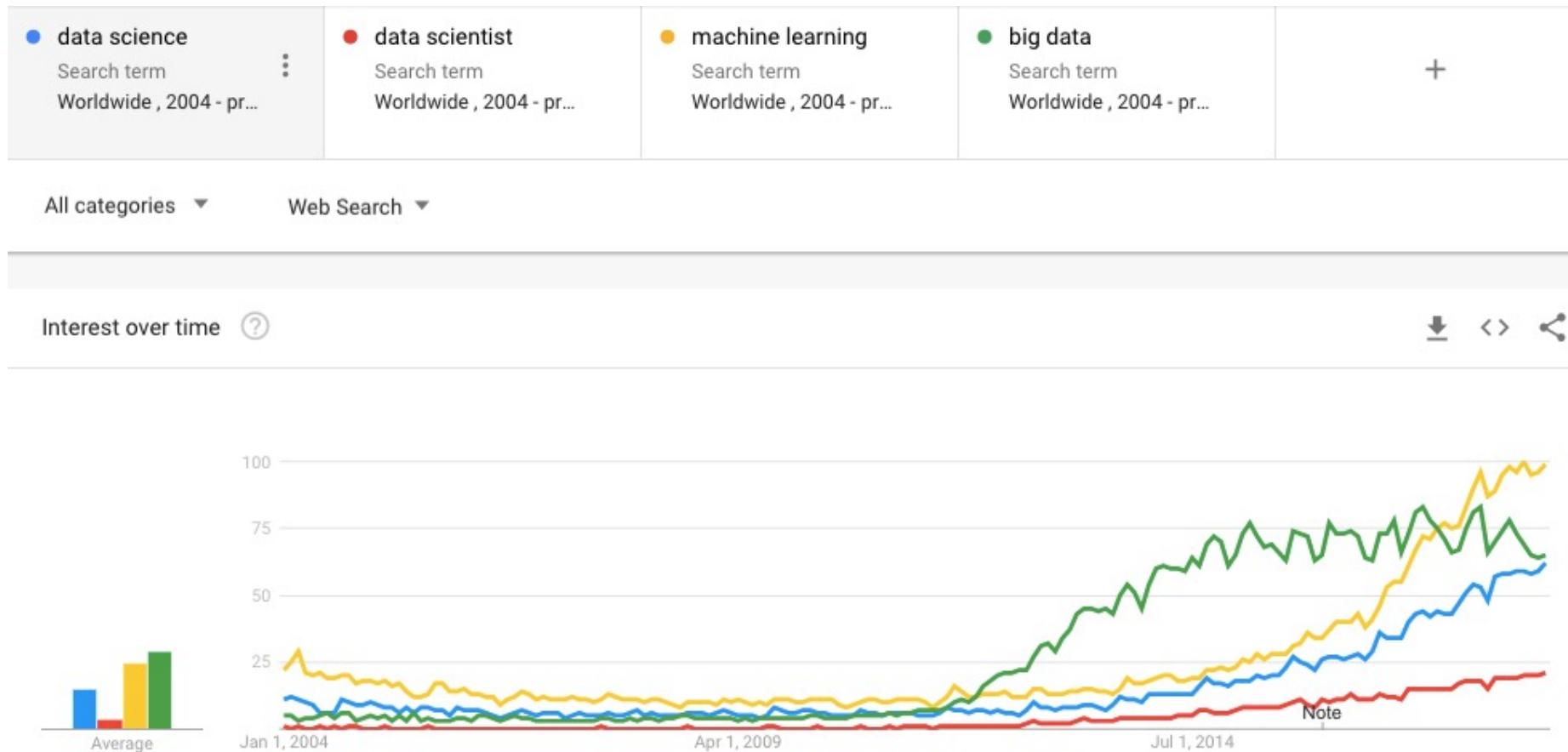


## Data 601 @ UMBC

# Welcome to Data 601



- Course Logistics
- What is Data Science?
- Software tools
- What are we not covering?
- Soft skills
- Homework

## Syllabus and Course Logistics

- **Syllabus:** [https://github.com/msaricaumbc/DS601\\_Spring22](https://github.com/msaricaumbc/DS601_Spring22)
- **Office Hours:** <https://calendly.com/msarica1/15min>
- **Email:** [mehmet.sarica@umbc.edu](mailto:mehmet.sarica@umbc.edu)
- **Schedule:** [https://github.com/msaricaumbc/DS601\\_Spring22#weekly-schedule](https://github.com/msaricaumbc/DS601_Spring22#weekly-schedule)

## Components of a good class

- How do you promote a safe classroom environment?
- How do you address the variety of backgrounds of participants?
- How do you encourage participation? Enable rest?
- What behavior fosters growth?

***Activity:*** Think, then write

# Ground rules

- Schedule: 7:10 – 9:40 (we may have breaks)
- I value being punctual (start of class, breaks, end of class)
- Don't apologize for asking a question or for not knowing something
- I find it acceptable for you to occasionally not participate
- Tell me if you cannot hear me or if you cannot understand me
- Slides/notes will be provided after lecture (Github)
- I value your feedback:
  - Direct: verbal
  - Indirect: anonymous question/comment sheets on your desk

## Grading

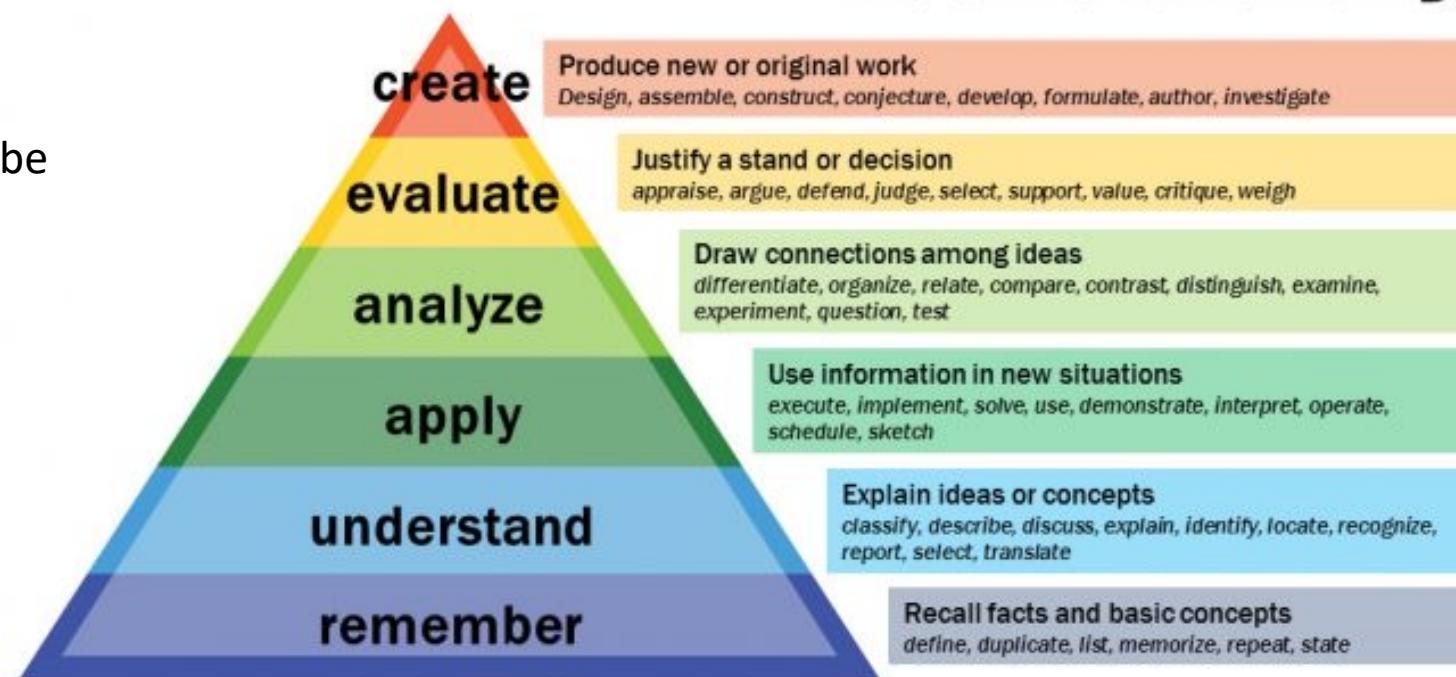
*What you may care about for evaluation*

