

# How Can Data Science Help Your Business?

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You've probably heard the term 'data science' a lot lately, but maybe you're not sure exactly what it is and how it can help you. Data science is a very broad field, but basically it involves finding insights or useful metrics from data, using a combination of programming, statistics, and visualization techniques. Here are a few examples of how data science could help your business:

- Data wrangling : Do you have data in various locations/types (spreadsheets, Google docs, text files, pdfs, webpages)? This limits what you can do with it and makes it hard to see the complete picture. I can 'wrangle' it all into a structure in R or python that **makes it easier to perform analyses and gain insights**.
- Develop interactive tools that allow you to **easily explore and visualize your data**.
- Clustering can be used to identify sub-groups of customers with similar characteristics. Instead of spamming all your customers with ads, **target specific groups with more relevant ads**.
- Applying statistical models to sales data in can **identify the most important factors** driving sales, and **make predictions** about future values.
- Text data (for example customer reviews or social media posts) can hold a lot of valuable information, but it can be difficult to analyze and draw quantitative conclusions, especially if there is a lot of it. There are a variety of useful data science techniques for analyzing text data; measuring sentiments (e.g. was the review positive or negative), finding most the common words or phrases, and using these features in models to predict outcomes.
- Reports and **visualizations to convey results and insights**.
- Consultation on data collection and management practices to enable easier, reproducible analyses. If you plan your data collection and storage methods ahead of time, you can reduce the amount of 'wrangling' required, and instead **focus on putting that data to use for your business**.

**If any of these sound useful or you have other ideas, please get in touch so we can discuss your needs and determine if I can help you.**