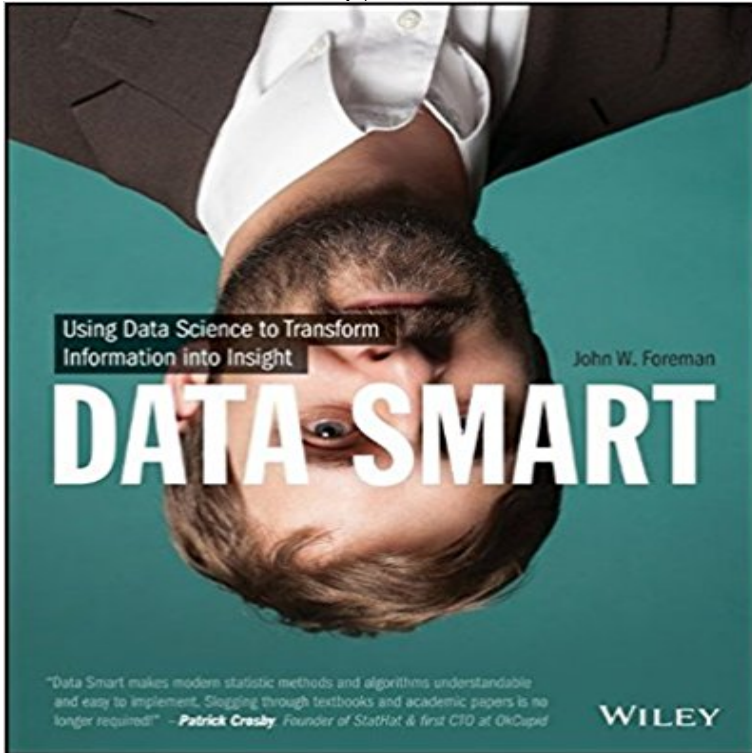


# Data Smart: Using Data Science to Transform Information into Insight



Data Science gets thrown around in the press like its magic. Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors. Its 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 gold from your data? Nope. Data science is little more than using straight-forward steps to process raw data into actionable insight. And in Data Smart, author and data scientist John Foreman will show you how thats done within the familiar environment of a spreadsheet.

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