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Deals for All Five Clusters; Computing the Silhouette for 5-Means Clustering; K-Medians Clustering and Asymmetric Distance Measurements; Using K-Medians Clustering; Getting a More Appropriate Distance Metric; Putting It All in Excel; The Top Deals for the 5-Medians Clusters; Wrapping Up; Chapter 3 Naive Bayes and the Incredible Lightness of Being an Idiot; When You Name a Product Mandrill, You're Going to Get Some Signal and Some Noise; The World's Fastest Intro to Probability Theory; Totaling Conditional Probabilities Joint Probability, the Chain Rule, and Independence What Happens in a Dependent Situation?; Bayes Rule; Using Bayes Rule to Create an AI Model; High-Level Class Probabilities Are Often Assumed to Be Equal; A Couple More Odds and Ends; Let's Get This Excel Party Started; Removing Extraneous Punctuation; Splitting on Spaces; Counting Tokens and Calculating Probabilities; And We Have a Model! Let's Use It; Wrapping Up; Chapter 4 Optimization Modeling: Because That "Fresh Squeezed" Orange Juice Ain't Gonna Blend Itself; Why Should Data Scientists Know Optimization? Starting with a Simple Trade-Off Representing the Problem as a Polytope; Solving by Sliding the Level Set; The Simplex Method: Rooting around the Corners; Working in Excel; There's a Monster at the End of This Chapter; Fresh from the Grove to Your Glass...with a Pit Stop Through a Blending Model; You Use a Blending Model; Let's Start with Some Specs; Coming Back to Consistency; Putting the Data into Excel; Setting Up the Problem in Solver; Lowering Your Standards; Dead Squirrel Removal: The Minimax Formulation; If-Then and the "Big M" Constraint Multiplying Variables: Cranking Up the Volume to 11

Sommario/riassunto

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 one exactly do data science? Do you have to hire one of these priests of the dark arts, the "data scientist," to extract this gold from your data? Nope. Data science is little more than using straight-forward steps to process raw data into actionable insight.