- Attendance: 10%
  - Show up for class (\*not always enough)
  - Participate in class exercises and surveys
- Homework: 40%
  - When homework is assigned, the due date will be provided
- Midterm Project: %20
- Final Project: 30%

## Learning

*What I care about conveying*

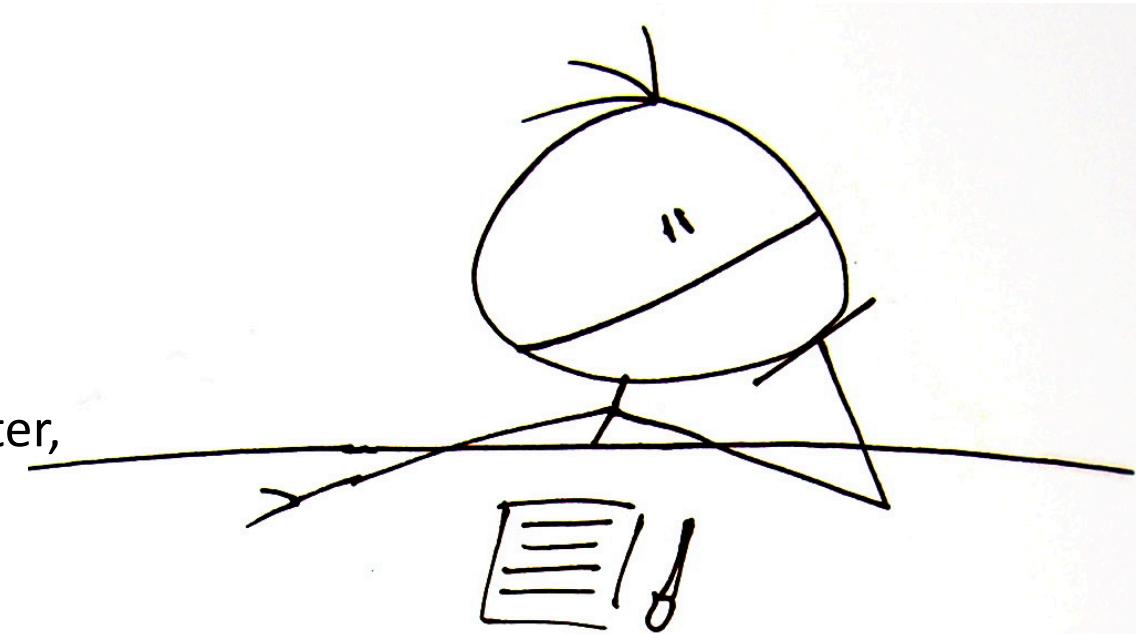
## Bloom's Taxonomy



## Log your assumptions and expectations

In-class exercise:

- Open a notepad(or a word document) on your computer, record the date.
- Write down your assumptions about this class
- Write down your expectations for this class



**Activity:** think and write

## Store assumptions and expectations

We will revisit these notes later in the semester

Store your note where it can be accessed later in the course



## What do you want to learn in this class?

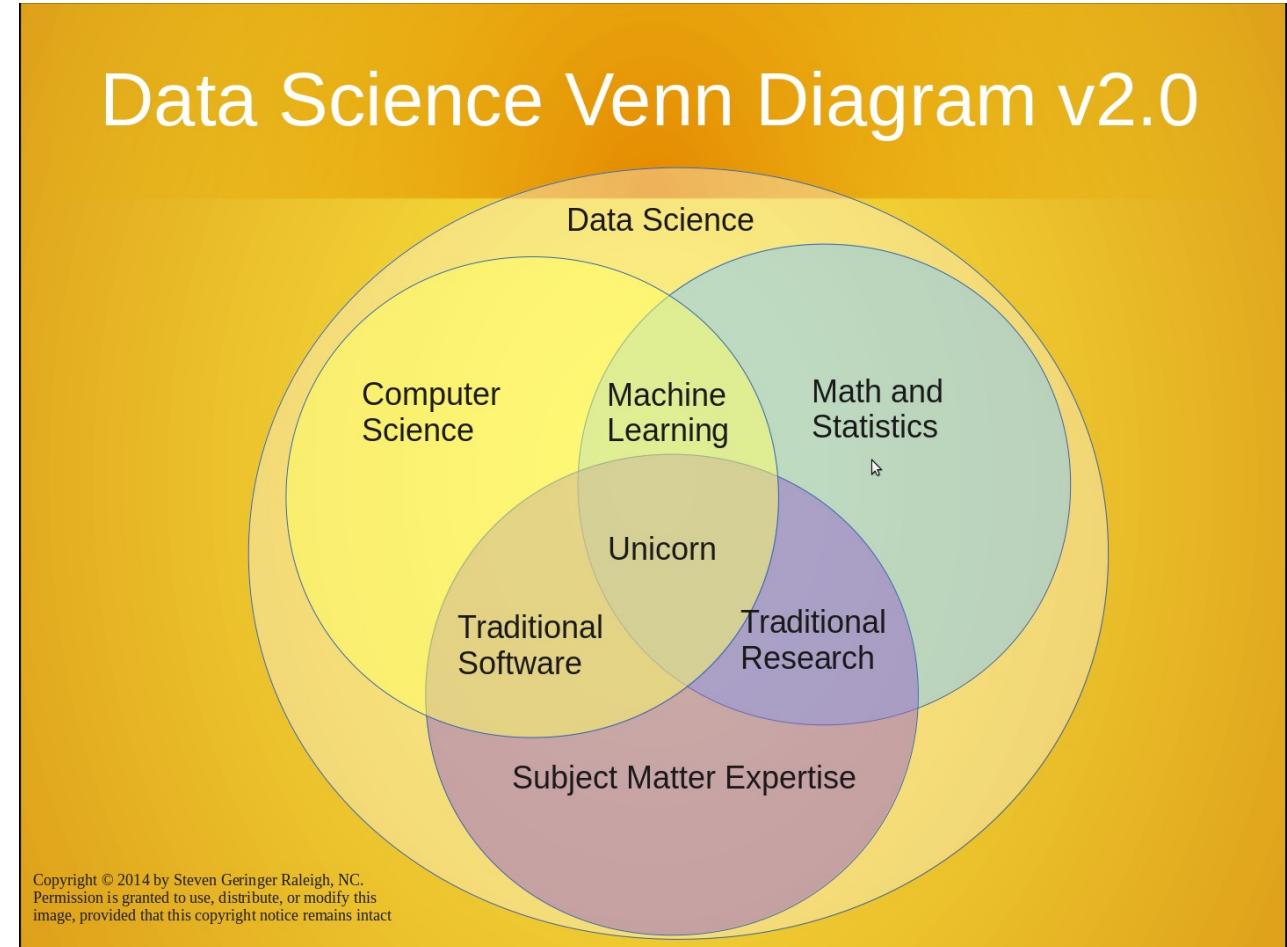
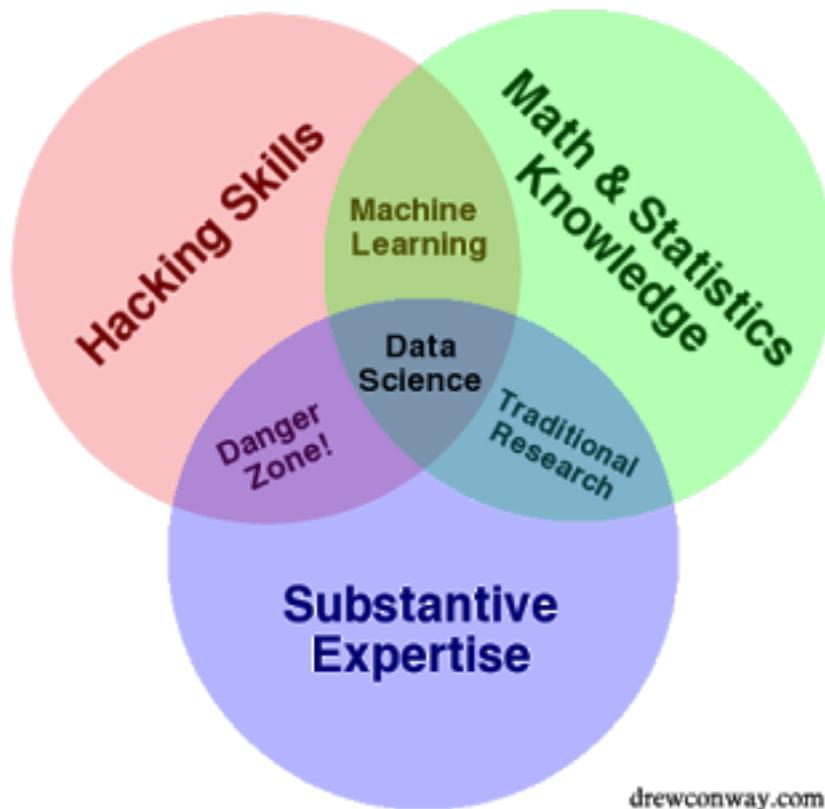


