Thinking With Data

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Thinking With Data *2022-11-24*

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Data Science for Business John Wiley & Sons
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 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
Thinking in Pandas Springer Nature
Crest the data wave with a deep cultural shift Winning with Data explores the cultural changes big data brings to business, and shows you how to adapt your organization to leverage data to maximum effect. Authors Tomasz Tunguz and Frank Bien draw on extensive background in big data, business intelligence, and business strategy to provide a blueprint for companies looking to move head-on into the data wave. Instrumentation is discussed in detail, but the core of the change is in the culture—this book provides sound guidance on building the type of organizational culture that creates and

leverages data daily, in every aspect of the business. Real-world examples illustrate these important concepts at work: you'll learn how data helped Warby-Parker disrupt a $13 billion monopolized market, how ThredUp uses data to process more than 20 thousand items of clothing every day, how Venmo leverages data to build better products, how HubSpot empowers their salespeople to be more productive, and more. From decision making and strategy to shipping and sales, this book shows you how data makes better business. Big data has taken on buzzword status, but there is little real guidance for companies seeking everyday business data solutions. This book takes a deeper look at big data in business, and shows you how to shift internal culture ahead of the curve. Understand the changes a data culture brings to companies Instrument your company for maximum benefit Utilize data to optimize every aspect of your business Improve decision making and transform business strategy Big data is becoming the number-one topic in business, yet no one is asking the right questions. Leveraging the full power of data requires more than good IT—organization-wide buy-in is essential for long-term success. Winning with Data is the expert guide to making data work for your business, and your needs.

Storytelling with Data Houghton Mifflin Harcourt

Many analysts are too concerned with tools and techniques for cleansing, modeling, and visualizing datasets and not concerned enough with asking the right questions. In this practical guide, data strategy consultant Max Shron shows you how to put the why before the how, through an often-overlooked set of analytical skills. Thinking with Data helps you learn techniques for turning data into knowledge you can use. You'll learn a framework for defining your project, including the data you want to collect, and how you intend to approach, organize, and analyze the results. You'll also learn patterns of reasoning that will help you unveil the real problem that needs to be solved. Learn a framework for scoping data projects Understand how to pin down the details of an idea, receive feedback, and begin prototyping Use the tools of arguments to ask good questions, build projects in stages, and communicate results Explore data-specific patterns of reasoning and learn how to build more useful arguments Delve into causal reasoning and learn how it permeates data work Put everything together, using extended examples to see the method of full problem thinking in action

Data Science Thinking John Wiley & Sons

Effective visualization is the best way to communicate information from the increasingly large and complex datasets in the natural and social sciences. But with the increasing power of visualization software today, scientists, engineers, and business analysts often have to navigate a bewildering array of visualization choices and options. This practical book takes you through many commonly encountered visualization problems, and it provides guidelines on how to turn large datasets into clear and compelling figures. What visualization type is best for the story you want to tell? How do you make informative figures that are visually pleasing? Author Claus O. Wilke teaches you the elements most critical to successful data visualization. Explore the basic concepts of color as a tool to highlight, distinguish, or

represent a value Understand the importance of redundant coding to ensure you provide key information in multiple ways Use the book's visualizations directory, a graphical guide to commonly used types of data visualizations Get extensive examples of good and bad figures Learn how to use figures in a document or report and how employ them effectively to tell a compelling story

Head First Data Analysis Basic Books

This book describes some basic principles that allow developers of computer programs (computer scientists, software engineers, programmers) to clearly think about the artifacts they deal with in their daily work: data types, programming languages, programs written in these languages that compute from given inputs wanted outputs, and programs that describe continuously executing systems. The core message is that clear thinking about programs can be expressed in a single universal language, the formal language of logic. Apart from its universal elegance and expressiveness, this "logical" approach to the formal modeling of and reasoning about computer programs has another advantage: due to advances in computational logic (automated theorem proving, satisfiability solving, model checking), nowadays much of this process can be supported by software. This book therefore accompanies its theoretical elaborations by practical demonstrations of various systems and tools that are based on respectively make use of the presented logical underpinnings.

