

Data Science for Managers

How to Use Data (Big and Small) to Solve Business Challenges

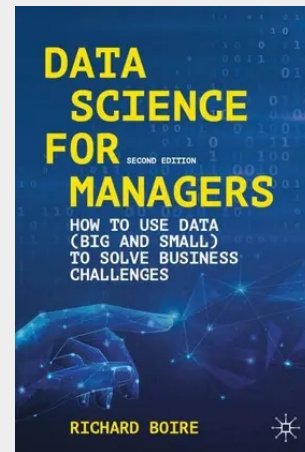
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In industry expert Richard Boire breaks down the vast field of data science into easy-to-understand insights. Using real-world examples from leading global companies, this book provides a clear, step-by-step guide to help business managers harness the power of data science. Boire's 4-step process walks you through deciding when to use data science, implementing it, and making sense of the results to improve customer ROI and business outcomes.

Packed with engaging stories and case studies, this work also highlights potential pitfalls in data science and shares strategies for avoiding them. This updated edition focuses on new developments related to AI and machine learning, with guidance for data managers on how to use this technology in developing business solutions.

is a book for marketers, IT professionals, analysts, and anyone else who wants to transform mountains of data into actionable insights and effective business strategies. With the rise of AI and cutting-edge technology, it equips you with the tools you need to navigate this new landscape and turn complex data into tangible results. Whether you're new to data science or looking to sharpen your skills, this book is your guide to unlocking the full potential of big data.

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