*Activity:* verbal popcorn; record answers on board

- Course Logistics

- What is Data Science?
- Software tools
- What are we not covering?
- Soft skills
- Homework

There's a lot to cover



Suggested reading:

<https://www.kdnuggets.com/2016/10/battle-data-science-venn-diagrams.html>

# Skills and experience matter more than title and labels

## DATABASE ADMINISTRATOR DATABASE CARETAKER



**Role**  
Ensures that the database is available to all relevant users, is performing properly and is being kept safe

**Mindset**  
Master of Disaster Prevention

HIRED BY

**Languages**  
SQL, Java, Ruby on Rails, XML, C#, Python

- ✓ Backup & recovery
- ✓ Data modeling and design
- ✓ Distributed Computing (Hadoop)
- ✓ Database systems (SQL and NO SQL based)
- ✓ Data security
- ✓ ERP & business knowledge

## DATA ENGINEER SOFTWARE ENGINEERS BY TRADE



**Role**  
Develops, constructs, tests and maintains architectures (such as databases and large-scale processing systems)

**Mindset**  
All-purpose everyman

HIRED BY

**Languages**  
SQL, Hive, Pig, R, Matlab, SAS, SPSS, Python, Java, Ruby, C++, Perl

- ✓ Database systems (SQL & NO SQL based)
- ✓ Data modeling & ETL tools
- ✓ Data APIs
- ✓ Data warehousing solutions

## DATA ARCHITECT THE CONTEMPORARY DATA MODELLER



**Languages**  
SQL, XML, Hive, Pig, Spark

- ✓ Data warehousing solutions
- ✓ In-depth knowledge of database architecture
- ✓ Extraction Transformation and Load (ETL), spreadsheet and BI tools
- ✓ Data modeling
- ✓ Systems development

HIRED BY

**Role:**  
Creates blueprints for data management systems to integrate, centralize, protect and maintain data sources

**Mindset:**  
Inquiring ninja with a love for data architecture design patterns

## BUSINESS ANALYST CHANGE AGENT



**Languages**  
SQL

- ✓ Basic tools (e.g. MS Office)
- ✓ Data visualization tools (e.g. Tableau)
- ✓ Conscious listening and storytelling
- ✓ Business Intelligence understanding
- ✓ Data modeling

HIRED BY

**Role**  
Improves business processes as intermediary between business and IT

**Mindset**  
Resilient project juggler

## DATA ANALYST DATA DETECTIVE



**Role**  
Collects, processes and performs statistical data analyses

**Mindset**  
Intuitive data junkie with high “figure-it-out” quotient

HIRED BY

**Languages**  
R, Python, HTML, Javascript, C/C++, SQL

- ✓ Spreadsheet tools (e.g. Excel)
- ✓ Database systems (SQL and NO SQL based)
- ✓ Communication & visualization
- ✓ Math, Stats, Machine Learning

## DATA SCIENTIST AS RARE AS UNICORNS



**Languages**  
R, SAS, Python, Matlab, SQL, Hive, Pig, Spark

- ✓ Distributed computing
- ✓ Predictive modeling
- ✓ Story-telling and visualizing
- ✓ Math, Stats, Machine Learning

HIRED BY

**Role**  
Cleans, massages and organizes (big) data

**Mindset**  
Curious data wizard

## DATA AND ANALYTICS MANAGER DATA SCIENCE TEAM LEADER



**Role**  
Manages a team of analysts and data scientists

**Mindset**  
Data Wizards' Cheerleader

HIRED BY

**Languages**  
SQL, R, SAS, Python, Matlab, Java

- ✓ Database systems (SQL and NO SQL based)
- ✓ Leadership & project management
- ✓ Interpersonal communication
- ✓ Data mining & predictive modeling

<https://www.datacamp.com/community/tutorials/data-science-industry-infographic>

Historical progression: data grooming, data mining, data scientist

[www.umbc.edu](http://www.umbc.edu)

## Data science is an active field with lots of jargon

There will always be something you haven't heard of before.

- Know enough to be conversant with peers
- Be curious about new topics
- Research concepts and labels before using them