Thinking Big Data in Geography Morgan Kaufmann

Perfectly intelligent programmers often struggle when forced to work with SQL. Why? Joe Celko believes the problem lies with their procedural programming mindset, which keeps them from taking full advantage of the power of declarative languages. The result is overly complex and inefficient code, not to mention lost productivity. This book will change the way you think about the problems you solve with SQL programs.. Focusing on three key table-based techniques, Celko reveals their power through detailed examples and clear explanations. As you master these techniques, you'll find you are able to conceptualize problems as rooted in sets and solvable through declarative programming. Before long, you'll be coding more quickly, writing more efficient code, and applying the full power of SQL • Filled with the insights of one of the world's leading SQL authorities - noted for his knowledge and his ability to teach what he knows. • Focuses on auxiliary tables (for computing functions and other values by joins), temporal tables (for temporal queries, historical data, and audit information), and virtual tables (for improved performance). • Presents clear guidance for selecting and correctly applying the right table technique.

Thinking with Data BenBella Books

Data Science gets thrown around in the press like it'smagic. Major retailers are predicting everything from when theircustomers are pregnant to when they want a new pair of ChuckTaylors. It's a brave new world where seemingly meaningless datacan be transformed into valuable insight to drive smart businessdecisions. But how does one exactly do data science? Do you have to hireone of these priests of the dark arts, the "data scientist," toextract this gold from your data? Nope. Data science is little more than using straight-forward

steps toprocess raw data into actionable insight. And in DataSmart, author and data scientist John Foreman will show you howthat's done within the familiar environment of aspreadsheet. Why a spreadsheet? It's comfortable! You get to look at the dataevery step of the way, building confidence as you learn the tricksof the trade. Plus, spreadsheets are a vendor-neutral place tolearn data science without the hype. But don't let the Excel sheets fool you. This is a book forthose serious about learning the analytic techniques, the math andthe magic, behind big data. Each chapter will cover a different technique in aspreadsheet so you can follow along: Mathematical optimization, including non-linear programming andgenetic algorithms Clustering via k-means, spherical k-means, and graphmodularity Data mining in graphs, such as outlier detection Supervised AI through logistic regression, ensemble models, andbag-of-words models Forecasting, seasonal adjustments, and prediction intervalsthrough monte carlo simulation Moving from spreadsheets into the R programming language You get your hands dirty as you work alongside John through eachtechnique. But never fear, the topics are readily applicable andthe author laces humor throughout. You'll even learnwhat a dead squirrel has to do with optimization modeling, whichyou no doubt are dying to know.

Street Data Taylor & Francis

Contrary to popular myth, we do not yet live in the "Information Age." At best, we live the "Data Age," obsessed with the production, collection, storage, dissemination, and monetization of digital data. But data, in and of itself, isn't valuable. Data only becomes valuable when we make sense of it. We rely on "information professionals" to help us understand data, but most fail in their efforts. Why? Not because they lack intelligence or tools, but mostly because they lack the necessary skills. Most information professionals have been trained primarily in the use of data analysis tools (Tableau, PowerBI, Qlik, SAS, Excel, R, etc.), but even the best tools are only useful in the hands of skilled individuals. Anyone can pick up a hammer and pound a nail, but only skilled carpenters can use a hammer to build a reliable structure. Making sense of data is skilled work, and developing those skills requires study and practice. Weaving data into understanding involves several distinct but complementary thinking skills. Foremost among them are critical thinking and scientific thinking. Until information professionals develop these capabilities, we will remain in the dark ages of data. This book is for information professionals, especially those who have been thrust into this important work without having a chance to develop these foundational skills. If you're an information professional and have never been trained to think critically and scientifically with data, this book will get you started. Once on this path, you'll be able to help usher in an Information Age worthy of the name.

Data Science at the Command Line Packt Publishing Ltd

An engaging introduction to data science that emphasizes critical thinking over statistical techniques An introduction to data science or statistics shouldn’t involve proving complex theorems or memorizing obscure terms and formulas, but that is exactly what most introductory quantitative textbooks emphasize. In

contrast, Thinking Clearly with Data focuses, first and foremost, on critical thinking and conceptual understanding in order to teach students how to be better consumers and analysts of the kinds of quantitative information and arguments that they will encounter throughout their lives. Among much else, the book teaches how to assess whether an observed relationship in data reflects a genuine relationship in the world and, if so, whether it is causal; how to make the most informative comparisons for answering questions; what questions to ask others who are making arguments using quantitative evidence; which statistics are particularly informative or misleading; how quantitative evidence should and shouldn’t influence decision-making; and how to make better decisions by using moral values as well as data. Filled with real-world examples, the book shows how its thinking tools apply to problems in a wide variety of subjects, including elections, civil conflict, crime, terrorism, financial crises, health care, sports, music, and space travel. Above all else, Thinking Clearly with Data demonstrates why, despite the many benefits of our data-driven age, data can never be a substitute for thinking. An ideal textbook for introductory quantitative methods courses in data science, statistics, political science, economics, psychology, sociology, public policy, and other fields Introduces the basic toolkit of data analysis—including sampling, hypothesis testing, Bayesian inference, regression, experiments, instrumental variables, differences in differences, and regression discontinuity Uses real-world examples and data from a wide variety of subjects Includes practice questions and data exercises

