

Importance of Data

Presenter: Farhan Raza
Team Lead – Business Intelligence
Email: farhan.raza@leverify.com

What is Data?

Facts and statistics collected together for reference or analysis

How Data is different than information?

- Data is raw and unorganized & Information is organized
- Data is a collection of facts, while information puts those facts into context

Why do you think Meta acquired WhatsApp?

Answer: for Data

100 billion messages/day

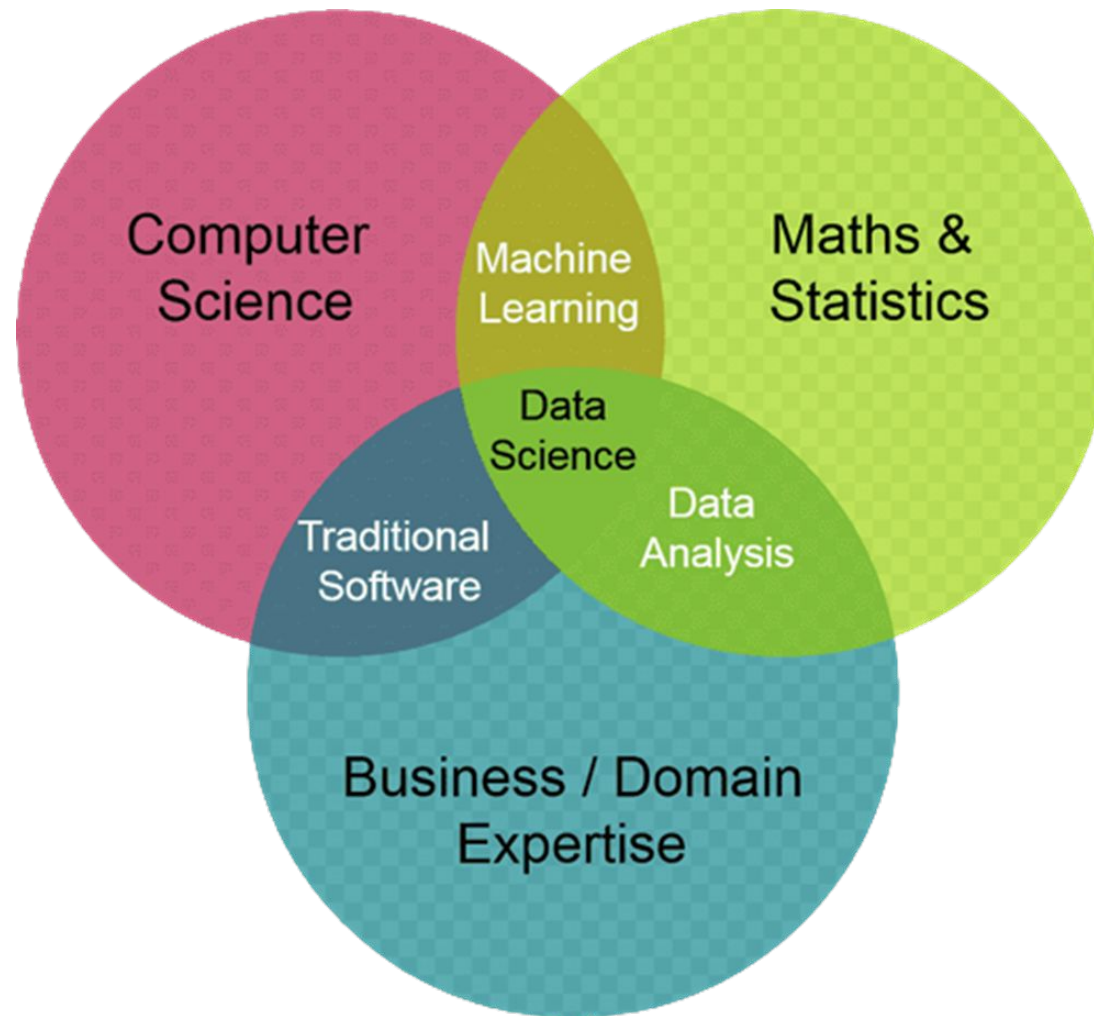
Does social media know what i am thinking?

Social media doesn't need to listen to your thoughts – it already has the required data!

