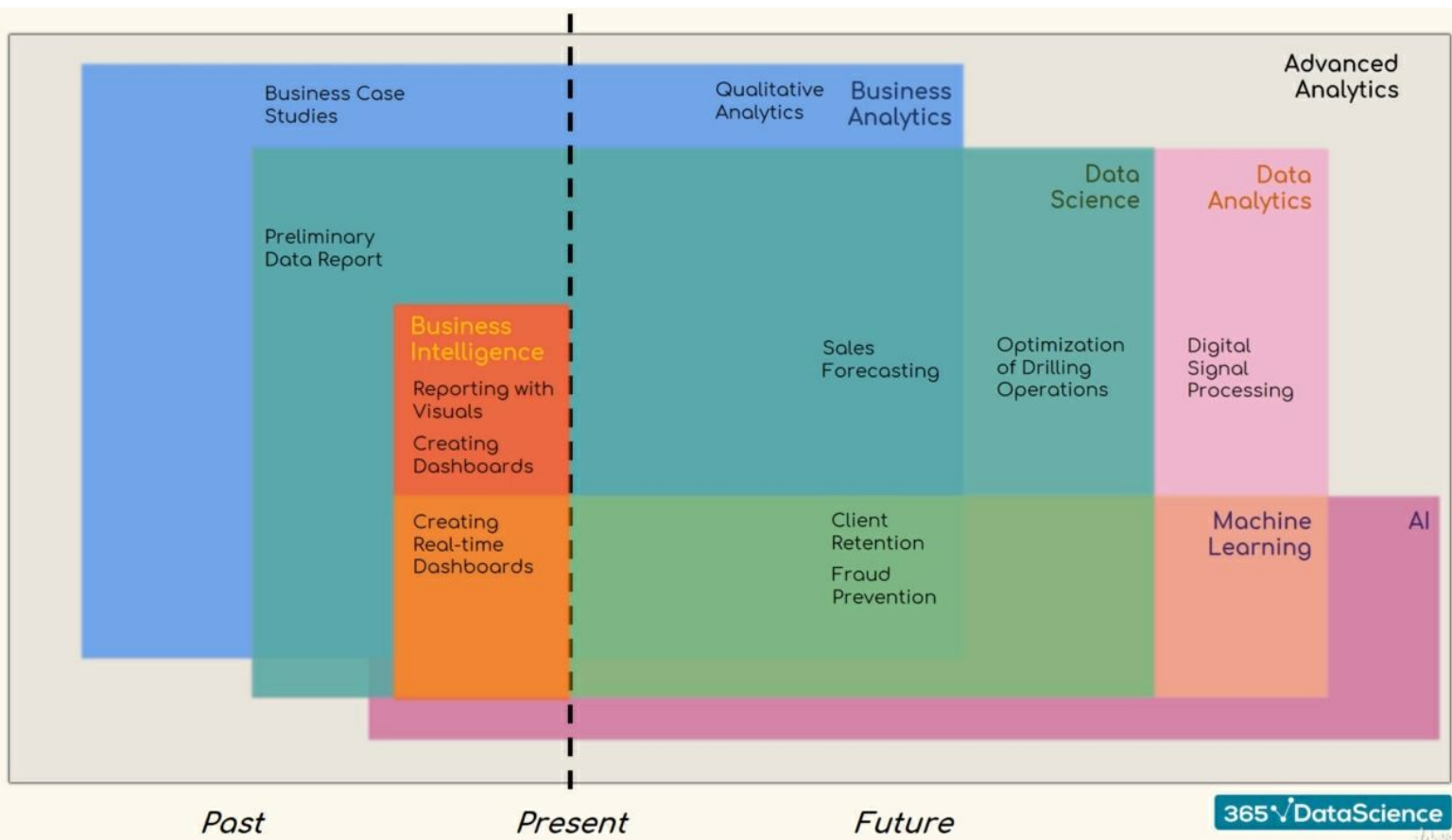
Data Science Team :- Use business analytics / data analytics to predict future outcomes.

Related Terms :-

business analytics , data analytics ,
data science , business intelligence , machine learning

<u>Analysis</u>	vs	<u>Analytics</u>
1) Separate data into multiple datasets & study differently & with respect to each other.		1) Application of logic & computational reasoning to the component parts obtained in analysis, looking for patterns & explore their use in future.
2) It is done on past.		2) explore future.
3) Used to explain how & why something happened.		3) Used to explore potential future events.





Steps to create the diagram

S-1) Business :- All business related works :

- a) Business Case Study :
- b) Qualitative Analytics
- c) Preliminary Data Report
- d) Reporting with visuals
- e) Creating dashboard
- f) Sales forecasting.

<u>Only Business</u> (experience-based)	<u>Business & Data</u>
Business case study	Preliminary data Report
Qualitative Analytics	Reporting with visuals
	Creating Reports Dashboards
	Sales Forecast

Business Case Study : Real world experiences of how business people/companies succeed/fail.