*Reference:* <http://www.datascienceglossary.org/>

# Why learn data science?

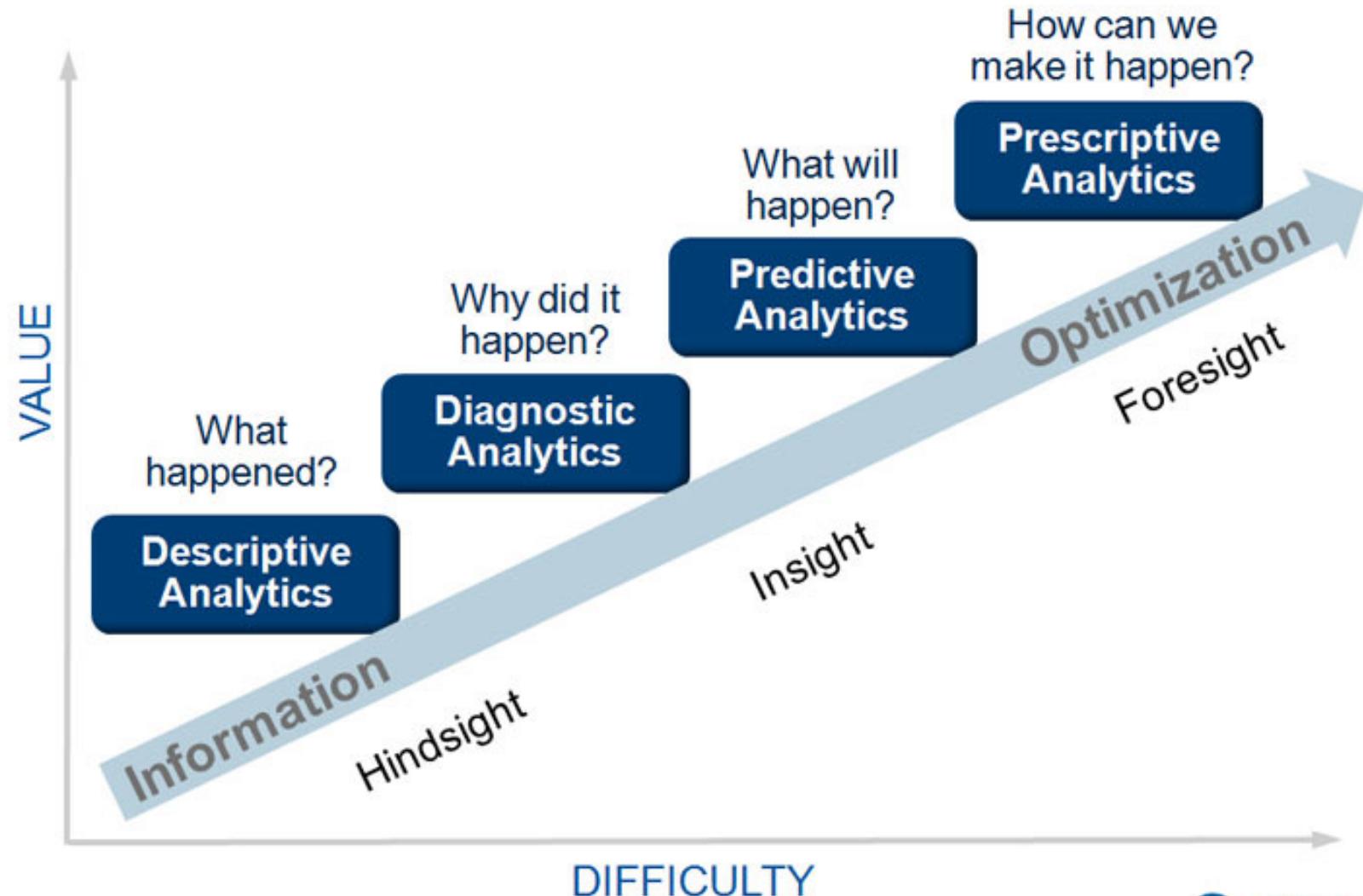
Explore: **identify patterns**

Predict: **make informed guesses**

Infer: **quantify what you know**

## Motives:

- Make money
  - Employment
  - Promotion
- Help people
- Gain new knowledge



## Large scale use cases with lots of data

- Google's search engine
- Recommendations from Amazon and Netflix
- Bank and Credit Card fraud detection
- Logistics (DHL, UPS) or fleet management
- Healthcare records from patients

Each depends on availability of compute and data

## *Assumption in this class*

- In class we will assume you are a lone data scientist on an island with an internet connection.
- This is not the typical case -- you'll have coworkers, customers, bosses, competitors, collaborators, peers.

### *Example of how class ≠ real world*

- This class will not use competitive grading. (Imagine if it were.)
- As an employee at a company, you may be competing for a bonus or promotion  
--> consequence: personal and organizational politics factor into the work environment

- Course Logistics
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## Most popular tool in data science

- what do you think the most popular software tool in data science is?

***Activity:*** interactive survey

<https://www.trippinsights.com/2018/01/04/milling-about/>



# Most popular tool in data science

*The most popular tool in data science is Excel.*

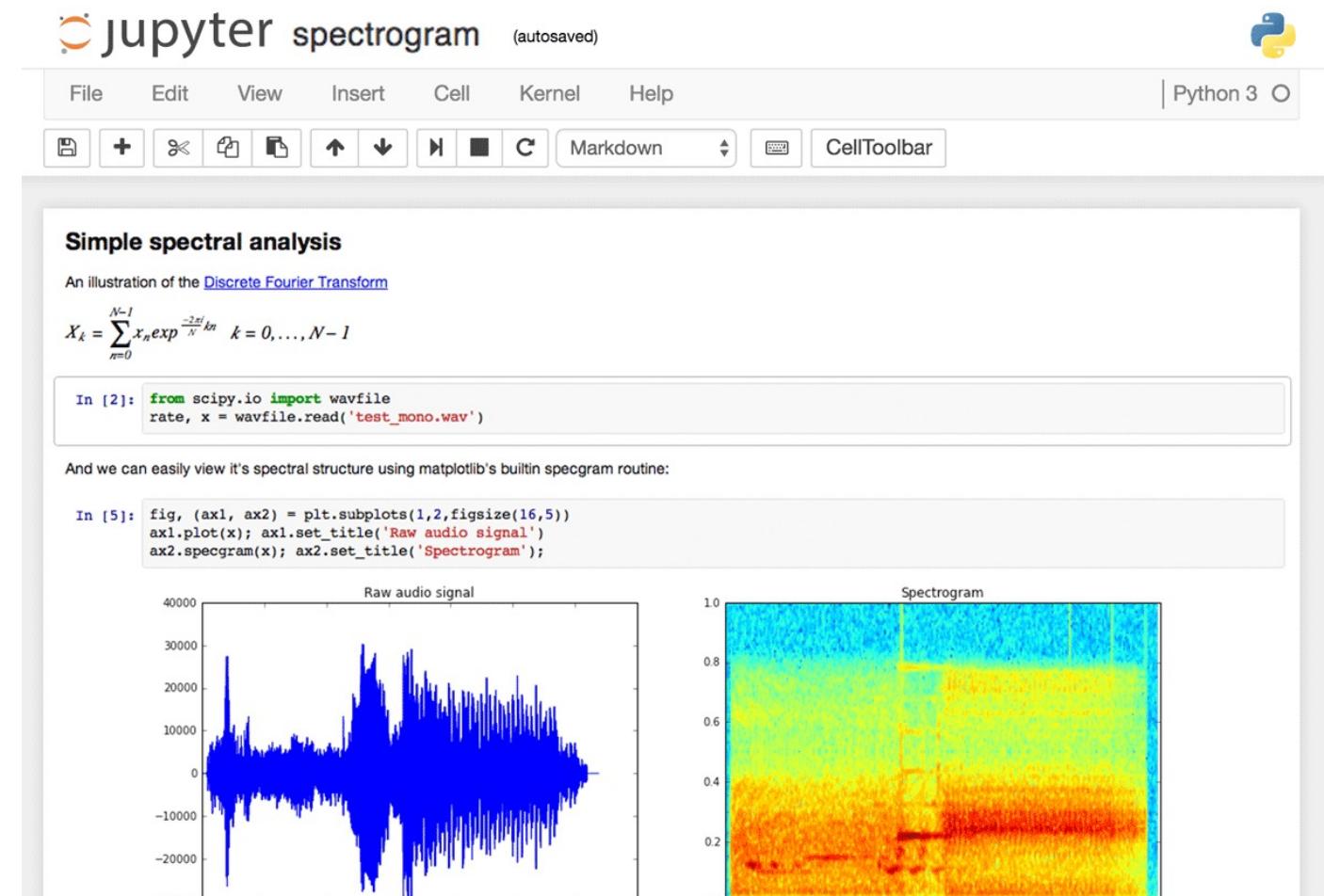
- Excel is attractive because it's flexible and capable -- it can store data, the transform, and the visualization (no context switch).
- However, as an analytic ages in Excel and is increasingly tailored, it becomes increasingly brittle.
- Also, in the list of capabilities I didn't include documentation.



