

# **Unit 1: What is data science?**

## **The other essential perspective**

Lesson 8

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# Lesson overview

## Objectives

- The definition of a “good” data science project
- Argue why good data science is essential to impact

## Outline

- Tools vs objective
- Need to measure correctly



We may have  
the tools we need  
but not the knowledge  
or awareness

# Examples

*Just because you can think of **A** way to measure something,  
doesn't make it the **RIGHT** way.*

Assess the relative performance of basketball players

Assess the social media sentiment towards different politicians

Study the amount of misinformation in mainstream media

Analyze the quality of bus routes based on passenger usage

Find homologous genes across species

# To do good data science...

*your work must strive to reflect the **right** definition  
of the question.*

# Lesson wrap-up

## Takeaways

- Knowing and respecting the domain is important
- Precisely defining the question is vital

## Up next

- Why good data science is iterative