

LECTURE 1

Course Overview

An overview of data science and the data science lifecycle

Data Science, Spring 2024 @ Knowledge Stream

Sana Jabbar

- BS Telecommunication Engineering @ FAST, Islamabad
- MS Electrical Engineering @ FAST, Lahore
- Since 2018 @ Lums, Research Associate in [Computer Vision and Graphics Lab](#), formerly in [Clinical and Translational Lab](#)
- Background: [PhD Remote Sensing](#),
- [Research interests](#)
 - Interactive computational tools for earth observation and medicine.
 - Applications in Remote Sensing for Taxation Automation.

What is Data Science?

Lecture 01

- Intros
- **What is data science?**
- The objective of this course?
- Course Overview
- Data Science Lifecycle

PRINCIPLES AND TECHNIQUES OF DATA SCIENCE



What is Data Science?

Definition:

- Data science is an **interdisciplinary field** that uses scientific methods, processes, algorithms, and systems to extract insights and knowledge from **structured** and **unstructured** data.



Joey Gonzalez

Data Science is the application of data centric, computational, and inferential thinking to:

- Understand the world (science).
- Solve problems (engineering).

What is Data Science?

Definition:

- Data science is an **interdisciplinary field** that uses scientific methods, processes, algorithms, and systems to extract insights and knowledge from **structured** and **unstructured** data.

Interdisciplinary Nature:

- Data science combines elements of computer science, mathematics, and domain expertise to solve complex problems.

Structured Data:

- Refers to data that is organized into a specific format, typically consisting of rows and columns, where each piece of information is stored in a well-defined manner.

Unstructured Data:

- Refers to data that lacks a specific, predefined structure, making it more challenging to organize and analyse compared to structured data.

Objective

Lecture 01

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PRINCIPLES AND TECHNIQUES OF DATA SCIENCE



Course Objective

Course Objectives:

- Equip students with the **skills** needed to extract valuable insights from data.

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Data Collection



Course Objective

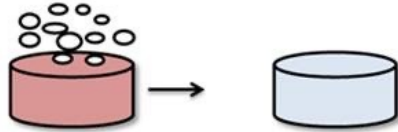
Course Objectives:

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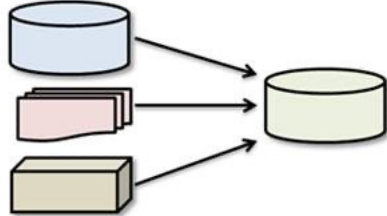
Data Collection



Data Cleaning



Data Integration



Course Objective

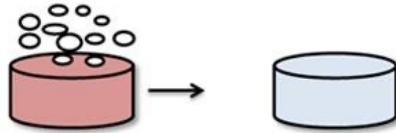
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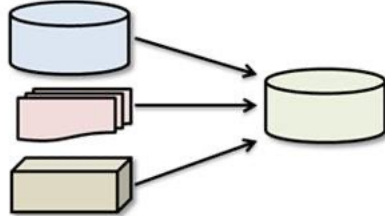
Data Collection



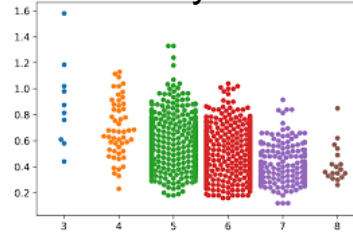
Data Cleaning



Data Integration



Exploratory Data Analysis



Course Objective

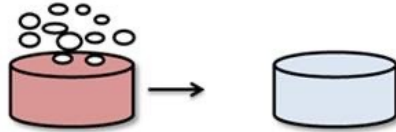
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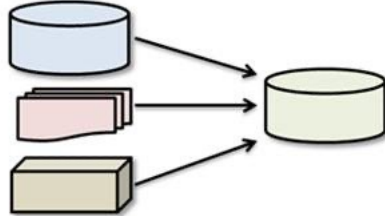
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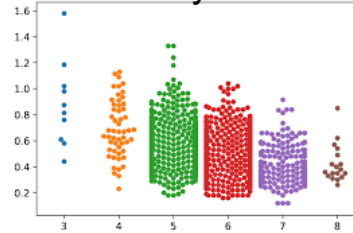
Data Cleaning



Data Integration



Exploratory Data Analysis

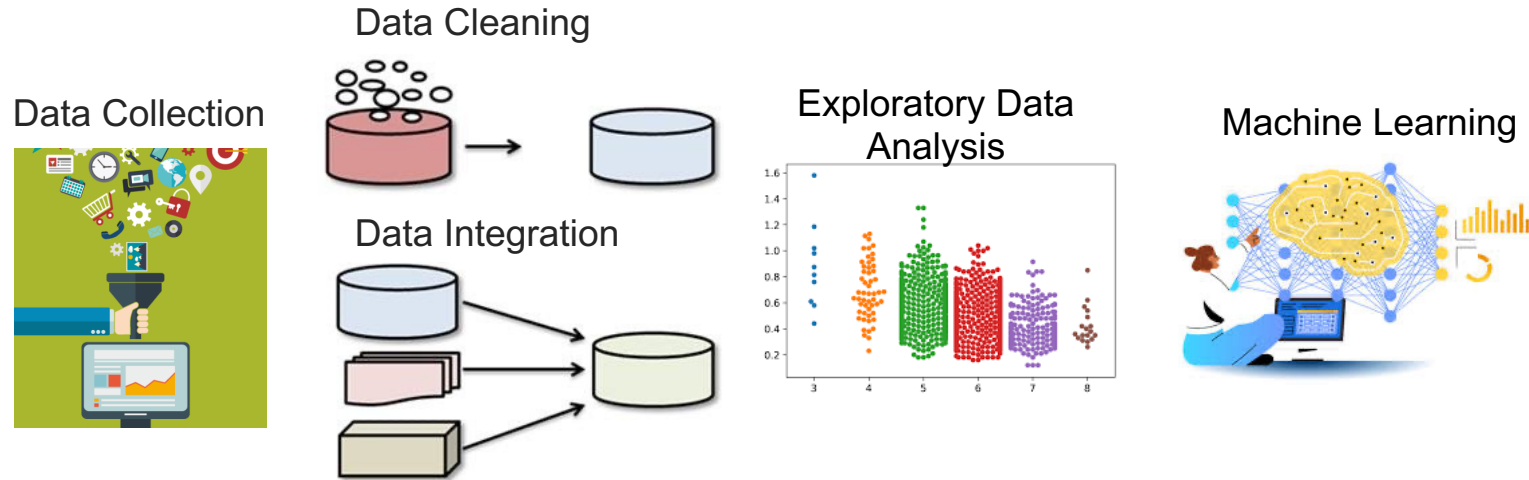


Machine Learning



Course Objectives:

- Equip students with the **skills** needed to extract valuable insights from data.



- Prepare students for **real-world** data science challenges.
- Effectively communicate their findings to non-technical stakeholders

Prepare

Prepare students for **data management**, **machine learning**, and **statistics**, by providing the necessary foundation and context.

Enable

Enable students to start careers as data scientists by providing experience working with **real-world data, tools, and techniques**.

Empower

Empower students to apply computational and inferential thinking to address **real-world problems**.

The world is complicated! Decisions are hard.

- Data science drives decision-making across various industries.
- There is a high demand for data scientists in today's job market.
- Data is used everywhere to answer hard questions and make tough decisions:
 - Science
 - Medicine
 - Engineering
 - Sports

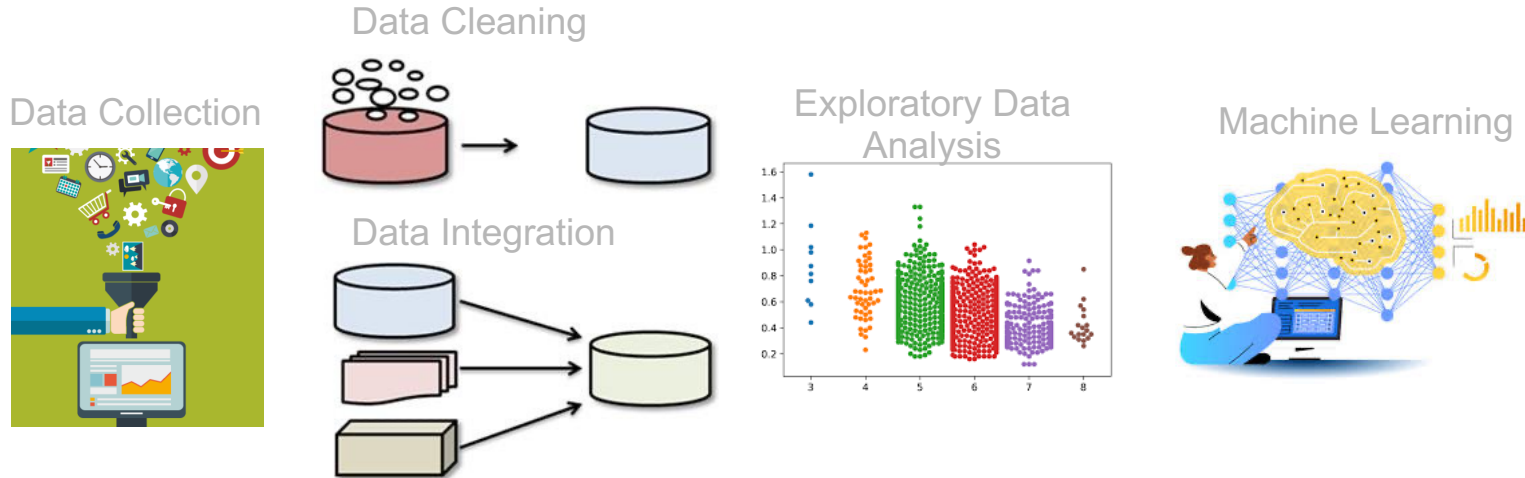
Claims about data come up in discussing almost any important issue:

- Instead of "Alex says," now it's "the data says."
- It is usually not easy to tell what the data "says"
- **Empower yourself** to participate in the arguments that shape your life and your society

Importance of Data Science

Course Objectives:

- Equip students with the **skills** needed to extract valuable insights from data.

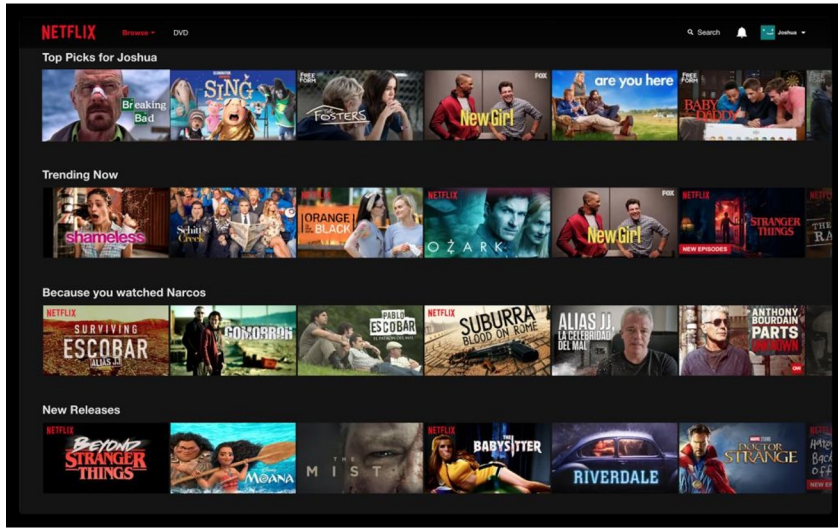


- Prepare them for real-world data science challenges.
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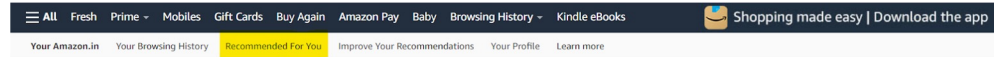
Example:

- Imagine you work for an e-commerce


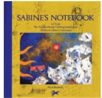
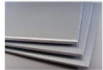









Recommendation Systems



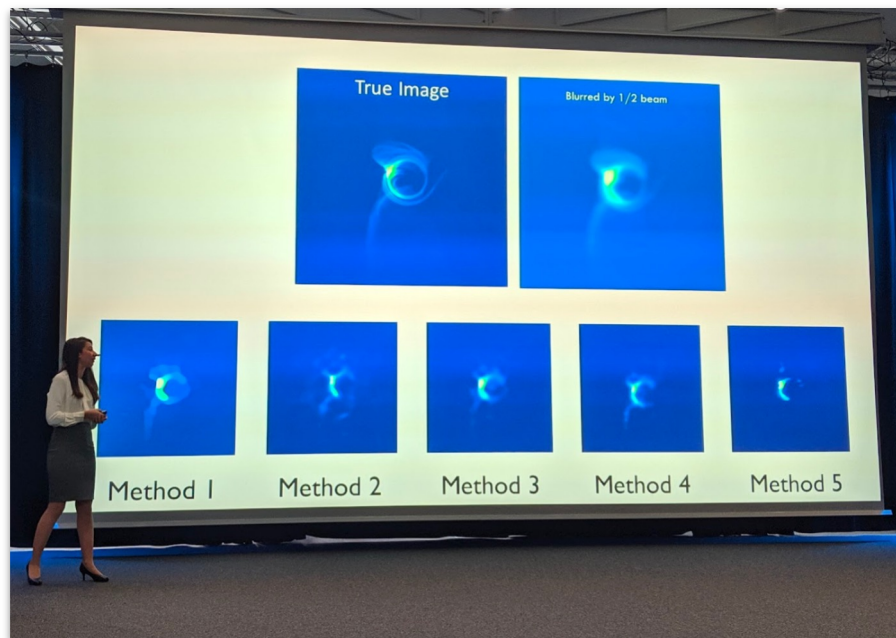
amazon



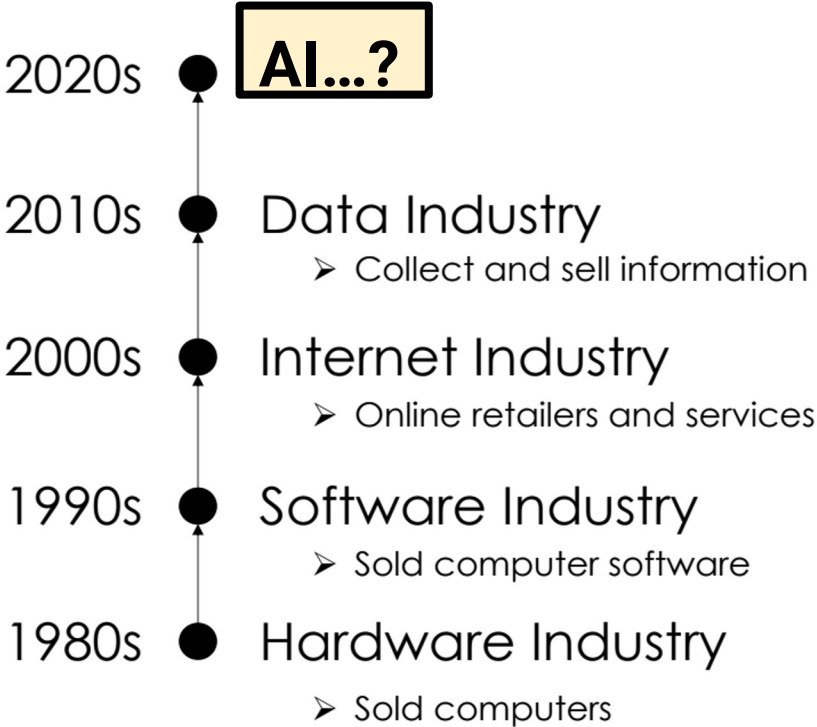
Top picks for you

 <p>Aviation Metal & Alloys Pure Titanium Wire 0.50mm x 5M For Medical Uses or High Strength...</p> <p>★★★★☆ 13</p> <p>₹701.00</p>	 <p>Sabine's Notebook: In Which the Extraordinary Correspondence of Griffin and Sabine Continues (Griffin and Sabine)</p> <p>★★★★★ 167</p>	 <p>Invento 1pcs Al Aluminium Alloy 2mm Plate/Sheet...</p> <p>★★★★☆ 37</p> <p>₹290.00</p> <p>Prime FREE Delivery</p>	 <p>IBELL Angle Grinder AG10-70, 850W, Copper Armature, Disc...</p> <p>★★★★☆ 1,744</p> <p>₹1,706.00</p> <p>✓prime FREE Delivery</p>	 <p>IBELL 200-89 Inverter ARC Compact Welding Machine...</p> <p>★★★★☆ 1,723</p> <p>₹5,393.00</p> <p>✓prime FREE Delivery</p>	 <p>GVD PVC & FR Insulated 2 Core 1mm Lenth-10Mts. Flexible Copper Wires & Cables for...</p> <p>★★★★☆ 12</p> <p>₹572.00</p>
 <p>TheGiftkart Transparent Crystal Clear Back Cover for Samsung...</p> <p>★★★★☆ 6,571</p> <p>₹199.00</p> <p>✓prime FREE One-Day</p>	 <p>I Am a Strange Loop</p> <p>★★★★★ 389</p>	 <p>HUPSHY Samsung Galaxy M21 2021 Armour Back Cover Case [...]</p> <p>★★★★☆ 1,738</p> <p>₹185.00</p> <p>✓prime FREE Delivery</p>	 <p>The Idea Factory: Bell Labs and the Great Age of American Innovation</p> <p>★★★★★ 565</p>	 <p>Stookin N20 3.7V - 6V 100 RPM Micro Gear Reduction DC Motor with 50:1 Metal Gearbox For RC...</p> <p>★★★★☆ 76</p> <p>₹349.00</p>	 <p>Metamagical Themes: Questioning For The Essence Of Mind And Pattern</p> <p>★★★★★ 69</p>

First Image of a Black Hole



Technology Trends



From Joey Gonzalez.