Most popular tool in Data 601: *Python*

# Interface to Python in Data 601: Jupyter

Write in the chat box if you have used a Jupyter notebook



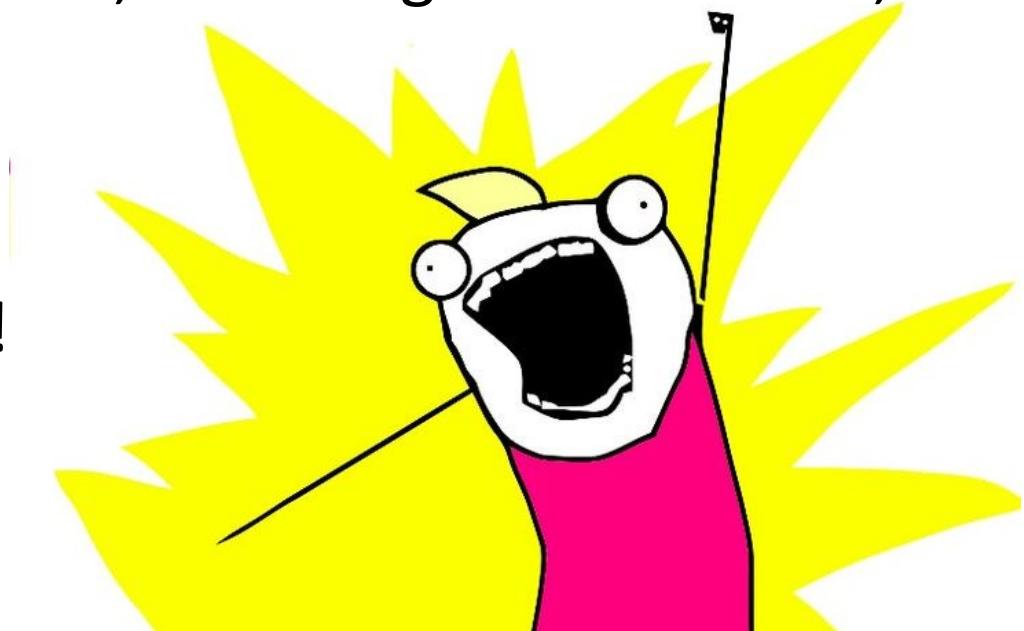
## Why Jupyter + Python for Data 601?

Jupyter is useful for

- Exploration of data (*jargon*: EDA = exploratory data analysis)
- Documenting your activities (to enable reproducibility)
- Figuring out which software is relevant, which algorithms to use, which software libraries are useful
- Visualizing results

And both Jupyter and Python are free!

And both are widely used!



# Python and Jupyter do not cover every use case

- For sufficiently large data sets, Jupyter and Python are not the right tool
- For sufficiently complex analytics, Jupyter and Python are not the right tool

Speed and security are typically not your priority during exploration

Knowing when to invest in switching tools is a skill

Evaluate trade-offs of flexibility and security and speed for a given scale

# Relevance of infrastructure to data science

Usual explanation when replicating analysis:

1. Get this data
2. (*Documentation*) Apply this transformation to get result

No explanation of

- software used
- software versions
- configurations
- Implementation details

## Digital archeology:

Suppose you are to diagnose why someone else's approach doesn't yield same results

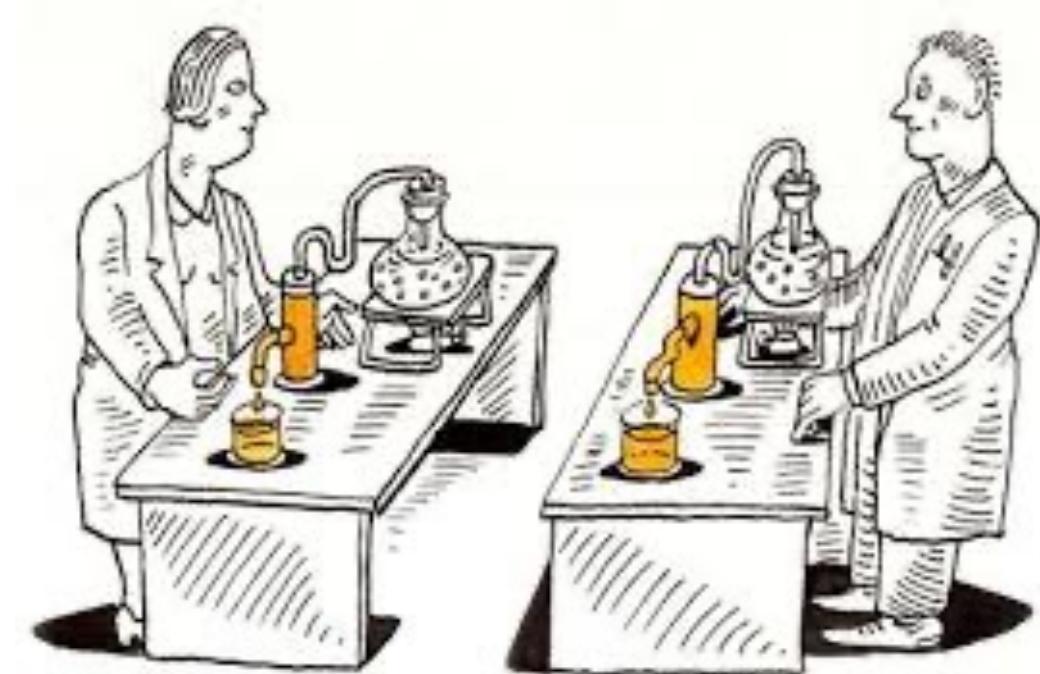
Suppose they did their work 20 years ago



# Infrastructure in data science to enable Reproducibility and Portability

In addition to data and analysis, implementation and environment matters

1. Use this Operating System
2. Install this software
3. Configure software this way
4. Add these packages
5. Get this data in this format
6. Run analysis against data
7. Create plots
8. Generate report



## *Best practices:* Version control

- Reproducibility applies to your own attempts (not just other people)
- Regardless of how you develop analytics, you'll be creating or editing software and documents.
- [lesson] Regardless of how you implement best practices, avoid inventing solutions for which someone else already provided a path.

Suggested resource: <https://try.github.io/>



Have you used software for version control?

*Examples:* git, svn, hg

- Course Logistics
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  - Homework

