# Introduction to Data Science

- Improve Peoples' life
   Health monitoring, AI based diagnosis
- Make informed decision
  - Data driven decision like understanding problematic feature of a product and redesigning from users' review
- Quality monitoring
  - TDS alarm, Low cartridge alarm, monitoring a complex system with number of parameters
- Measure effectiveness of a strategy
  - Effectiveness of strategy can be measured using different parameters

#### • Finding reason of problem

- Sudden problem can be due to recent changes. If there is report of more child death then it could be because of wrong application of certain medicine, under staffing
- Stop guessing

 $\circ$  "I think this would work" – no more trial, go with data.

- Effective resource utilization
  - Data helps to decide how one can utilize critical resource more effectively

- Add-on menu in hostel
  - Requirement may varies depending on menu, day, month, festival, vacation
- Data and Election
  - Data not only helps in predicting election result; it may help you to win an election
  - identify some behavioural traits of a control group like impatient? risk averse? easily influenced by authority figures? Having strong opinion? using psychometric test
  - test your planned adverts on this control group, and measure the effectiveness.
  - If you're interested in getting them to back a political candidate, measure how likely they are to vote for them after seeing the ad.
  - analyse the control group's social media data

• Example of OLA/UBER/OYO

• Motivation from Google/Facebook/Amazon

#### Data is the new oil

• <u>Clive Humby</u>, the British Data Scientist was first to coin the phrase "Data is the New Oil"

 Humby highlighted the fact that, although inherently valuable, data needs processing, just as oil needs refining before its true value can be unlocked.

## What Can we do with Data?

- Google Flu Trends: Detecting outbreaks two weeks ahead of CDC.
- New models are estimating which cities are most at risk for spread of the Ebola virus.
- Recommender systems (NetFlix [which movie to watch] Amazon [which product to buy], Facebook [suggesting friend]
- Prediction System (MAP based on traffic condition predicting best route, where should you invest, weather forecast)

## What Can we do with Data?

- Opinion mining, sentiment analysis– social media data
- Diagnoses > from a set of medical examination and knowledge about different disease.
- Software Log Data → Automatic Trouble Shooting (Splunk)

#### Where does Data comes

#### It's All Happening On-line



Every action you perfor online: Click Fast Forward, pause,... Server request Transaction

Network message

#### User Generated Mobile data







#### Internet of Things / M2M



#### Health/Scientific Computing



#### Datafication

- How to quantify friendship?
- How to rate a product?
- Taking all aspects of life and turning them into data
  - Google's augmented-reality glasses datafy the gaze
     Linked in datafy our professional network
- When we like something or someone online then we are helping in datafying something.

## How Big the data is

• There are 2.5 Exabyte (1 Exabyte =  $10^{18}$  byte) of data created each day

#### Internet

- More than 3.7 billion humans use the internet
- On average, Google now processes more than 3.5 billion searches per day
- Social Media (monthly active users)





#### • Communication

- We send 16 million text messages
- There are 990,000 Tinder swipes
- 156 million emails are sent; worldwide it is expected that there will be<u>9 billion email users</u> by 2019
- 15,000 GIFs are sent via Facebook messenger
- Every minute there are <u>103,447,520 spam emails</u> sent
- There are 154,200 calls on Skype

#### Digital Photo

• People takes around 1.2 trillion photos per day

#### **Data generated in a Day**



#### **DATA NEVER SLEEPS 5.0**

How much data is generated every minute? does of all data today was created in the last two years—that 5.5 guintifien bytes of data per day. In our sth sphere—and the numbers are staggering.





Rivers of Information

Doubtful Sound, New Zealand

Streams of Knowledge

Wasatch, Utah, USA

Drops of Understanding



### What is Data Science?

Like any emerging field, it isn't yet well defined, but incorporates elements of:

- Exploratory Data Analysis and Visualization
- Machine Learning and Statistics
- High-Performance Computing technologies for dealing with scale.

#### What is Data Science?

- **Data science** is an interdisciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge and insights from data in various forms.
- Data science is a "concept to unify statistics, data analysis, machine learning and their related methods" in order to "understand and analyze actual phenomena" with data. It employs techniques and theories drawn from many fields within the context of mathematics, statistics, information science, and computer science.

#### **Skill Sets for Data Science**



# **Appreciating Data**

Computer Scientists do not naturally appreciate data: it's just stuff to run through a program.