Knowledge is empowering.

Data science offers **immense potential** to address challenging problems facing society.

The future is in your hands, and I believe:

You will use your knowledge for good.

...I am thrilled to teach Data Science :-)

The world is complicated! Decisions are hard.

Data science is a fundamentally human-centered field that facilitates decision-making by quantitatively balancing tradeoffs.

- To quantify things **reliably** we must:
 - **Find** relevant data;
 - Recognize its **limitations**;
 - Ask the right **questions**;
 - Make reasonable **assumptions**;
 - Conduct an appropriate **analysis**; and
 - **Synthesize and explain** our insights.
- Apply **critical thinking and skepticism** at every step
- Consider how our decisions **affect others**.

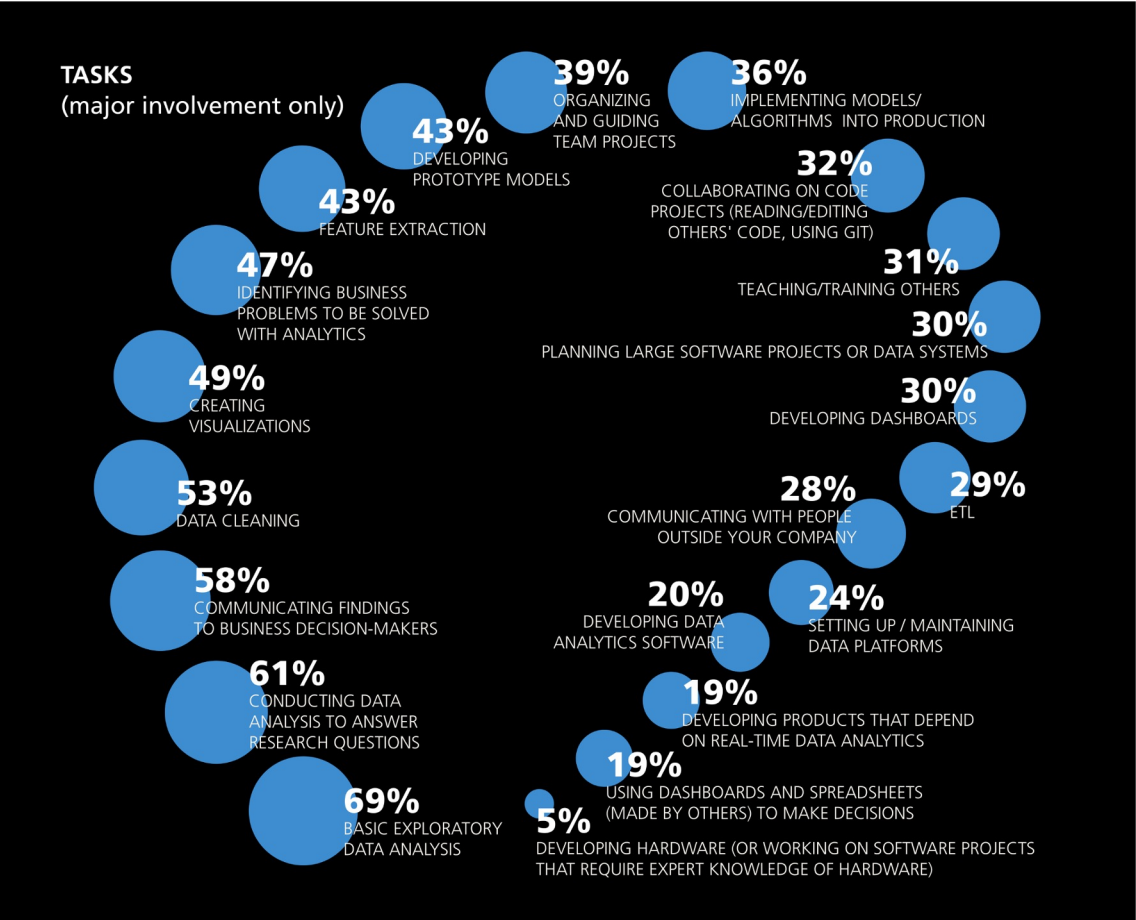
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After this course, you should be able to take data and produce useful insights on the world's most challenging and ambiguous problems.