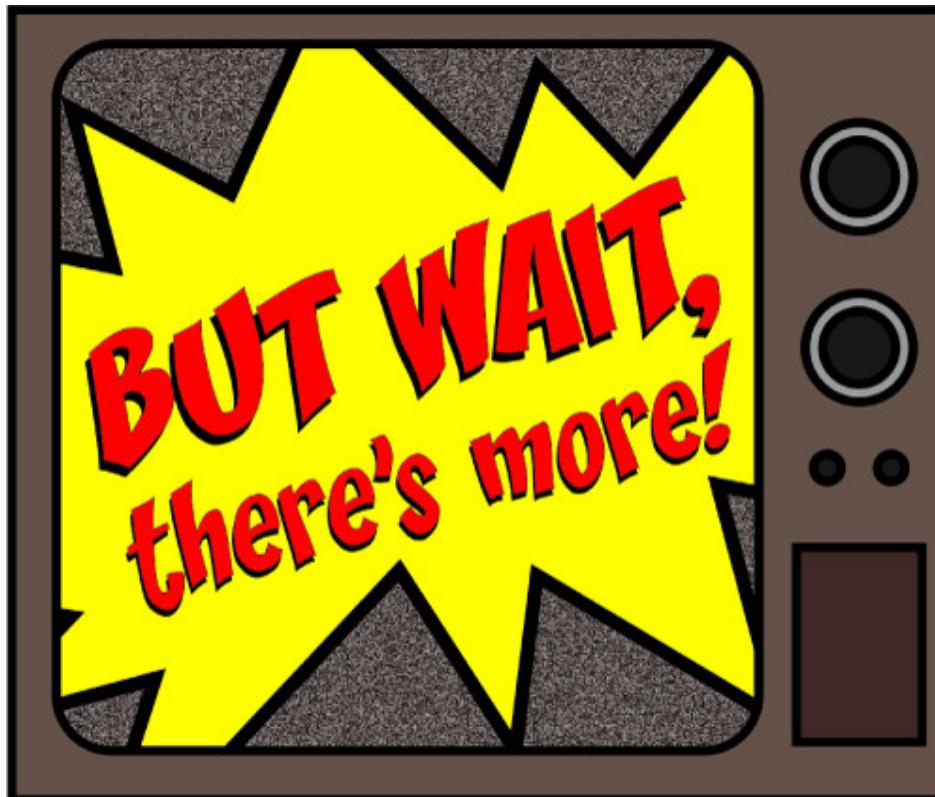
Processes external to data science

Exploration may be enough and the effort terminates



## Processes external to data science

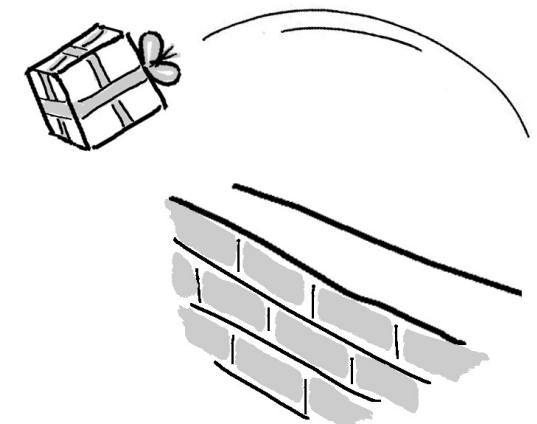
~~Exploration may be enough and the effort terminates~~



Additional refinement is often needed; data science is often merely the start of an investment

## *Not covered: machine learning*

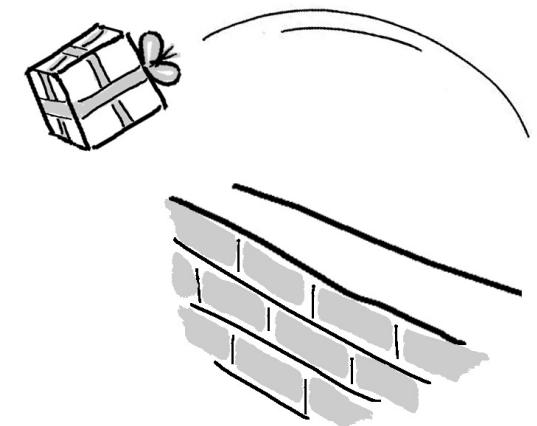
- 602 Introduction to Machine Learning covers Machine Learning
  - If you want to try out, we can do it in one of the last sessions



See <http://dev2ops.org/2010/02/what-is-devops/>

## *Not covered: product integration*

- There's a complex network of dependencies (i.e. software engineers, managers) of which data science is one component.
- Downstream consumers of your output are likely to be software developers who use containers and support users.
- This class is focused on the data science; not with integration.



See <http://dev2ops.org/2010/02/what-is-devops/>



*Not covered: security*

We focus on data science techniques;  
these do not emphasize  
secure design of software.

- Let's Look at some Python code

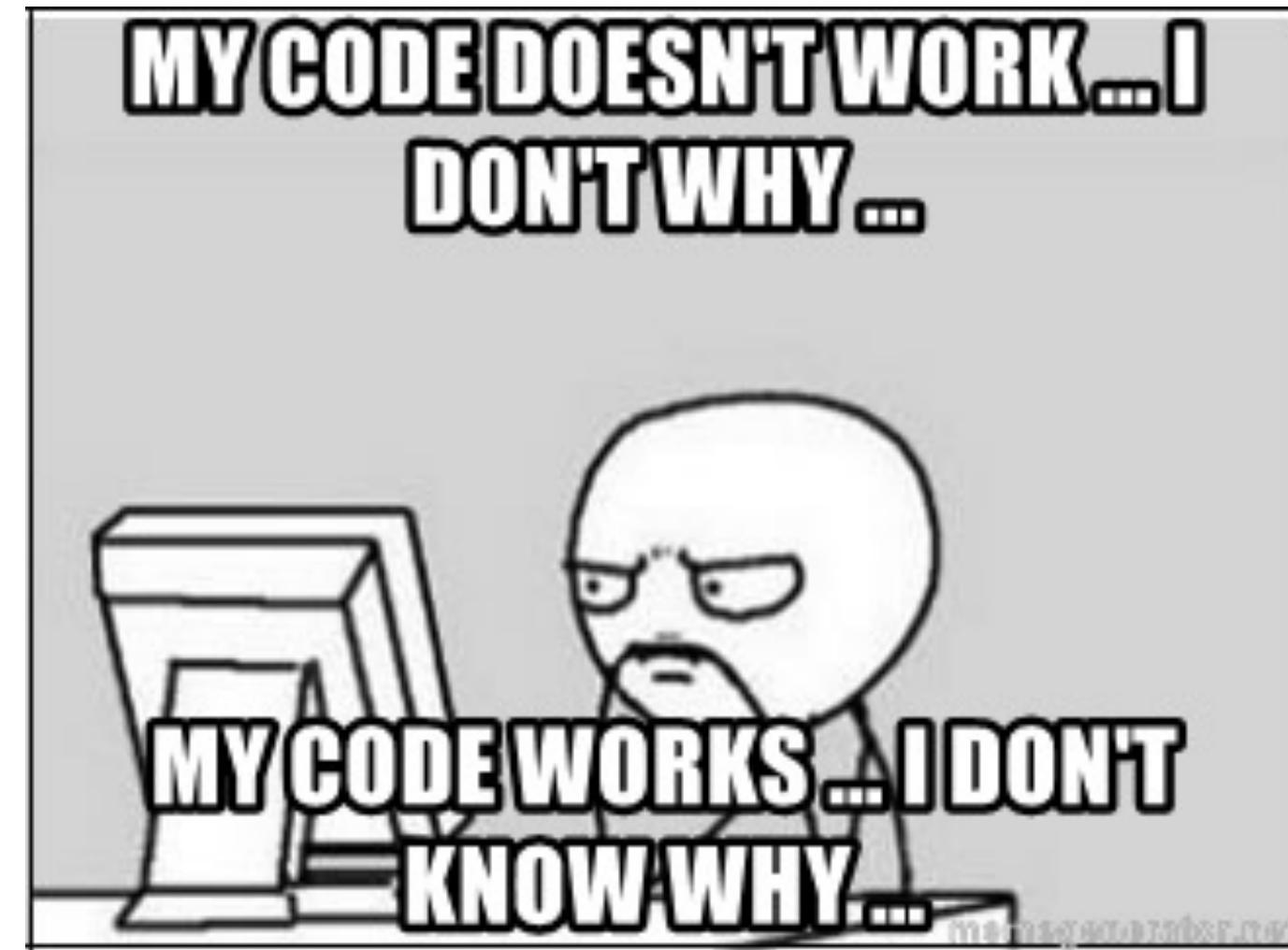
Figure 1

When I wrote this code,  
only God & I understood what it did.



