



## **GokarajuRangaraju Institute of Engineering and Technology (Autonomous)**

### **Report of the Event**

**Title of the Event:** Workshop on “Data Science”

**Organized Date:** 17<sup>th</sup> February 2018

**Venue:** JNTU Jagithyala

**Faculty:** Dr N V Ganapathi raju

#### **Summary:**

Data science is a multidisciplinary blend of **data inference, algorithm development, and technology** in order to solve analytically complex problems.

At the core is data. Troves of raw information, streaming in and stored in enterprise data warehouses. Much to learn by mining it. Advanced capabilities we can build with it. Data science is ultimately about using this data in creative ways to generate business value:

#### **Data science – discovery of data insight**

This aspect of data science is all about uncovering findings from data. Diving in at a granular level to mine and understand complex behaviors, trends, and inferences. It's about surfacing hidden insight that can help enable companies to make smarter business decisions. For example:

- Netflix data mines movie viewing patterns to understand what drives user interest, and uses that to make decisions on which Netflix original series to produce.
- Target identifies what are major customer segments within it's base and the unique shopping behaviors within those segments, which helps to guide messaging to different market audiences.
- Proctor & Gamble utilizes time series models to more clearly understand future demand, which help plan for production levels more optimally.