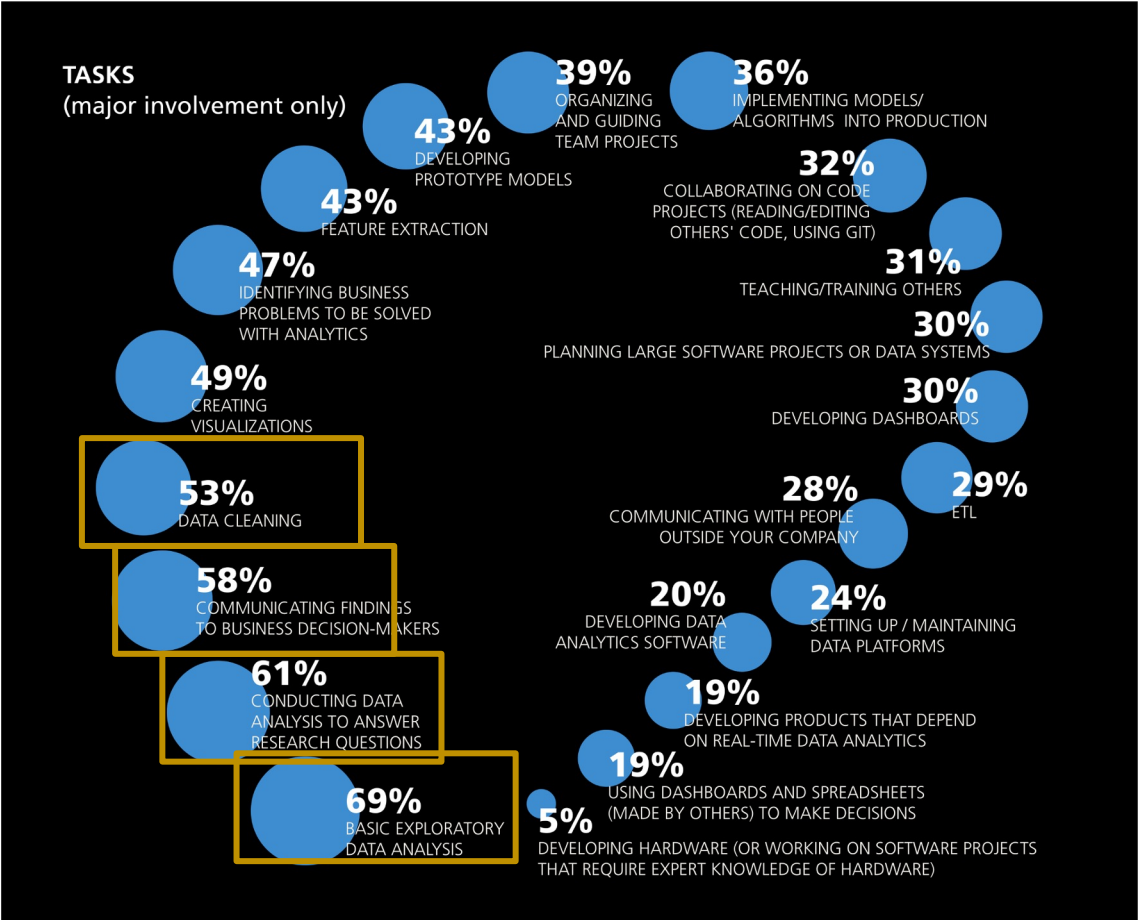
Importance of Data Science



The major tasks that data scientists say they work on regularly.

Based on the results of the [2016 Data Science Salary Survey](#).

Importance of Data Science



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Data Science Requires Engineering and Scientific Insight

Good data analysis is not:

- The simple application of a statistics recipe.
- Simple application of statistical software.



There are many **tools** out there for data science, but they are merely tools.

- **They don't do any of the important thinking!**

“The purpose of computing is insight, not numbers.”

R. Hamming. *Numerical Methods for Scientists and Engineers* (1962).

Example Questions in Data Science

Some (broad) questions we might try to answer with data science:

- What show should we recommend to our users to watch?
- In which markets should we focus our advertising campaign?
- Should I send my kids to daycare?
- Is the world getting better or worse?
- What areas of the world are at higher risk for climate change impact in 10 years? 20?
- What should we eat to avoid dying early of heart disease?
- Do immigrants from poor countries have a positive or negative impact on the economy?
- Which university will be the most appropriate for Data science engineering?

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Tentative List of Topics to be Covered in Data Science

- Pandas and NumPy
- Relational Databases & SQL
- Exploratory Data Analysis
- Regular Expressions
- Visualization
 - matplotlib
 - Seaborn
 - plotly
- Sampling
- Model design and loss formulation
- Linear Regression
- Feature Engineering
- Regularization, Bias-Variance Tradeoff, Cross-Validation
- Gradient Descent
- Data science in the physical world
- Logistic Regression
- Clustering
- PCA

matplotlib

SciPy

MySQL

plotly

jupyter

pandas

scikit
learn

NumPy

Seaborn

Programming Environment for our Course: Jupyter Notebook

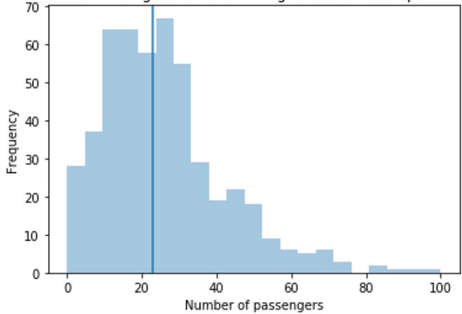
File Edit View Run Kernel Tabs Settings Help

transit.ipynb x

Code Python 3

We plot the number of passengers at the Rosengartenstrasse stop.

```
In [93]: load = df[df.stopNameShort=='ROSE'].passengerLoadStop
sns.distplot(load, kde=False)
plt.axvline(load.median())
plt.title('Passenger Load at Rosengartenstrasse stop')
plt.xlabel('Number of passengers');plt.ylabel('Frequency');
```



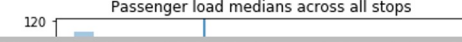
Passenger Load at Rosengartenstrasse stop

Frequency

Number of passengers

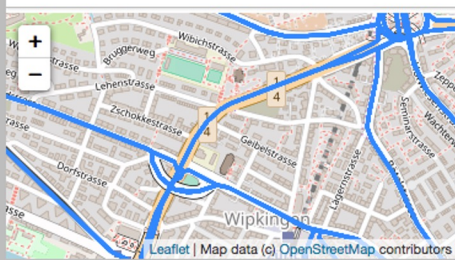
Compare the median load at this stop with the medians of all stops.

```
In [94]: sns.distplot(df.groupby('stopNameShort')
                    .passengerLoadStop.median(), kde=False)
plt.axvline(load.median())
plt.title('Passenger load medians across all stops');
plt.xlabel('Median passenger load')
plt.ylabel('Frequency');
```



