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| **P K Viswanathan****Professor (Analy tics)****He is the Programme Director of Business Analytics and Business Intelligence, at Great Lakes Institute of Management, Chennai.** | **SECTION** |
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**THE SCIENCES &

MATHEMATICS**

***Proof of the***

***Pudding...***

***... is in the data. Knowing who will win an election before it happens, identifying customers who will default on a loan before they do — sounds like magic? No, that's data science.***

**Data science is multi-disciplinary and involves transforming hypotheses and data into actionable insights and predictions. Statistician and computer scientist William Cleveland considers data science to bean inter-disciplinary held larger than statistics itself. It involves acquisition of data, managing data, selection of appropriate models, writing programs, and validating results.**

**Quick Scan**

* **Experience required in Python, R, SAS, Hadoop, and similar applications and/or languages**
* **Companies with the most**

**analytics openings in 2017 include Amazon, HCL, IBM, CitibankCiti, and Goldman Sachs, among others**

* **Job titles: data scientist, statistician, data analyst, analytics manager, and analytics consultant**

**Predicting which party will win the election, whether a new product will succeed in the market place, which customer will default on a loan taken, which advertisement will be a success, what characteristics sharply differentiate market segments in terms ofconsumer behaviour, and what the drivers of a landing page in a website are, are just some examples of data science, among many.**

**Big data impacts** data **science in an emphatic manner. Amazon's product recommendation systems, Google's advertisement valuation systems, and Twitter's trending**