



# WHAT IS DATA SCIENCE

@codechips

Art Credit : ricardo galvao



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▶ Cody

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## The rise of the Internet also gave a rise to digital data

Hey did you see Harry Potter and the Philosopher's Stone? . It was great !



### Data Collected

Username : Cody  
Interest : Movies  
Favorite Movies : Harry Potter



# And data is being collected every single minute from millions of users from many resources





**But how can Businesses derive something useful from these massive unstructured Data sets ?**





# This is where Data Science comes into play

In most basic terms

Data Science is the process to extract value from data

I am running out of toilet paper




## Data Collected

Username : Randy  
Need : Toilet Paper Roll  
Location : NewYork








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# What are the process behind it ?

- 1. Obtain Data**   
Gather data from relevant sources
- 2. Scrub Data**   
Clean data to formats that machine understands
- 3. Explore Data**   
Find significant patterns and trends using statistical methods
- 4. Model Data**   
Construct models to predict and forecast
- 5. Interpreting Data**   
Put the results into good use

Credits:  
Dr. Cher Han Lau



Does each Data Scientist  
Handle all these processes ?

Yes and No  
It depends

Small companies lack resources  
so one has to do everything



*Data scientist : wth did  
I sign up for ?*



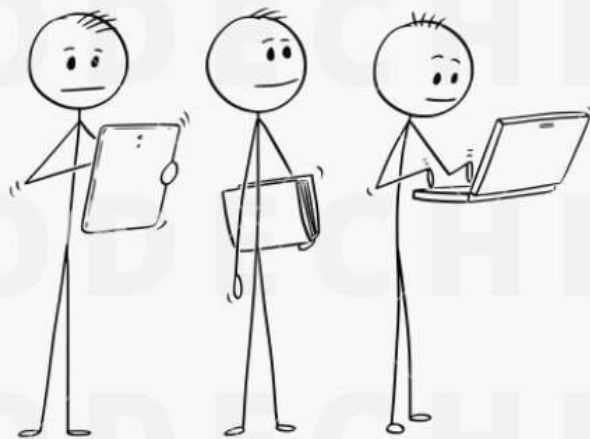




Medium and Large companies have different teams to handle different operations

*Data Engineer : Let me clean and explore the data*

*Software Engineer : Let me obtain the data for you*



*Data Scientist : then I will build a model with the data*





# Popular Data Science Applications

Fraud and Risk Detection



Healthcare



Targeted Advertising



Internet Search

