

Data Smart: Using Data Science to Transform Information into Insight

Data Smart: Using Data Science to Transform Information into Insight

By John W. Foreman



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brilliant First a drop about me from the standpoint of this book I have been an IT professional for many years specializing in programming database and MS Office add ons Part of my job entails self enrichment that is expand my working knowledge in areas potentially important for my job I chose Fore Data Science gets thrown around in the press like it s magic Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors It s a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions But how does one exactly do data science Do you have to hire one of these priests of the dark arts the data scientist to extract this From the Back Cover Data Smart makes modern statistic methods and algorithms understandable and easy to implement Slogging through textbooks and academic papers is no longer required mdash Patrick Crosby Founder of StatHat first CTO at OkCu

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