Passenger load medians across all stops

routes.json x



stops.json x routes.json x

```
564: {} 3 keys
  type: "Feature"
  properties: {} 4 keys
    stopId: 2749
    stopNumber: 2104
    stopNameShort: "ROSE"
    stopName: "Zürich, Rosengartenstrasse"
  geometry: {} 2 keys
```

passenger.csv x

Delimiter: ,

stopSequ	stopId	stopNameShort	stopName
5	2104	ROSE	Zürich, Rosengartenstra
6	564	BUCH	Zürich, Bucheggplatz
7	2017	RADI	Zürich, Radiostudio
8	498	BIRD	Zürich, Birchdörfli
9	1705	NEUA	Zürich, Neuaffoltern
10	1000	GLAU	Zürich, Glaubtenstrasse
11	767	EINF	Zürich, Einfangstrasse

Data Science Lifecycle

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Data Science Lifecycle

The “data science lifecycle” you will see out in the wild may be slightly different than the one we teach you, but the core ideas are all the same.

Google

data science lifecycle

Q

All

Images

News

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Tools

agile

predictive analytic

data collection

statistical

data acquisition

process

cycle

kanban

software development

visual

data analysis

deployment

understand

Data Science Life Cycle 101 for Dummies ...
towardsdatascience.com

Data Science Lifecycle - sudeep...
sudeep.co

Data Science Project Lifecycle ...
towardsdatascience.com

The Data Science Lifecycle - Alteryx ...
community.alteryx.com

The Team Data Science Process (Revolutions)
blog.revolutionanalytics.com

Life Cycle of a Data Science Project ...
towardsdatascience.com

The Lifecycle of Data - Data S...
datasciencecentral.com

Machine Learning project life cycle ...
medium.com

life cycle of a data science p...
pinterest.com

life cycle of a data science projec...
quora.com

Data Science Project Life cycl...
vitalflux.com

Data analytics lifecycle - Dr. Michael ...
mikhernandez.wordpress.com

PODCAST In-Ear Insights: Wh...
trustinsights.ai

The data science project lifecycle
linkedin.com

What is Data Science?
datascience.berkeley.edu

Agile Data Science: Applying Kanban in ...
mentalmodels4life.net

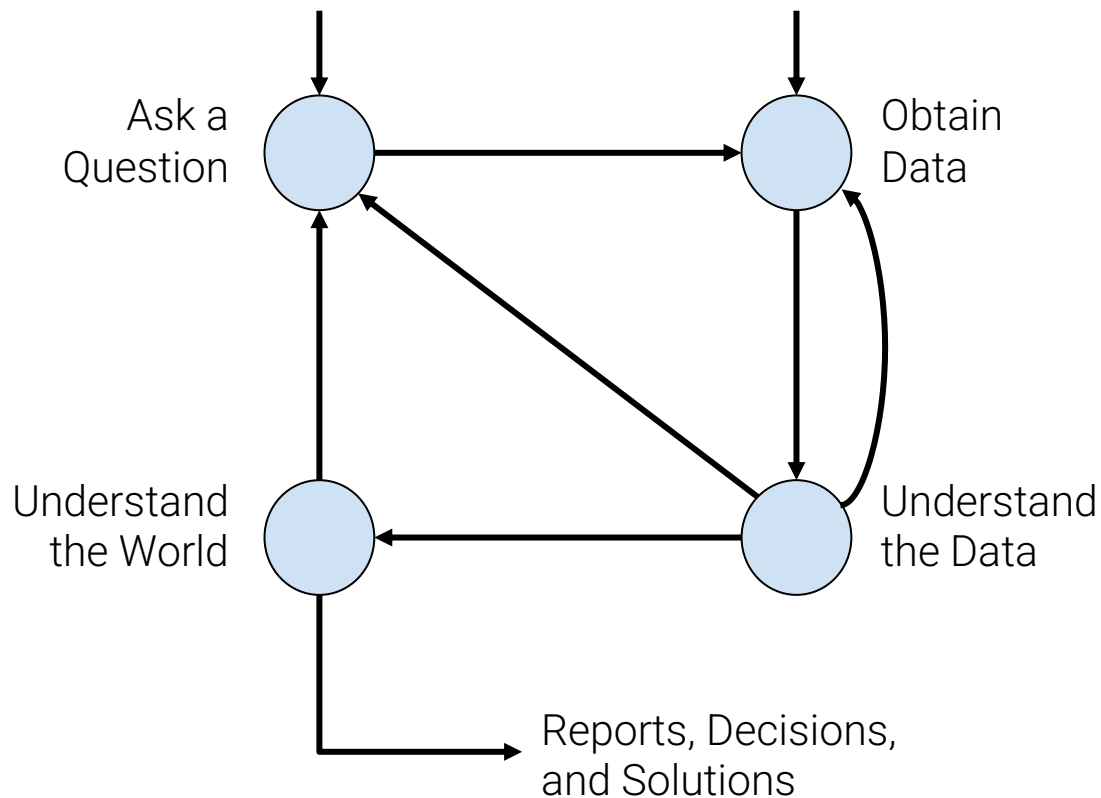
Data Science - 8 Powerful Applications
datafooq.com