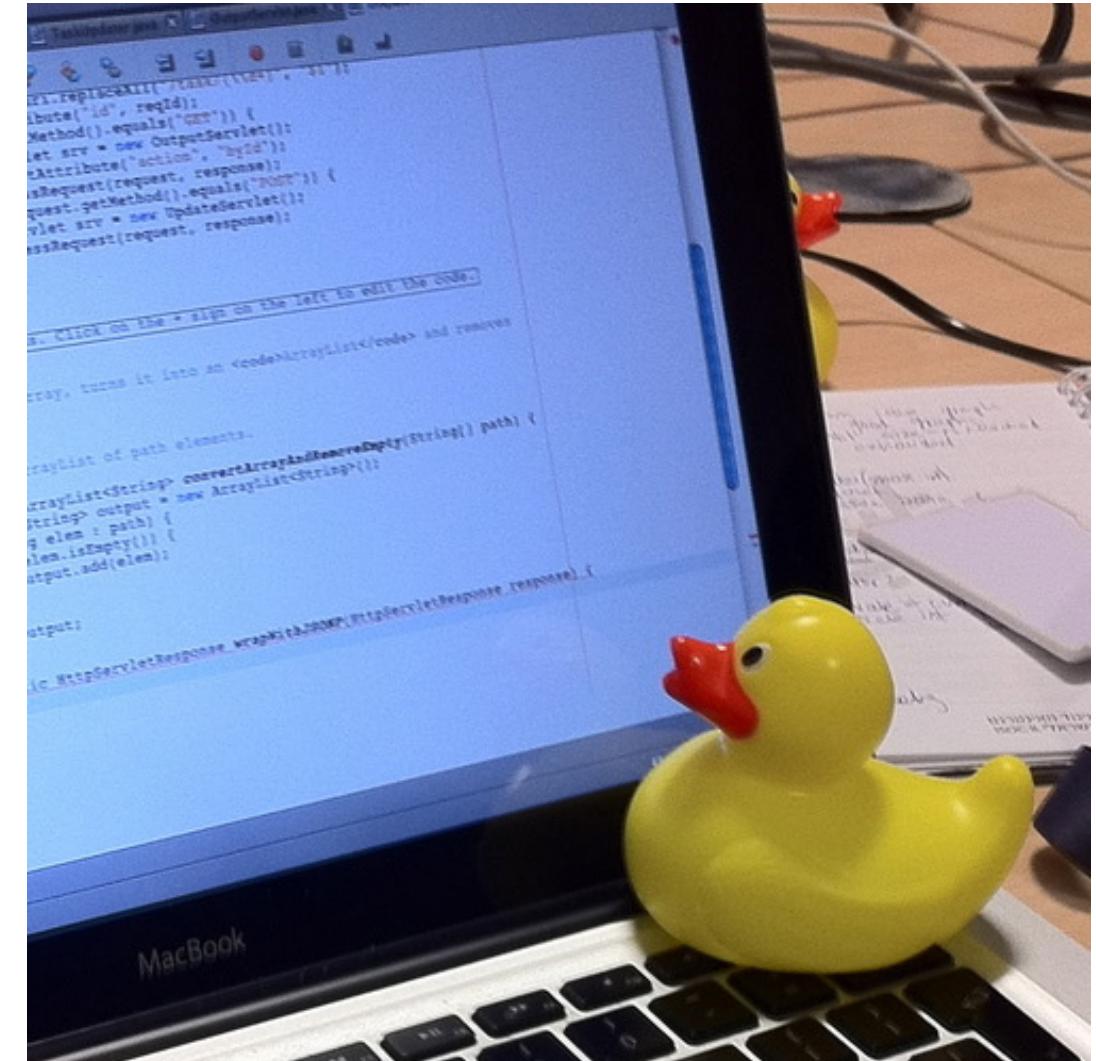
Now...  
only God knows.

Figure 2



## Rubber Duck Debugging

[https://en.wikipedia.org/wiki/Rubber\\_duck\\_debugging](https://en.wikipedia.org/wiki/Rubber_duck_debugging)



- ~~Course Logistics~~
- ~~What is Data Science?~~
- ~~Software tools~~
- ~~What are we not covering?~~
- Soft skills
- Homework

## Data Science is more than Math and Software

### Human interaction in data science

- Discovering stakeholders
- Negotiating with data owners
- Customer engagement

<https://hbr.org/2017/01/the-best-data-scientists-get-out-and-talk-to-people>

## Iterating with customers

- As a data scientist, you'll often be working for someone other than yourself.
- Expect under-specified requirements from customers. Iterate.
- Provide incomplete solutions rather than waiting until the product is perfect.

[https://en.wikipedia.org/wiki/Minimum\\_viable\\_product](https://en.wikipedia.org/wiki/Minimum_viable_product)

When to persist,  
When to change course,  
When to seek help



Try attacking the challenge for 30 minutes  
Then seek help or do something else for a while

[https://en.wikipedia.org/wiki/Pomodoro\\_Technique](https://en.wikipedia.org/wiki/Pomodoro_Technique)

## Pro-tip when seeking help

How to ask well-formed questions:

<https://stackoverflow.com/help/how-to-ask>

[Intentional sidetrack to StackOverflow.]

Ask technical questions:

- *Poor*: "I don't understand Python dictionaries" (→ online tutorials)
  - *Better*: "When is it appropriate to use a key-value pair?"
- 
- *Poor*: If I submitted this assignment as is, what score would I get?
  - *Better*: I am planning to submit the attached assignment, but currently there's an error in the third cell. I've searched online but don't find any references to the error message. Can you provide guidance?



## Emotions in Data Science

- As a data scientist, most of your time will be spent in a desert of uncertainty, frustration, and doubt.
- There will be rare short-lived interspersed spikes of excitement and happiness due to events like getting a new dataset, creating a new analytic, getting a new result, or being thanked by a stakeholder.

This experience is normal and does not go away.  
*See also the psychology of slot machines*

- ~~Course Logistics~~
- ~~What is Data Science?~~
- ~~Software tools~~
- ~~What are we not covering?~~
- ~~Soft skills~~
- Homework

# Homework

- Blackboard: Introduce yourself
- Create an empty file with **your student id number** in your repository's root folder.
- Create a folder in your github repository **week01**
- Read: First 10 pages of "50 years of data science"

<https://www.tandfonline.com/doi/full/10.1080/10618600.2017.1384734>

- Write a half page summary of the text explaining what is data science save as **summary.txt** (Make sure that there are no typos and your summary is grammatically correct)
- Complete HW-01.ipynb

Materials: [https://drive.google.com/drive/folders/1f8OBdc1u2lWKQi5M9Z19UJOUPN3\\_v9m](https://drive.google.com/drive/folders/1f8OBdc1u2lWKQi5M9Z19UJOUPN3_v9m)

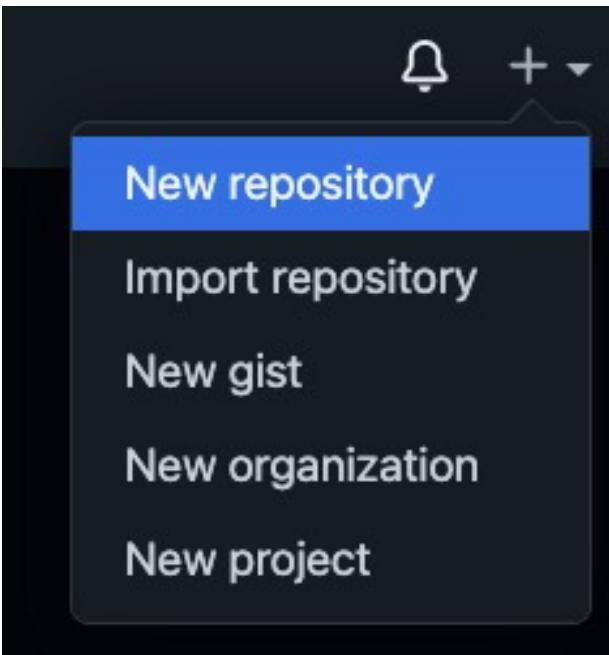
## Tasks & Homework

- Install Anaconda
  - [Anaconda individual edition - install](#)
  - [How to install Anaconda](#)
- Create a github account

