

O que é Data Science?

Hader Azzini

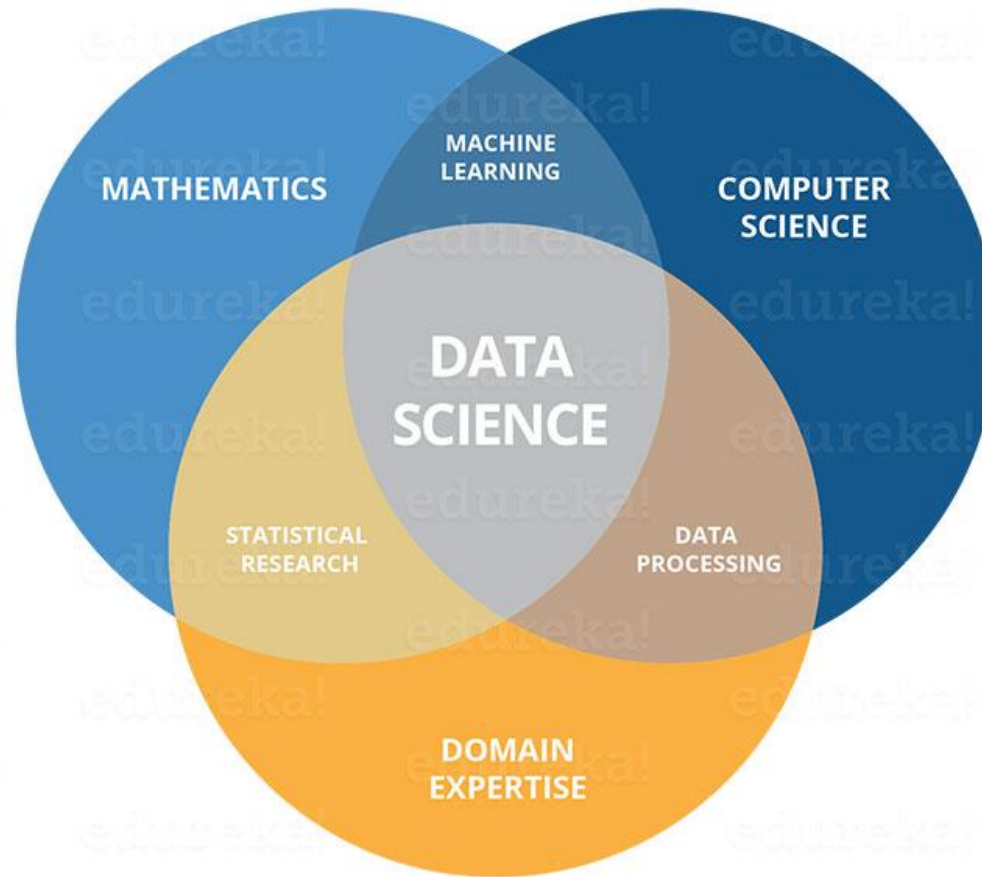
Sr Tech Lead Data Science
Dr Engenharia Elétrica



