



KEY POINTS

- Data science is about using data to make decisions that drive actions.
 - Data science involves:
 1. Finding data
 2. Acquiring data
 3. Cleaning and transforming data
 4. Understanding relationships in data
 5. Delivering value from data
 - *Predictive analytics* is about using past data to predict future values.
 - *Prescriptive analytics* is about using those predictions to drive decisions.
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