Thinking with Data Psychology Press

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Winning with Data American Library Association

Data Visualization for Design Thinking helps you make better maps. Treating maps as applied research, you’ll be able to

understand how to map sites, places, ideas, and projects, revealing the complex relationships between what you represent, your thinking, the technology you use, the culture you belong to, and your aesthetic practices. More than 100 examples illustrated with over 200 color images show you how to visualize data through mapping. Includes five in-depth cases studies and numerous examples throughout.

Statistical Inference via Data Science: A ModernDive into R and the Tidyverse "O'Reilly Media, Inc."
First Published in 2007. Routledge is an imprint of Taylor & Francis, an informa company.

Data Structure and Algorithmic Thinking with Python Princeton University Press
This hands-on guide demonstrates how the flexibility of the command line can help you become a more efficient and productive data scientist. You'll learn how to combine small, yet powerful, command-line tools to quickly obtain, scrub, explore, and model your data. To get you started—whether you're on Windows, OS X, or Linux—author Jeroen Janssens introduces the Data Science Toolbox, an easy-to-install virtual environment packed with over 80 command-line tools. Discover why the command line is an agile, scalable, and extensible technology. Even if you're already comfortable processing data with, say, Python or R, you'll greatly improve your data science workflow by also leveraging the power of the command line. Obtain data from websites, APIs, databases, and spreadsheets Perform scrub operations on plain text, CSV, HTML/XML, and JSON Explore data, compute descriptive statistics, and create visualizations Manage your data science workflow using Drake Create reusable tools from one-liners and existing Python or R code Parallelize and distribute data-intensive pipelines using GNU Parallel Model data with dimensionality reduction, clustering, regression, and classification algorithms

Data Literacy in Academic Libraries Cambridge University Press
Modes of Thinking for Qualitative Data Analysis argues for engagement with the conceptual underpinnings of five prominent analytical strategies used by qualitative researchers: Categorical Thinking, Narrative Thinking, Dialectical Thinking, Poetical Thinking, and Diagrammatical Thinking. By presenting such disparate modes of research in the space of a single text, Freeman not only draws attention to the distinct methodological and theoretical contributions of each, she also establishes a platform for choosing among particular research strategies by virtue of their strengths and limitations. Experienced qualitative researchers, novices, and graduate students from many disciplines will gain new insight from the theory-practice relationship of analysis advanced in this text.

Modes of Thinking for Qualitative Data Analysis Springer
"Turn yourself into a Data Head. You'll become a more valuable employee and make your organization more successful." Thomas H. Davenport, Research Fellow, Author of Competing on Analytics, Big Data @ Work, and The AI Advantage
You've heard the hype around data—now get the facts. In Becoming a Data Head: How to Think, Speak, and Understand Data Science, Statistics, and Machine Learning, award-winning data scientists Alex

Gutman and Jordan Goldmeier pull back the curtain on data science and give you the language and tools necessary to talk and think critically about it. You'll learn how to: Think statistically and understand the role variation plays in your life and decision making Speak intelligently and ask the right questions about the statistics and results you encounter in the workplace Understand what's really going on with machine learning, text analytics, deep learning, and artificial intelligence Avoid common pitfalls when working with and interpreting data Becoming a Data Head is a complete guide for data science in the workplace: covering everything from the personalities you'll work with to the math behind the algorithms. The authors have spent years in data trenches and sought to create a fun, approachable, and eminently readable book. Anyone can become a Data Head—an active participant in data science, statistics, and machine learning. Whether you're a business professional, engineer, executive, or aspiring data scientist, this book is for you.

