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DATA SMART: USING DATA SCIENCE TO TRANSFORM INFORMATION INTO INSIGHT



John Wiley Sons Inc, United States, 2013. Paperback. Book Condition: New. 1. Auflage. 231 x 185 mm. Language: English . Brand New Book. Data Science gets thrown around in the press like it s magic. Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors. It s a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions. But how does...

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- Authored by John W. Foreman
- Released at 2013



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