Data Science Lifecycle Problem Learn...
slideteam.net

Data Science Life Cycle - Professional ...
certybox.com

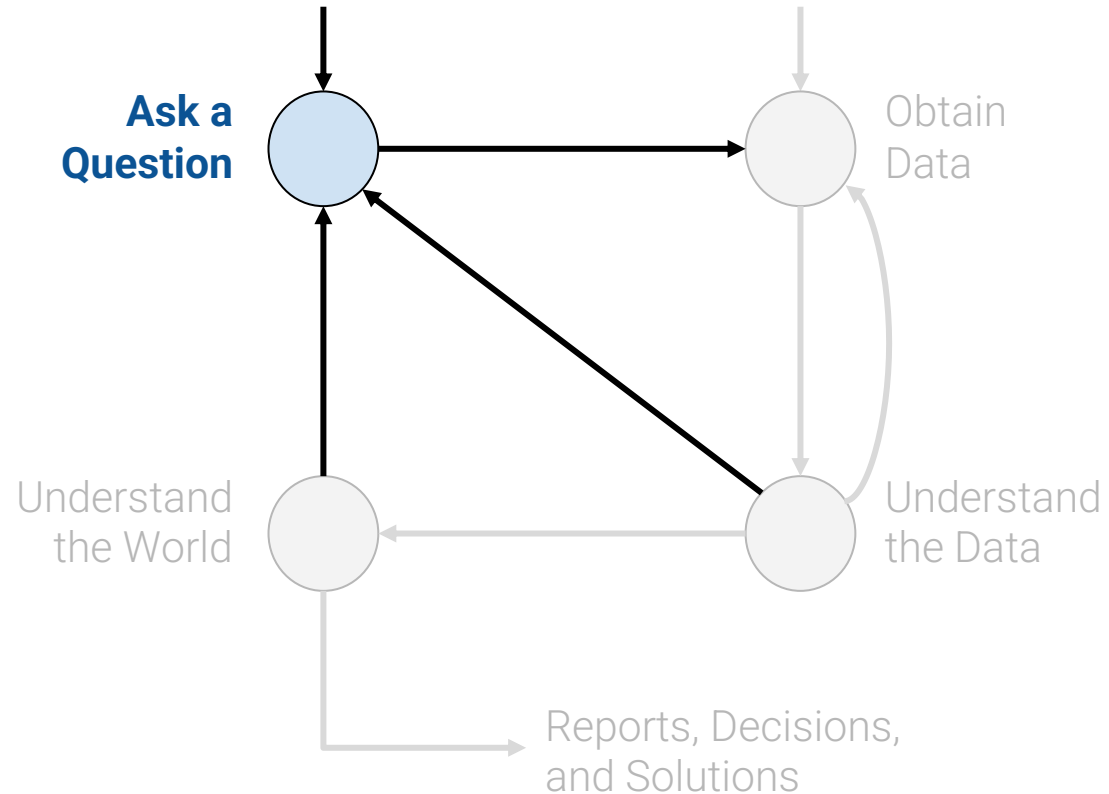
The data science lifecycle is a **high-level description** of the data science workflow.

Note the two distinct entry points!



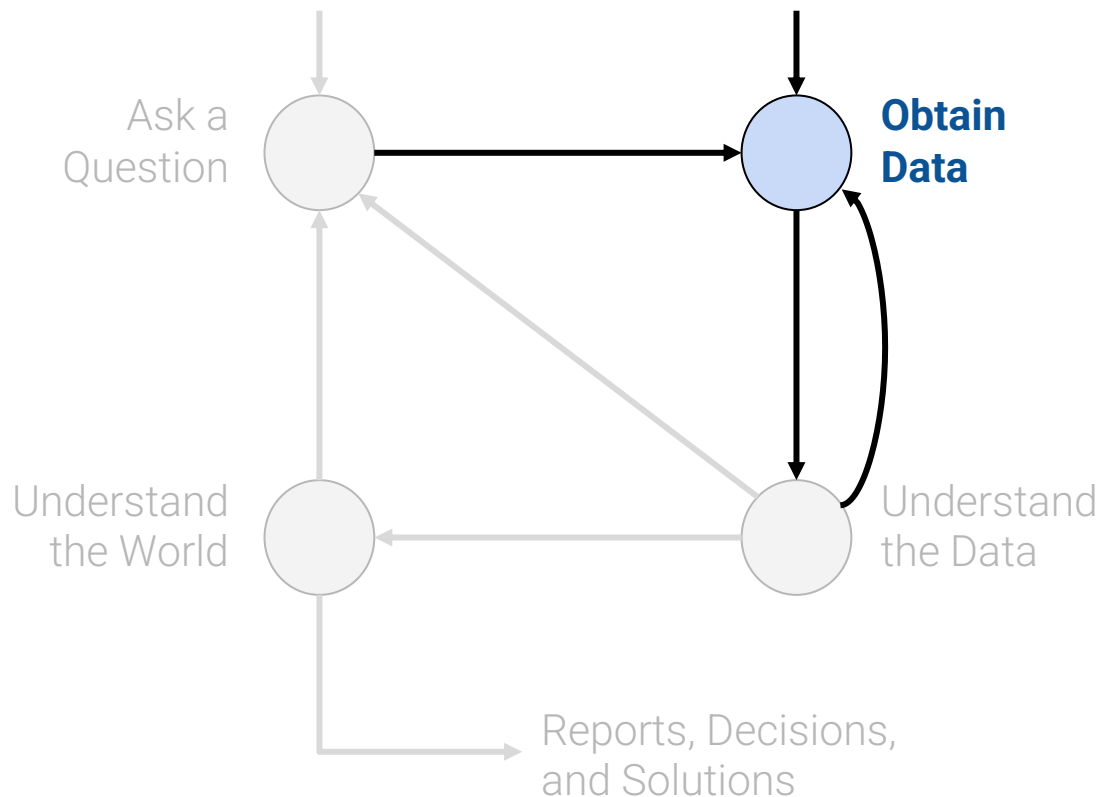
1. Question/Problem Formulation

- What do we want to know?
- What problems are we trying to solve?
- What hypotheses do we want to test?
- What are our metrics for success?



