

Intro to Python — SMM692

Organization of the Module

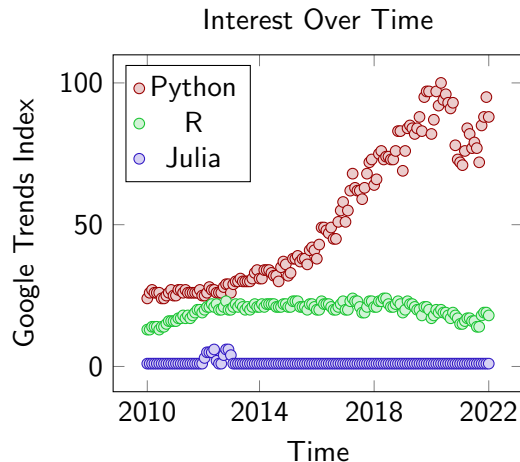
Simone Santoni

Bayes Business School

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Why Python?

- Python is a general-purpose, high-level programming language
 - Traditionally, Python was used for developing desktop and web applications
- So, why should business analytics (BA) professionals learn it?
 - Python is the center of one of the richest — if not the richest — data-science ecosystem
 - Python's popularity surge is related with the emergence and development of the data science field



Why an Introductory Module on Python in a BA Post-Grad Course?

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Python for What?

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Python in the Business Analytics Sphere

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Hello there

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