Data

(oceans)



Information

(rivers)



Knowledge (puddles)



Wisdom (drops)

- ▶ Data: Facts and figures, usually raw
- ▶ Information: data organized such that it is useful
- Knowledge: accumulated and integrated information on a topic over some period of time and across a broad range of situations
- Wisdom: application of universal principles, reason, and knowledge to discern what is true and right

WHAT IS DATA SCIENCE ANYWAY?