# Create a new repository

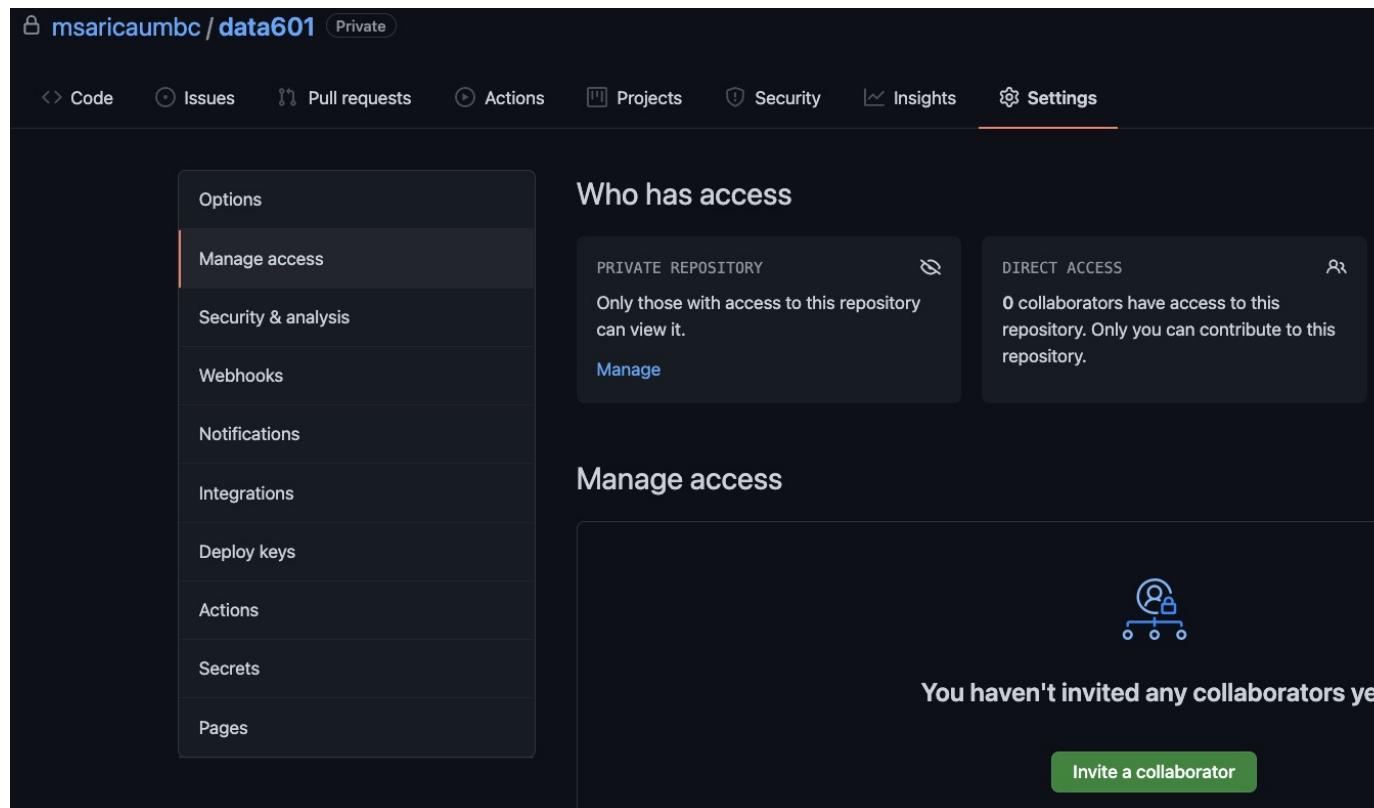
- <https://github.com/UMBC-Data-Science/Welcome#github>

1. Goto [github.com](https://github.com) and create an account (you may skip this step if you already have an account)
2. Create a new PRIVATE repository & name it Data601.

A screenshot of the GitHub "Create new repository" form. The form has two main sections: "Owner \*" and "Repository name \*". In the "Owner \*" section, there is a dropdown menu with "[MS] msaricaumbc" and a checked radio button. In the "Repository name \*" section, the text "data601" is entered, followed by a green checkmark icon. Below the form, a note says "Great repository names are short and memorable. Need inspiration? How about fuzzy-waddle?". There is a "Description (optional)" field which is currently empty. At the bottom, there are two radio button options: "Public" (with a document icon) and "Private" (with a lock icon). The "Private" option is selected, and its description is "Anyone on the internet can see this repository. You choose who can commit." The "Public" option is described as "You choose who can see and commit to this repository.".

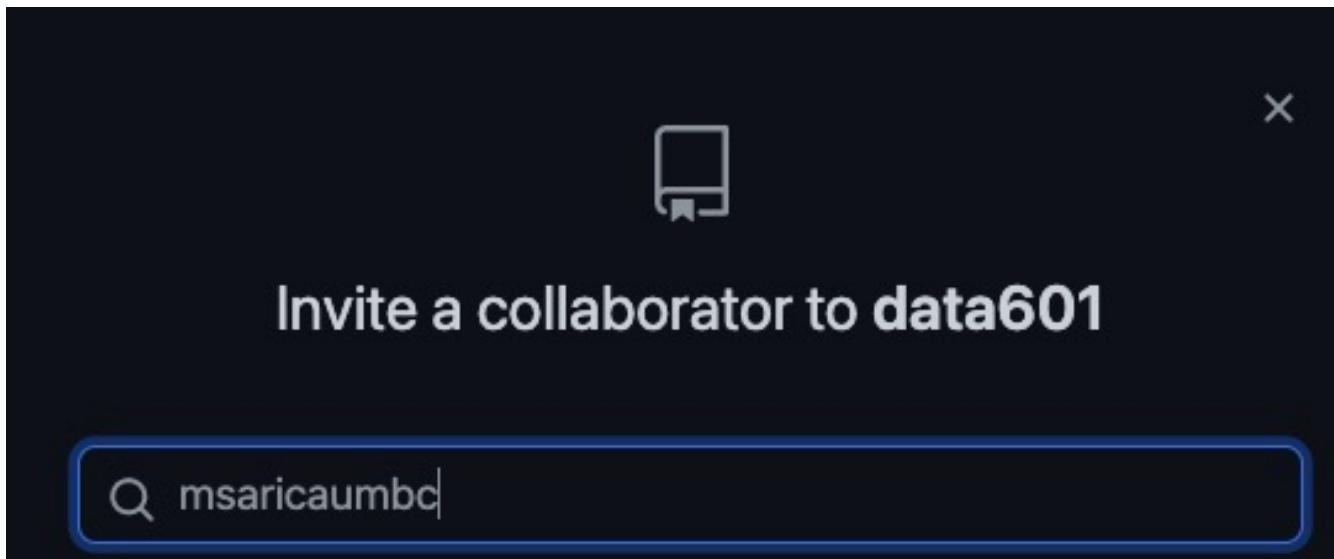
# Create a new repository

3. Goto Settings & click Manage access from the left panel. (It may ask you to enter your password).



## Create a new repository

4. Click Invite collaborator button and enter msaricaumbc
5. Click invite collaborator button and enter xxxxxx. (TA)



Your repo should look like the following!

