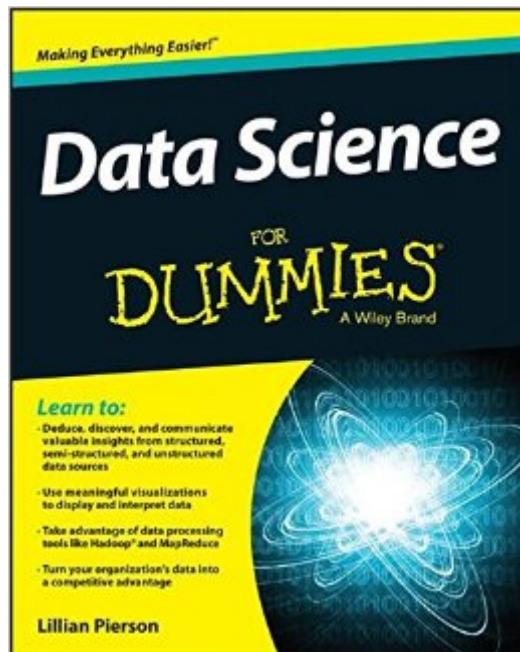


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# Data Science For Dummies



## Synopsis

Discover how data science can help you gain in-depth insight into your business – the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles in organizations. Data Science For Dummies is the perfect starting point for IT professionals and students interested in making sense of their organization's massive data sets and applying their findings to real-world business scenarios. From uncovering rich data sources to managing large amounts of data within hardware and software limitations, ensuring consistency in reporting, merging various data sources, and beyond, you'll develop the know-how you need to effectively interpret data and tell a story that can be understood by anyone in your organization. Provides a background in data science fundamentals before moving on to working with relational databases and unstructured data and preparing your data for analysis Details different data visualization techniques that can be used to showcase and summarize your data Explains both supervised and unsupervised machine learning, including regression, model validation, and clustering techniques Includes coverage of big data processing tools like MapReduce, Hadoop, Dremel, Storm, and Spark It's a big, big data world out there – let Data Science For Dummies help you harness its power and gain a competitive edge for your organization.

## Book Information

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## Customer Reviews

Lillian Pierson has written a remarkable book on one count (explaining Data Science) and a not so great one on another count (actually teaching the methods of Data Science). Based on the latter the

usual audience of the "For Dummies" series may be somewhat disappointed. After studying this book, you will not have developed the adequate proficiency to undertake any of the quantitative, programming, or spatial visualization methods the author presents. This is not surprising. You won't readily pick up the entire fields of probability, regressions, and Monte Carlo simulation in the barely 20 pages that the author assigns to this matter. Similarly, you won't be able to program much if anything by reading the 20 pages chapter on either Python or R. As you know, there are entire For Dummies books written on many of those subjects separately. And, many of those actually struggle to cover one single field adequately. For instance, in my view the "R for Dummies" and "Probability for Dummies" are mediocre (after studying them I rated both of them a 3). So, if others could not well cover R over 350 pages, what chance would Pierson have to cover it adequately in 20 pages. However, this is not to say that this book does not have much value. It really does. And, that is in defining what Data Science is, in exploring all its aspects, in differentiating between Data Engineers and Data Scientists, in surveying practical solutions of how many fields are currently using Data Science and how, and in informing you what exists out there. Additionally, some of the chapters are surprisingly strong (relative to some of the quick overview of specific subjects as demonstrated by other chapters). This includes many chapters near the end.

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