The usual way to test algorithm performance is to run the implementation on "random data".

But interesting data sets are a scarce resource, which requires hard work and imagination to obtain.

# **Computer vs. Real Scientists (1)**

- Scientists strive to understand the complicated and messy natural world, while computer scientists build their own clean and organized virtual worlds. Thus:
- Nothing is ever completely true or false in science, while everything is either true or false in Computer Science / Mathematics.

# **Computer vs. Real Scientists (2)**

- Scientists are data-driven, while computer scientists are algorithm-driven.
- Scientists obsess about discovering things, which computer scientists invent rather than discover.
- Scientists are comfortable with the idea that data has errors; computer scientists are not.

# **Asking Good Questions**

Software developers are not encouraged to ask questions, but data scientists are:

- What exciting things might you be able to learn from a given data set?
- What things do you/your people really want to know?
- What data sets might get you there?

## **Let's Practice Asking Questions!**

Who, What, Where, When, and Why on the following datasets:

- Baseball-reference.com
- International Movie Database (IMBb)
- NYC taxi cab records

#### **Baseball-Reference.com: biosketch**

<b>SASEBALL-</b>	<u>S-R</u> :	м				
REFERENCE.COM						
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Mobile Site You Are Here > Home > Encyclopedia of Players > R Listing > Babe Ruth Statistics and	Trans	actions				
Babe Ruth Player Page  Batting Pitching Fielding Minors News Archive (1456) Bullpen Oracle  T  Babe Ruth  Fillike 1,213 people like this.  State	July S Decer Febru Febru The trar	9, 1914: Purc mber 26, 193 aary 26, 193 aary 26, 193 msaction informa	hased with Ernie L9: Purchased by S: Released by th 5: Signed as a Fro- tion used here was of the very set = 1 Sali	Shore and Ben Egan by the New York Yankees e New York Yankees e Agent with the Bostr obtained free of charge from	y the <u>Boston Red Sox</u> from from the <u>Boston Red Sox</u> on <u>Braves</u> . e and is copyrighted by <u>RetroSI</u> especially pre-1985) and may	Baltimore (International) for more than \$25000. more than \$25000 for \$100,000.
George Herman Ruth (Babe, The Bambino or The Sultan Of Swat)	Year Age	Team	Salary	ServTm(OpnDay)	Sources	Notes/Other Sources
Besitians: Outfielder and Ditcher	1914 19	Boston Red So	× \$2,500	) 7 Bill Jan	es Historical Abstract	Annualized rate; came up late in season
Bate: Left Throws: Left	1915 20	Boston Red So	x \$3,500	) ? Bill Jan	es Historical Abstract	
Height: 6' 2" Weight: 215 lb	1916 21	Boston Red So	x \$3,500	) ? Contrac	t at HOF	
	1917 22	Boston Red So	x \$3,500	) ? Contrac	t at HOF	BJHA: \$5,000; Baseball Timeline \$7,000
	1918 23	Boston Red So	x \$9,000	) ? Allan W	ood, 1918, at 183	Includes \$1,000 midseason raise, \$1,000 WS bonus
Born: February 6, 1895 in Baltimore, MD	1919 24	New York Yank	ees \$10,000	Michael	Haupert research of HOF contracts	Contract at HOF: 10000.00,
High School: St. Mary's HS (Baltimore, MD) (All Transactions)	1920 25	New York Yank	ees \$20,000	7 Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 20000.00,
Debut: July 11, 1914 (Age 19.155)	1921 26	New York Yank	ees \$20,000	Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 30000.00, Plus \$5K for '20 and '21 exhibitions, \$50/HR (59)m
Rookie Status: Exceeded rookie limits during 1915 season [*]	1922 27	New York Yank	ees \$52,000	7 Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 52000.00,
Teams (by GP): Yankees/RedSox/Braves 1914-1935	1923 28	New York Yank	ees \$52,000	Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 52000.00,
	1924 29	New York Yank	ees \$52,000	7 Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 52000.00,
Final Game: May 30, 1935 (Age 40.113)	1925 30	New York Yank	ees \$52,000	Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 52000.00,
Inducted into the <u>Hall of Fame</u> by BBWAA as Player in 1936 (215/226 ballots). Induction ceremony in (	1926 31	New York Yank	ees \$52,000	? Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 52000.00,
View Babe Rum Page at the Baseball Hall of Fame (plaque, photos, videos).	1927 32	New York Yank	ees \$52,000	Michael	Haupert research of HOF contracts	5/23/27 AL letter:70000.00,
Buried: Gate of Heaven Cemetery, Hawthorne, NV	1928 33	New York Yank	ees \$52,000	Michael	Haupert research of HOF contracts	5/23/27 AL letter: 70000.00,
View Player Bio from the SABR BioProject	1929 34	New York Yank	ees \$52,000	Michael	Haupert research of HOF contracts	5/23/27 AL letter:70000.00,
About biographical information	1930 35	New York Yank	ees \$70,000	? Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 80000.00,
	1931 36	New York Yank	ees \$70,000	Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 80000.00,
	1932 37	New York Yank	ees \$70,000	Michael	Haupert research of HOF contracts	M. Smelser, Life That Ruth Built, p. 441:75000.00, Plus 25% of all exhibition-game profits
	1933 38	New York Yank	ees \$80,000	? Michael	Haupert research of HOF contracts	M. Smelser, Life That Ruth Built, p. 456:52000.00,Plus 25% of revenue from in-season exhibitions
	1934 39	New York Yank	ees \$80,000	Michael	Haupert research of HOF contracts	1/16/36 TSN, per government report: 36696.00, \$35,000 salary plus 25% of exhibition profits
	1935 40	New York Yank	ees \$75,000	9 Michael	Haupert research of HOF contracts	Bill James Historical Abstract: 35000.00, Annualized rate; retired early in season
	1936 41	New York Yank	ees \$52,000	) ? Michael	Haupert research of HOF contracts	
	1937 42	New York Yank	ees \$35,000	) ? Michael	Haupert research of HOF contracts	
	Career to d	ate (may be inco	mplete) \$1 020 000	1		