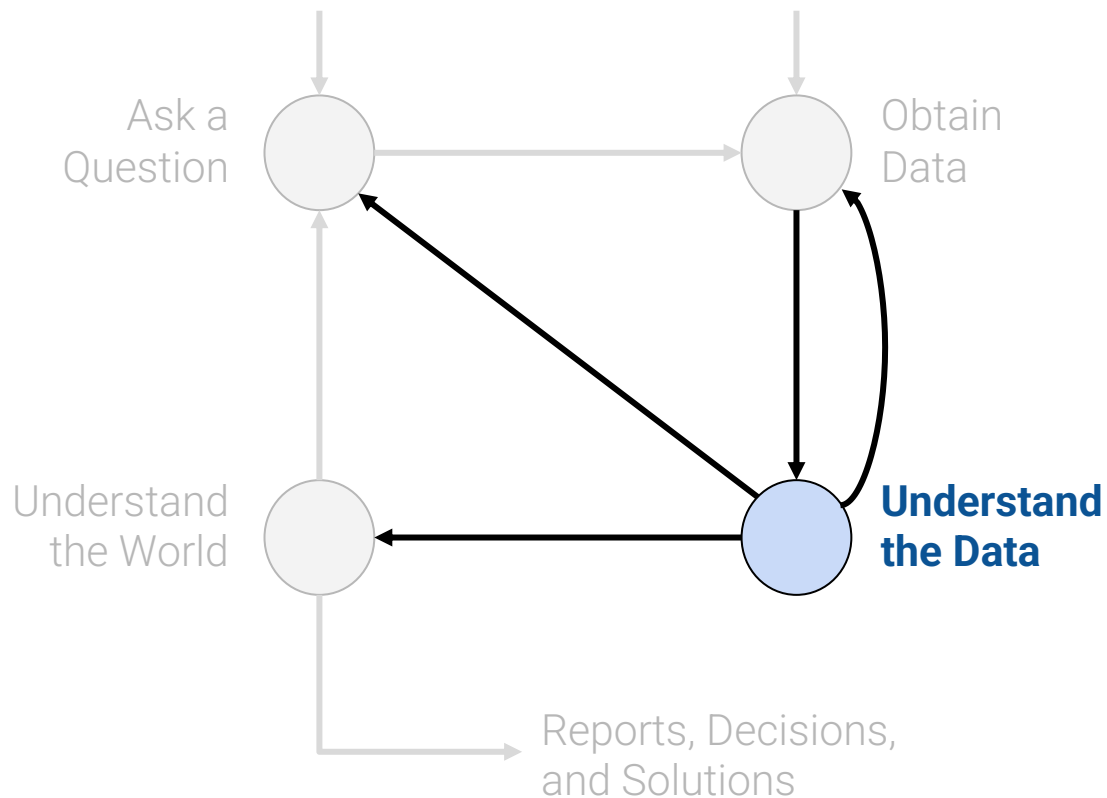
2. Data Acquisition and Cleaning

- What data do we have and what data do we need?
- How will we sample more data?
- Is our data representative of the population we want to study?



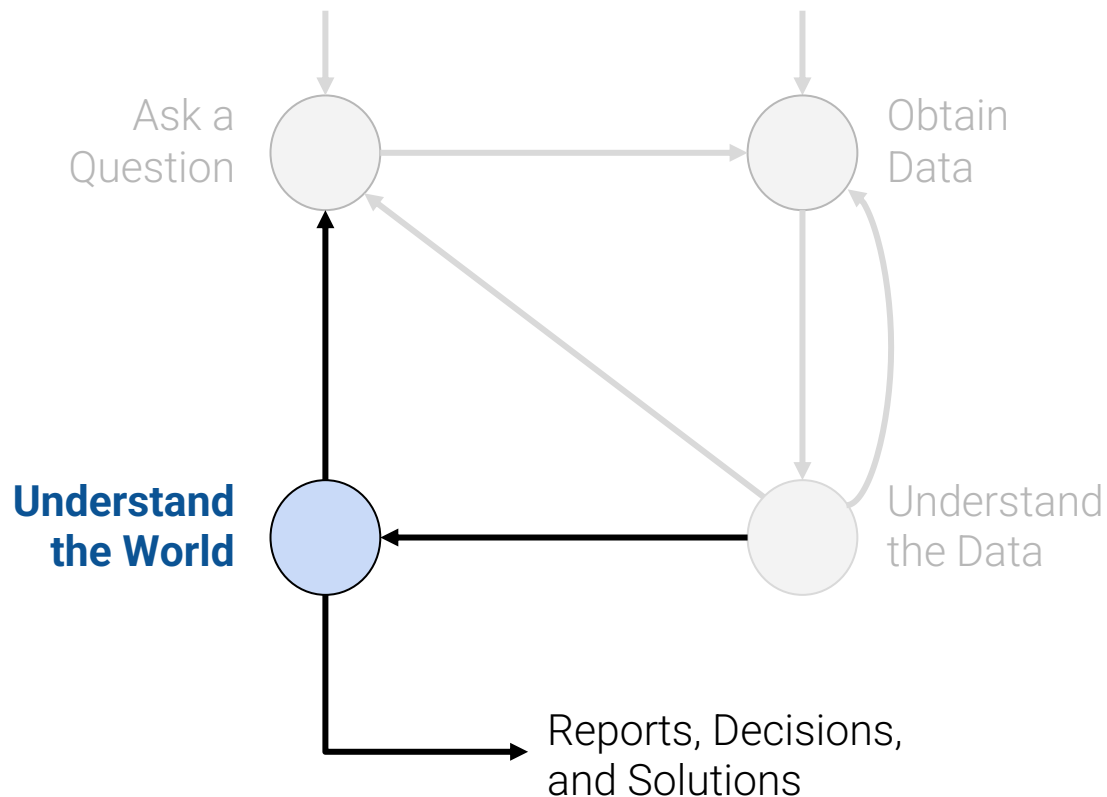
3. Exploratory Data Analysis & Visualization

- How is our data organized and what does it contain?
- Do we already have relevant data?
- What are the biases, anomalies, or other issues with the data?
- How do we transform the data to enable effective analysis?



4. Prediction and Inference

- What does the data say about the world?
- Does it answer our questions or accurately solve the problem?
- How robust are our conclusions and can we trust the predictions?



Setup Framework!