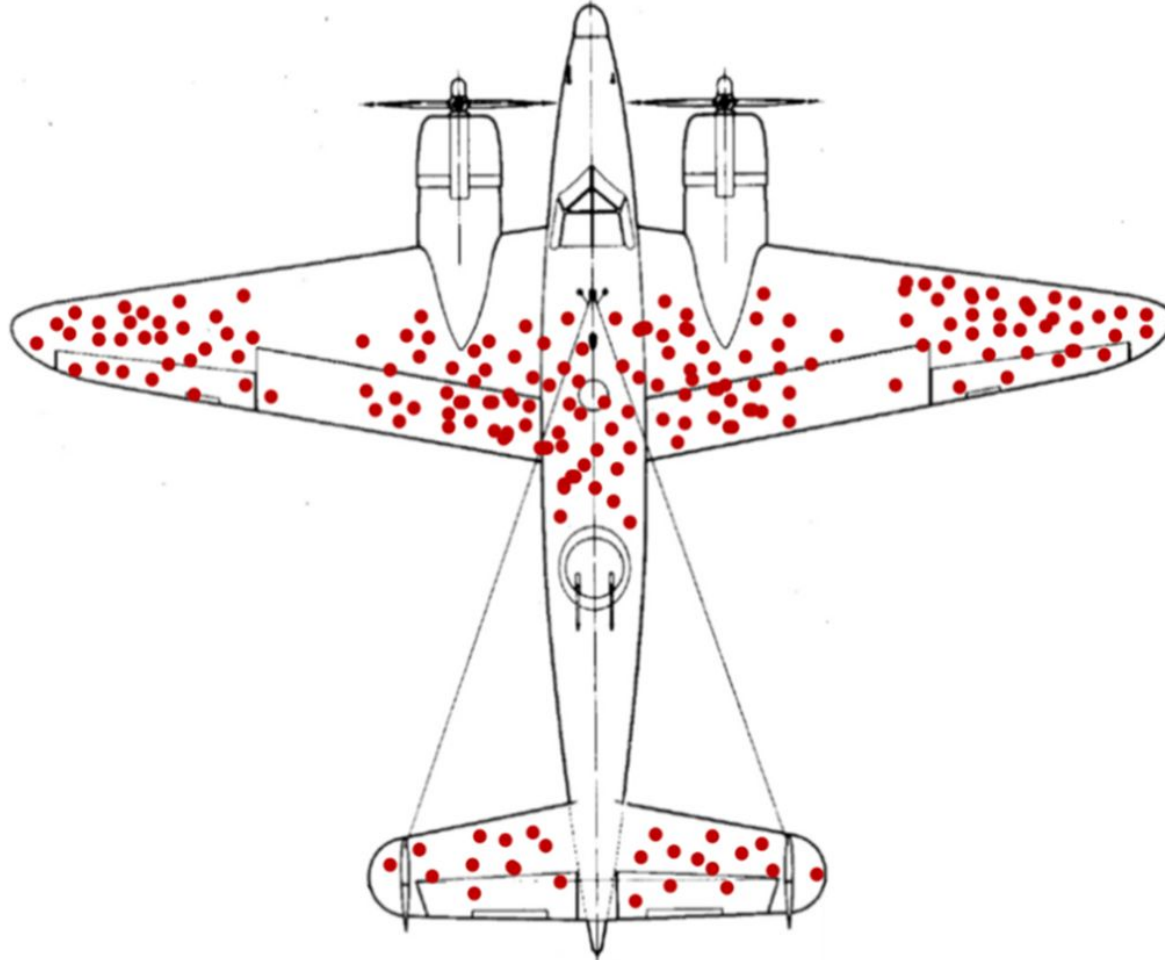
What is Data Science?

Data Science is a blend of various tools, algorithms, and machine learning principles with the goal to discover hidden patterns from the raw data

What is Data Science?



How are you better than a computer?



Data Ethics

Data ethics is concerned with the following principles:

- **Ownership** - Individuals own their own data
- **Transaction transparency** - If an individual's personal data is used, they should have transparent access to the algorithm design used to generate aggregate data set

Data Science Career Paths

- Business Intelligence Executive
- Data Architect
- Data Analyst
- Data Scientist
- Data Engineer
- Machine Learning Scientist
- Machine Learning Engineer
- Statistician

Future of Data Science

- Chatbots
- Netflix images
- Customized Healthcare
- Self-driving cars

Questions

The background features a light gray geometric pattern of intersecting lines forming various polygons. At the top, there are three horizontal bars: an orange one on the left, a dark blue one in the middle, and a light gray one on the right. A wide dark blue horizontal bar spans the bottom of the slide.

LEVERIFY

Thankyou