play ind Mobile News Babe R

# **Statistical Record of Play**

Summary statistics of each years batting, pitching, and fielding record, with teams and awards.

Babe Ruth Player Page » Batting Pitching Fielding Minors News Archive (1456) Bullpen Oracle

In EloRater Fine Details · Last updated Jun 3, 2014 9:17AM

II-Time Rank (among batters): #1. BABE RUTH... #2. Lou Gehrig... #3. Ted Williams... #4. Honus Wagner... Vote

Standard Batting More Stats Glossary · Show Minors Stats · SHARE · Embed · CSV · PRE · LINK · ?

ors Game Logs ▼ Splits ▼ HR Log Finders V

Year	Age	Tm	Lg	G	PA	AB	R	н	28	38	HR	RBI	SB	CS	BB	SO	BA	OBP	SLG	OPS	OPS+	TB	GDP	HBP	SH	SF	IBB	Pos	Awards
1914	19	BOS	AL	5	10	10	1	2	1	0	0	0	0	0	0	4	.200	.200	.300	.500	49	3		0	0			/1	
1915	20	BOS	AL	42	103	92	16	29	10	1	4	20	0	0	9	23	.315	.376	.576	.952	188	53		0	2	1		1	
1916	21	BOS	AL	67	152	136	18	37	5	3	3	16	0		10	23	.272	.322	.419	.741	121	57		0	4	1		1	
1917	22	BOS	AL	52	142	123	14	40	6	3	2	14	0		12	18	.325	.385	.472	.857	162	58		0	7	•		1	
1918	23	BOS	AL	95	382	317	50	95	26	11	11	61	6		58	58	.300	.411	.555	.966	192	176		2	3	J		07138	
1919	24	BOS	AL	130	543	432	103	139	34	12	29	113	7		101	58	.322	.456	.657	1.114	217	284		6	3	1		*071/38	
1920	25	NYY	AL	142	616	458	158	172	36	9	54	135	14	14	150	80	.376	.532	.847	1.379	255	388		3	5	;		*0978/31	
1921	26	NYY	AL	152	693	540	177	204	44	16	59	168	17	13	145	81	.378	.512	.846	1.359	238	457		4	4	,		*078/31	
1922	27	NYY	AL	110	496	406	94	128	24	8	35	96	2	5	84	80	.315	.434	.672	1.106	182	273		1	4			*079/3	
1923	28	NYY	AL	152	697	522	151	205	45	13	41	130	17	21	170	93	.393	.545	.764	1.309	239	399		4	3	1		*097/83	MVP-1
1924	29	NYY	AL	153	681	529	143	200	39	7	46	124	9	13	142	81	.378	.513	.739	1.252	220	391		4	6	5		*097/8	
1925	30	NYY	AL	98	426	359	61	104	12	2	25	67	2	4	59	68	.290	.393	.543	.936	137	195		2	6	;		097	
1926	31	NYY	<u>AL</u>	152	652	495	139	184	30	5	47	153	11	9	144	76	.372	.516	.737	1.253	225	365		3	10	F.		*079/3	
1927	32	NYY	AL	151	691	540	158	192	29	8	60	165	7	6	137	89	.356	.486	.772	1.258	225	417		0	14			*097	
1928	33	NYY	<u>AL</u>	154	684	536	163	173	29	8	54	146	4	5	137	87	.323	.463	.709	1.172	206	380		3	8	L		*097	