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All about data

Data Science



Fonte: <https://www.edureka.co/blog/what-is-data-science/>

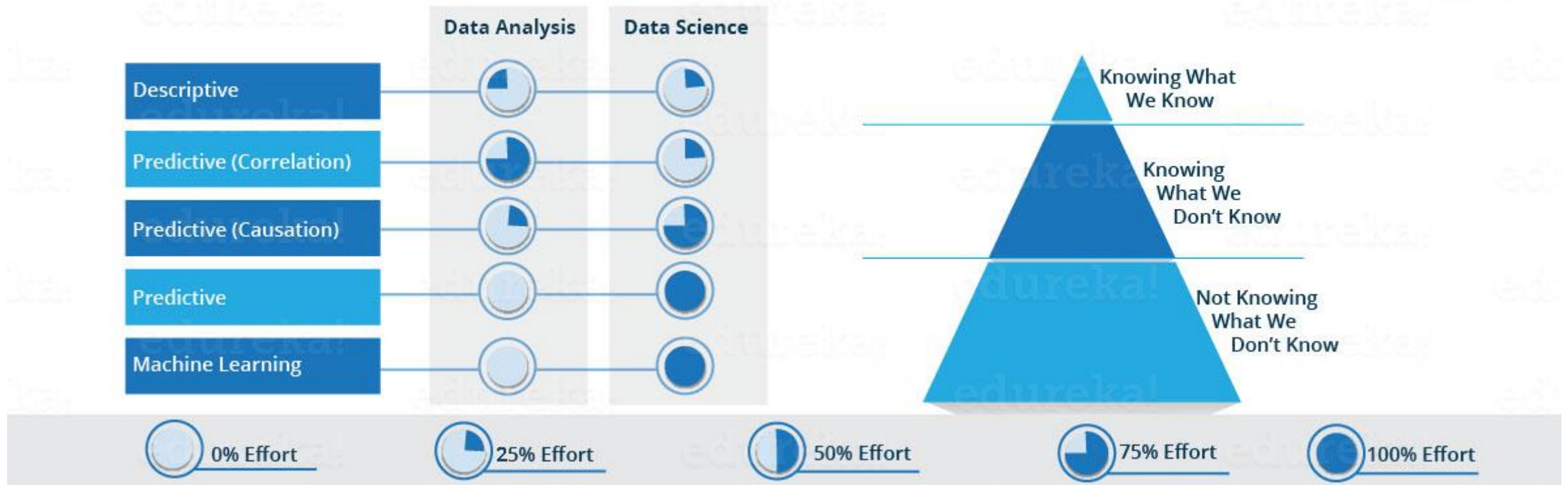
BI vs Data Science

Features	Business Intelligence (BI)	Data Science
Data Sources	Structured (Usually SQL, often Data Warehouse)	Both Structured and Unstructured (logs, cloud data, SQL, NoSQL, text)
Approach	Statistics and Visualization	Statistics, Machine Learning, Graph Analysis, Neuro- linguistic Programming (NLP)
Focus	Past and Present	Present and Future
Tools	Pentaho, Microsoft BI, QlikView, R, Tableau	RapidMiner, BigML, Weka, R, Python

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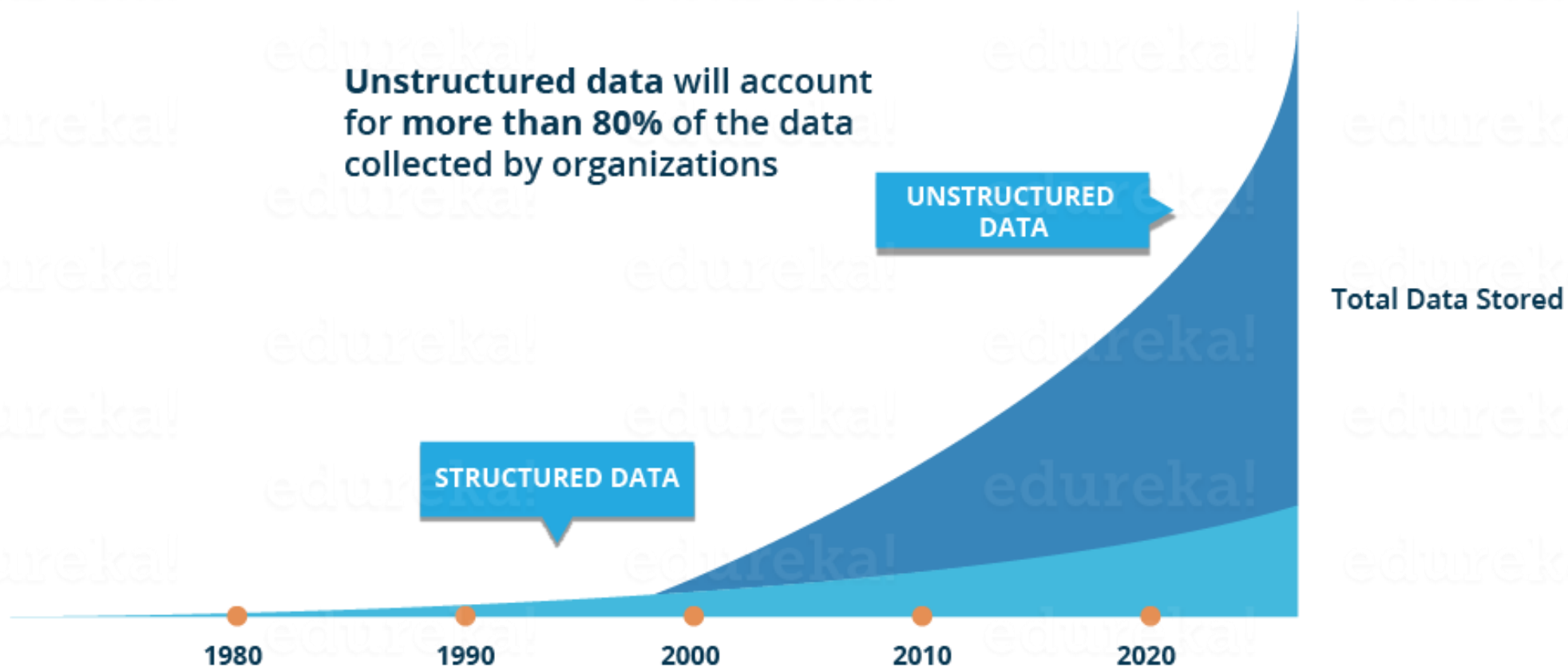
Data Analysis vs Data Science

