**Overview of Data Science and its importance**

**What is Data Science?**

* Data can be in any form such as text, images, videos, audio, etc.
* It is used to analyse data to improve business decisions, better conclusions on various things.

**Why Data Science?**

* Data Science helps any organisation to improve decisions and marketing using the data available.
* Big companies like Facebook, Instagram, YouTube use data science techniques to analyse activity of the user to promote the content more and more so that one can spend lots of time in their applications.