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sions and not necessarily labeled as fundamental concepts. These concepts span the process from envisioning how data science can improve business decisions to applying data science techniques to deploying the results to improve decision-making. The concepts also undergird a large array of business analytics.

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Data Science for Business by Foster Provost and Tom Fawcett is intended for those who need to understand data science/data mining, and those who want to develop their skill at data-analytic thinking. Data Science for Business is not a book about algorithms.

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Data Science for Business, by Foster Provost and Tom Fawcett O'Reilly, August 2013. This book is intended for (i) those who need to understand data science/data mining broadly and (ii) those who want to develop their skill at data-analytic thinking.

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