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Data Science for Business is an ideal book for introducing someone to Data Science. The authors have tried to break down their knowledge into simple explanations. I am skeptical of non-technical Data Science books, but this one works well.

Data Science for Business: What You Need to Know about

General concepts about how data science fits in the organization and the competitive landscape including ways to attract structure and nurture data science teams ways for thinking about how data science leads to competitive advantage ways that competitive advantage can be sustained and tactical principles for doing well with data science projects.

Data Science for Business PDF Free Ebook Textbook

Data Science for Business is a great book to give an overall view of how data analysis can be used in day-to-day business problems. The authors do a really good job of describing a construct or process, and

then using examples to really flesh those out into real-life situations.

Data Science for Business: What you need to know about

Data Science for Business. If a trend is identified using big data, how can it be applied to solving complex day-to-day problems? Are there implications of using this data? This learning path addresses the principles of data science to explore data privacy, regression analysis, text analytics, data visualization and predictive modeling to ...

Data Science for Business - Cognitive Class

Whether you are in business, government, academia, or journalism, the future belongs to those who can analyze these data intelligently. This book is a superb ... application of data science leads to uncovering of coherent stories about reality. GSDC

Getting Started with Data Science: Making Sense of Data

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.

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