Four things we see in analytics

1. Descriptive Statistics (describe what happened)
2. Diagnostics (what had happened and why)
3. Predictive analytics (forecasting)
4. Prescriptive analytics (if I make a prediction, I prescribe what do I need to do)

Steps 1 and 2 are data analysis work

Steps 3 and 4 is what we call data science

Doing Data Science

1. Business Understanding
2. Data Understanding
3. Data Preparation
4. Modeling
5. Evaluation
6. Deployment

Good principle for experimentation

Control when you can, randomize when you cannot.