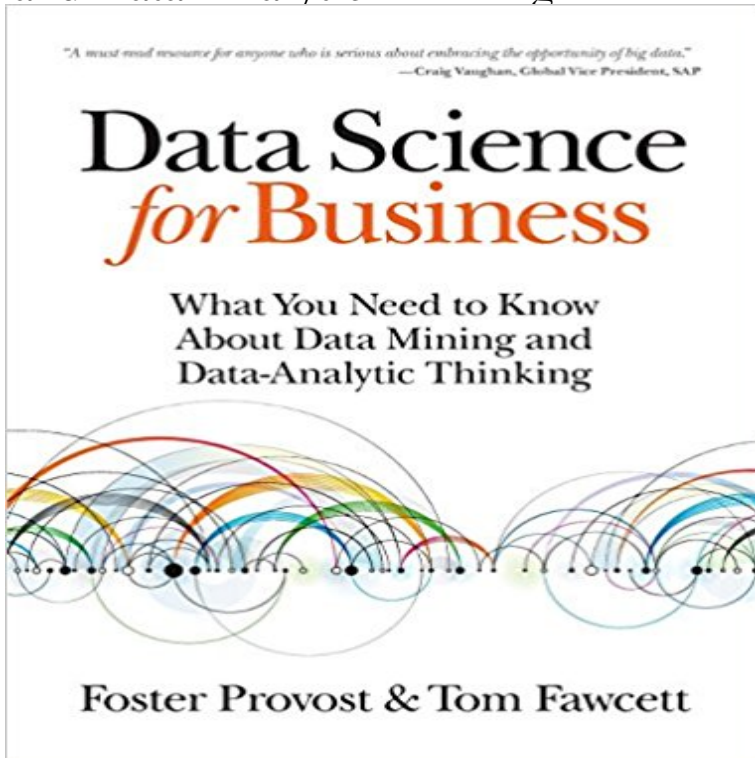


# Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking



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.

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