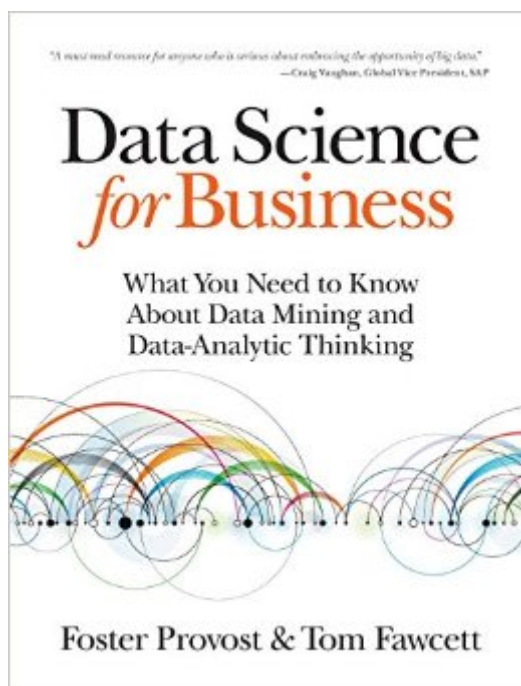


The book was found

# Data Science For Business: What You Need To Know About Data Mining And Data-Analytic Thinking



## Synopsis

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. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how to participate intelligently in your company's data science projects. You'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 organization and how you can use it for competitive advantage. Treat data as a business asset that requires careful investment if you'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.

## Book Information

Paperback: 414 pages

Publisher: O'Reilly Media; 1 edition (August 19, 2013)

Language: English

ISBN-10: 1449361323

ISBN-13: 978-1449361327

Product Dimensions: 7 x 0.9 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (145 customer reviews)

Best Sellers Rank: #3,887 in Books (See Top 100 in Books) #1 in [Books > Textbooks >](#)

[Computer Science > Database Storage & Design](#) #2 in [Books > Computers & Technology >](#)

[Databases & Big Data > Data Mining](#) #3 in [Books > Business & Money > Skills > Business](#)

[Mathematics](#)

## Customer Reviews

At its core, Data science is the elimination of guess, intuition, hunch and decisions backed by Data. Data Science is ranked the Sexiest Job Of 21st Century by Harvard Business Review. Today there

is a tremendous demand for everything "Data Science", Companies need "Data scientists", IT resources are refocusing themselves to be the "Data scientists". Contrary to popular beliefs that Marketing benefits a lot from data science, companies are finding benefits across the spectrum of their operations . Example : A leading Trucking company used Data mining skill to predict which part of the truck is going to break next instead of replacing it at specific intervals, a Leading insurer predicted those who will complete their antibiotic course based on their home ownership history. If this type of stories and scope interests you, read the book "Big Data: A Revolution That Will Transform How We Live, Work, and Think".I am an aspiring "Data Scientist" and so this review will have a slight tilt from a "Data Scientist" perspective over the business user.WHAT THIS BOOK IS ?This book is very well written ,but not for the faint heart. It is a text book and authors have taken lot of care so general audience can also benefit from it, and also not to dilute it's textbook value. To get the full benefit of the book, read about 50 pages ( Do not flip pages), never more than 10 -15 pages per session. The book is intense so you will need to take a break in between or will lose the thread. Once you are finished with fifteen pages, go to the first page and read , highlight the important areas and then go to the next page.

Foster Provost and Tom Fawcett have set out to write the go-to reference on Big Data. 'Data Science for Business', what you need to know about Data Mining and Data-Analytic Thinking, published by O'Reilly Media.They have produced an authoritative book that is both a pathfinder and a lighthouse. It is a long, clearly-written book that shows what can be done using Big Data, where to go and what techniques to use to get it done, and what to watch out for.Thank you for writing this book. The authors and their many references are already established and respected. The book brings the issues and their business applications together in one essential place. Already in just 1 month since release (25th July 2013) the eBook has gathered praise quotes from a dozen industry names. I am honoured to receive a complimentary review copy.So to add to the recommendations, I pitch my review slightly differently: Who in business should buy this book? What does this book add to what we are already doing in business with Data and Data Mining?On first reading, if you work in analysis, IT, Business Intelligence, Management Reporting, Marketing or SEO, I guarantee your reaction at some point will be 'I do that too'.For me the 'Aha!' realisation came a few pages into chapter 2. The authors discuss database searches for the most profitable items in a business. All businesses do that every day! But not always in the way the academics think.The book surprised me in covering a broader range of topics than I previously considered were Data Science. Here are some great success stories to illustrate what data science is. Buy the book to see how these things

really work and how the leading companies are applying themselves to these challenges.

[Download to continue reading...](#)

Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking  
Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data)  
RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data)  
Thinker's Guide to Analytic Thinking: How to Take Thinking Apart and What to Look for When You Do Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More  
Bitcoin Mining: The Bitcoin Beginner's Guide (Proven, Step-By-Step Guide To Making Money With Bitcoins) (Bitcoin Mining, Online Business, Investing for ... Beginner, Bitcoin Guide, Bitcoin Trading)  
Ethereum: A look into the world of Ethereum and everything you need to know about it's trade and investment! (Ethereum, Ethereum investing, Blockchain, Ethereum mining, Cryptocurrency) Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and Applications) Yellowcake Towns - Uranium Mining Communities in the American West (Mining the American West) The Black Book of Bitcoin: A Step-by-Step Bitcoin Guide on Everything You Need to Know About this New Currency (bitcoin mining, bitcoin trading, bitcoin internals, bitcoin step by step guide) Bitcoin: Beginner's Guide - Everything You Need To Know To Make Money With Bitcoins (Bitcoin Mining, Bitcoin Trading, Bitcoin Guide, Bitcoin Beginner) Everything You Need to Know About Snakes (Everything You Need Know) Everything You Need To Know About Geography Homework (Everything You Need To Know..) NCLEX-RN Drug Guide: 300 Medications You Need to Know for the Exam (Kaplan Nclex Rn Medications You Need to Know for the Exam) 50 Physics Ideas You Really Need to Know (50 Ideas You Really Need to Know Series) by Baker, Joanne (2007) Data Analysis and Data Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder 3.0 with SQL Server Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) The Chicken Whisperer's Guide to Keeping Chickens: Everything You Need to Know . . . and Didn't Know You Needed to Know About Backyard and Urban Chickens Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)

[Dmca](#)