1929	34	NYY	AL	135	587	499	121	172	26	6	46	154	5	3	72	60	.345	.430	.697	1.128	193	348		3	13	J		*097	
1930	35	NYY	AL	145	676	518	150	186	28	9	49	153	10	10	136	61	.359	.493	.732	1.225	211	379		1	21			*097/1	
1931	36	NYY	AL	145	663	534	149	199	31	3	46	162	5	4	128	51	.373	.495	.700	1.195	218	374		1	0	)		*097/3	MVP-5
1932	37	NYY	AL	133	589	457	120	156	13	5	41	137	2	2	130	62	.341	.489	.661	1.150	201	302		2	0	)		*097/3	MVP-6
1933 🖈	38	NYY	AL	137	576	459	97	138	21	3	34	104	4	5	114	90	.301	.442	.582	1.023	176	267		2	0	)		*097/31	AS
1934 🔺	39	NYY	AL	125	471	365	78	105	17	4	22	84	1	3	104	63	.288	.448	.537	.985	160	196		2	0	)		*097	AS
1935	40	BSN	NL	28	92	72	13	13	0	0	6	12	0		20	24	.181	.359	.431	.789	119	31	2	0	0			07/9	
22 Yrs				2503	10622	8399	2174	2873	506	136	714	2214	123	117	2062	1330	.342	.474	.690	1.164	206	5793	2	43	113	Ú.			
162 Ga	me A	vg.		162	687	544	141	186	33	9	46	143	8		133	86	.342	.474	.690	1.164	206	375		3	7				
				G	PA	AB	R	н	2B	38	HR	RBI	SB	CS	BB	SO	BA	OBP	SLG	OPS	OPS+	TB	GDP	HBP	SH	SF	IBB	Pos	Awards
NYY (1	5 yrs)	)		2084	9198	7217	1959	2518	424	106	659	1978	110	117	1852	1122	.349	.484	.711	1.195	209	5131		35	94				
BOS (6	yrs)			391	1332	1110	202	342	82	30	49	224	13	0	190	184	.308	.413	.568	.981	190	631		8	19	0			
BSN (1	yr)			28	92	72	13	13	0	0	6	12	0		20	24	.181	.359	.431	.789	119	31	2	0	0	1			
AL (21	yrs)			2475	10530	8327	2161	2860	506	136	708	2202	123	117	2042	1306	.343	.475	.692	1.167	207	5762		43	113				
NL (1 )	(1)			28	92	72	13	13	0	0	6	12	0		20	24	.181	.359	.431	.789	119	31	2	0	0				

#### **Baseball Questions**

- How to best measure individual player's skill, value or performance?
- How fair do trades between teams work out?
- What is the trajectory of player's performances as they mature and age?
- To what extent does batting performance correlate with the position played?

# **Demographic Questions**

- Do left-handed people have shorter lifespans than right-handers?
- How often do people return to where they were born?
- Do player salaries reflect past, present, or future performance?
- Are heights and weights increasing in the population?

