

Data Science for Business: What you need to know about data mining and data-analytic thinking

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✓ Verified Book of Data Science for Business: What you need to know about data mining and data-analytic thinking

## Summary:

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Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today.

Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. Youâ€™ll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your companyâ€™s data science projects. Youâ€™ll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making.

Understand how data science fits in your organizationâ€™ and how you can use it for competitive advantage

Treat data as a business asset that requires careful investment if youâ€™re to gain real value

Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way

Learn general concepts for actually extracting knowledge from data

Apply data science principles when interviewing data science job candidates

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