Data Science, Machine Learning and AI for Business

In this course, we will cover the essential elements of data science, big data and machine learning in business. At the end of this course, you will have a holistic view of the areas of data science, big data and machine learning in business. You will be able to understand big data and machine learning terminology and make business decisions involving big data and machine learning. In addition, you will be able to identify which solutions are suitable for what types of problems, and when data can add value in different stages of business processes.

What you will learn

- Recognize why data science is essential in business.
- Understand what data science is and draw conclusions to how it can be used to gain a competitive advantage.
- Understand the main components of utilizing data in accelerating success: Introduction to Big Data.
- Classify the different uses and applications of Big Data.
- Approach why data quality matters: Data cleaning, issues with data and the role of humans in the

process.
- Recognize Machine Learning as a subset of AI and how it can help extract meaningful insights from data.

Contents

- The value of data
- The foundations
- Data scientist skills
- The new profile
- Fundamentals of data
- Exploring big data
- Data-driven enterprises
- Big data applications
- Data quality matters
- Manipulating data
- Machine learning, robots, and business

Delivery: learningCloud sprint
Developed: ie
Tematica: Innovación y creatividad, Tecnología

Duration: 240 minutes
License: annual
Languages: en