

The background is a deep blue with a pattern of binary code (0s and 1s) in a lighter shade. Overlaid on this are several thick, glowing, light blue lines that curve and flow across the frame, creating a sense of motion and digital connectivity.

Data Science in Business

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Projects



There are almost limitless possibilities to what data can be used for, so deciding on the right problem to solve can often be one of the most challenging aspects of the project.



Data projects take time, effort and, therefore, money. So, it is important to pick the right problem to solve.



Data projects can be created to answer an interesting question; to do something useful for the business; or to create something valuable. The best problems address all three.

Data Scientists

We have looked at job roles.

What is it a Data Scientist does for a business?

Data Scientists in Business are not only able to write code to manipulate data, but they also use maths and statistics to carry out the analysis.

They combine their knowledge of the business they are working in, with a problem-solving mindset and a curiosity with data, to ensure they are working on the right problems.

They also need to be good communicators and storytellers to ensure that they can summarise and share the insights they have captured.

Domain Experts



Domain experts support data scientists to understand the business and the customers.



They are not necessarily skilled in data, but they understand the business in detail.



They can identify the right problems to solve and the benefits in solving them.



They understand the existing systems and processes.



They may also understand how the data was initially captured, and, therefore, the meaning of any special values or uses.



They may be able to highlight any potential biases or ethical challenges.