Data Visualisation "O'Reilly Media, Inc." It is the Python version of "Data Structures and Algorithms Made Easy." Table of Contents: goo.gl/VLEUca Sample Chapter: goo.gl/8AEcYk Source Code: goo.gl/L8Xxdt The sample chapter should give you a very good idea of the quality and style of our book. In particular, be sure you are comfortable with the level and with our Python coding style. This book focuses on giving solutions for complex problems in data structures and algorithm. It even provides multiple solutions for a single problem, thus familiarizing readers with different possible approaches to the same problem. "Data Structure and Algorithmic Thinking with Python" is designed to give a jump-start to programmers, job hunters and those who are appearing for exams. All the code in this book are written in Python. It contains many programming puzzles that not only encourage analytical thinking, but also prepares readers for interviews. This book, with its focused and practical approach, can help readers quickly pick up the concepts and techniques for developing efficient and effective solutions to problems. Topics covered include: Organization of Chapters Introduction Recursion and Backtracking Linked Lists Stacks Queues Trees Priority Queues and Heaps Disjoint Sets ADT Graph Algorithms Sorting Searching Selection Algorithms [Medians] Symbol Tables Hashing String Algorithms Algorithms Design Techniques Greedy Algorithms Divide and Conquer Algorithms Dynamic Programming Complexity Classes Hacks on Bit-wise Programming Other Programming Questions

Becoming a Data Head Routledge Accompanying CD-ROM contains ... "support material for many of the articles, including lessons, software demonstrations, and even video clips of classrooms."--P. [4] of cover.

Data Feminism "O'Reilly Media, Inc." Many analysts are too concerned with tools and techniques for cleansing, modeling, and visualizing datasets and not concerned enough with asking the right questions. In this practical guide, data strategy consultant Max Shron shows you how to put the why before the how, through an often-overlooked set of analytical skills. Thinking with Data helps you learn techniques for turning data into knowledge you can use. You'll learn a framework for defining your project, including the data you want to collect, and

how you intend to approach, organize, and analyze the results. You'll also learn patterns of reasoning that will help you unveil the real problem that needs to be solved. Learn a framework for scoping data projects Understand how to pin down the details of an idea, receive feedback, and begin prototyping Use the tools of arguments to ask good questions, build projects in stages, and communicate results Explore data-specific patterns of reasoning and learn how to build more useful arguments Delve into causal reasoning and learn how it permeates data work Put everything together, using extended examples to see the method of full problem thinking in action

Thinking with Concepts MIT Press

"Chilling, eye-opening, and timely, Cyber Privacy makes a strong case for the urgent need to reform the laws and policies that protect our personal data. If your reaction to that statement is to shrug your shoulders, think again. As April Falcon Doss expertly explains, data tracking is a real problem that affects every single one of us on a daily basis." —General Michael V. Hayden, USAF, Ret., former Director of CIA and NSA and former Principal Deputy Director of National Intelligence You're being tracked. Amazon, Google, Facebook, governments. No matter who we are or where we go, someone is collecting our data: to profile us, target us, assess us; to predict our behavior and analyze our attitudes; to influence the things we do and buy—even to impact our vote. If this makes you uneasy, it should. We live in an era of unprecedented data aggregation, and it's never been more difficult to navigate the trade-offs between individual privacy, personal convenience, national security, and corporate profits. Technology is evolving quickly, while laws and policies are changing slowly. You shouldn't have to be a privacy expert to understand what happens to your data. April Falcon Doss, a privacy expert and former NSA and Senate lawyer, has seen this imbalance in action. She wants to empower individuals and see policy catch up. In Cyber Privacy, Doss demystifies the digital footprints we leave in our daily lives and reveals how our data is being used—sometimes against us—by the private sector, the government, and even our employers and schools. She explains the trends in data science, technology, and the law that impact our everyday privacy. She tackles big questions: how data aggregation undermines personal autonomy, how to measure what privacy is worth, and how society can benefit from big data while managing its risks and being clear-eyed about its cost. It's high time to rethink notions of privacy and what, if anything, limits the power of those who are constantly watching, listening, and learning about us. This book is for readers who want answers to three questions: Who has your data? Why should you care? And most important, what can you do about it?

Joe Celko's Thinking in Sets: Auxiliary, Temporal, and Virtual Tables in SQL

MIT Press

A guide for data managers and analyzers shares guidelines for identifying patterns, predicting future outcomes, and presenting findings to others; drawing on current research in cognitive science and learning theory while covering such additional topics as assessing data quality, handling ambiguous information, and organizing data within market groups. Original.