### **IMDb: Movie Data**



#### Details

#### Country: USA

Language: English Release Date: 7 January 1947 (USA) See more » Also Known As: The Greatest Gift See more » Filming Locations: California, USA See more »

#### **Box Office**

Budget: \$3,180,000 (estimated) Opening Weekend: £49,845 (UK) (19 December 2008) Gross: £682,222 (UK) (24 December 2010) See more »

#### **Company Credits**

Production Co: Liberty Films (II) See more » Show detailed company contact information on IMDbPro »

#### **Technical Specs**

Runtime: 130 min | 118 min (DVD edition) Sound Mix: Mono (RCA Sound System) Color: Color (colorized)| Black and White Aspect Ratio: 1.37 : 1 See full technical specs »

#### **IMDb: Actor Data**





Actor | Soundtrack | Director

James Maitland Stewart was born on 20 May 1908 in Indiana, Pennsylvania, where his father owned a hardware store. He was educated at a local prep school, Mercersburg Academy, where he was a keen athlete (football and track), musician (singing and accordion playing), and sometime actor. In 1929 he won a place at Princeton, where he studied ... See full bio »

Born: James Maitland Stewart May 20, 1908 in Indiana, Pennsylvania, USA

Died: July 2, 1997 (age 89) in Los Angeles, California, USA







Top 5000

230 photos | 42 videos | 1180 news articles »

Won 1 Oscar. Another 25 wins & 19 nominations. See more awards »

Cas	t	Edi	t
Cast	overview, first billed only:		
P	James Stewart	 George Bailey	
9	Donna Reed	 Mary Hatch	
	Lionel Barrymore	 Mr. Potter	
5	Thomas Mitchell	 Uncle Billy	
	Henry Travers	 Clarence	
1	Beulah Bondi	 Mrs. Bailey	
R	Frank Faylen	 Ernie	
P	Ward Bond	 Bert	
-	Gloria Grahame	 Violet	
2	H.B. Warner	 Mr. Gower	

#### **Movie Questions**

- Can we predict how well people will like a movie? What about its gross?
- What does the social network of actors look like?
- What is the age distribution of actors and actresses in film?
- Do stars live longer or shorter lives than the bit players or public?

### **NYC Taxi Cab Data**

- Gives driver/owner, pickup/dropoff location, and fare data for every taxi trip taken.
- Data obtained from NYC via Freedom of Information Act Request (FOA)

4	l												
5	Trip data, 2013 ->		10					J					
6													
7	medallion	hack_license	vendor_id	rate_code	pickup_datetime	dropoff_datetim	passenger_	trip_time	trip_distance	pickup_longitud	pickup_latitude	dropoff_longitude	dropoff_latitude
8	89D227B655E5C82A	EC BA96DE419E711	6! CMT	1	1/1/13 15:11	1/1/13 15:18	4	382	1	-73.978165	40.757977	-73.989838	40.751171
9	OBD7C8F5BA12B88E0	DE 9FD8F69F0804B	DECMT	1	1/6/13 0:18	1/6/13 0:22	1	259	1.5	-74.006683	40.731781	-73.994499	40.75066
10	0BD7C8F5BA12B88E0	DE 9FD8F69F0804B	DECMT	1	1/5/13 18:49	1/5/13 18:54	1	282	1.1	-74.004707	40.73777	-74.009834	40.726002
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18	OBD7C8F5BA12B88E0	DE 9FD8F69F0804B	DECMT	1/6/13 0:18	6	0.5	0.5	0	0	7			
19	0BD7C8F5BA12B88E0	DE 9FD8F69F0804B	DECMT	1/5/13 18:49	5.5	1	0.5	0	0	7			
			23636355	-, -, -, -, -, -, -, -, -, -, -, -, -, -	42.2	1000		1.51.7					

#### **Taxicab Questions**

- How much do drivers make each night?
- How far do they travel?
- How much slower is traffic during rush hour?
- Where are people traveling to/from at different times of the day?
- Do faster drivers get tipped better?
- Where should drivers go to pick up their next fare?

# **Projects**

#### • Datasets:

- <u>https://www.kaggle.com/datasets?tagids=3022</u>
- o <u>https://www.data.gov/</u>
- o <u>https://data.gov.in/</u>

#### • Some Project Ideas:

- <u>https://www.analyticsvidhya.com/blog/2018/05/24-ultimate-data-science-projects-to-boost-your-knowledge-and-skills/</u>
- Kdnuggets
- <u>https://www.analyticsindiamag.com/popular-data-science-projects-for-aspiring-data-scientists</u>

#### **Course Evaluation**

- Quiz:4-6 (40)
- Mid Sem: quiz (10)+project/assignment(15)
- End Sem: quiz(15) + project/assignment(20)

#### **Reference Books**

- The Data Science Design Manual, Skiena
- Probability and Statistics for Engineers and Scientists, Ronald E Walpole, Raymond H Myers, Sharon L Myers, Keying E Ye