edureka!



Fonte: <https://www.edureka.co/blog/what-is-data-science/>

Structured Data vs Unstructured Data

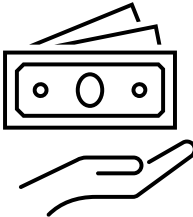


Alvo da Ciência de Dados


Ajudar empresas
a vencer desafios de **Alto Impacto**
usando Aprendizado de Máquina

Return of Investment (ROI)

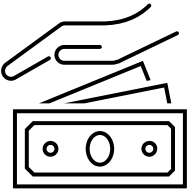
Alto Impacto = Alto ROI

$$\text{ROI} = \frac{\text{Lucro Líquido}}{\text{Investimento}} = \frac{\text{Valor da Inteligência}}{\text{Custo de Construir a Inteligência}}$$



Lucro Líquido



Valor da Inteligência



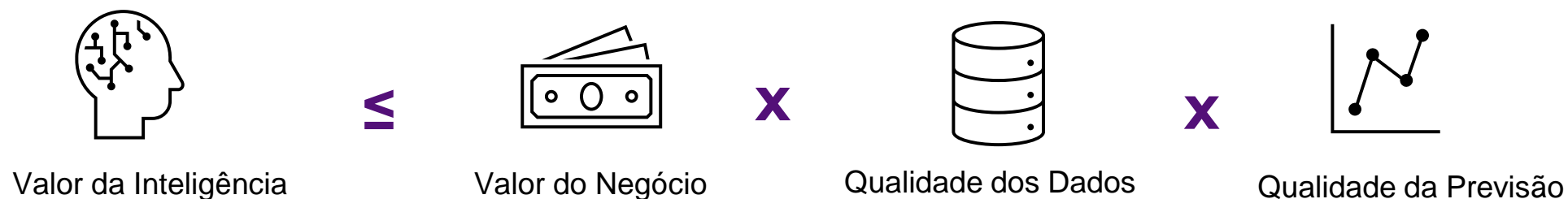
Investimento



Custo de Construir a Inteligência

Fonte: Using Machine Learning and Data Science to Solve Real Business Problems (DataEDGE 2018)
Berkeley School of Information. Disponível em: <https://www.youtube.com/watch?v=xo0bsiiQ9cM>

Valor da Inteligência



MULTIPLICAÇÃO! Se um termo é zero o Valor da Inteligência é zero!

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