What is Data Science?

Who knows... no-one! (But it used to be called “Decision Science”)

What it isn’t:
• “Algorithms”*
• “Big Data”
• “Can you set-up tool X for me?”

* This is a bit like saying to a developer “Ah, so you type for a living...”
Questions to ask (in this order)

What is your business problem?
What can I deliver to you that will solve your problem?
Are you willing / able to make the necessary changes?
What data do you have?
What modelling technique should we use?
“Required” skills for Data Science

Strong Mathematics / Statistics background really helps
Puzzle solving / logic / THINKING
Storytelling for business users
Attention to detail

And... R / Python / SQL