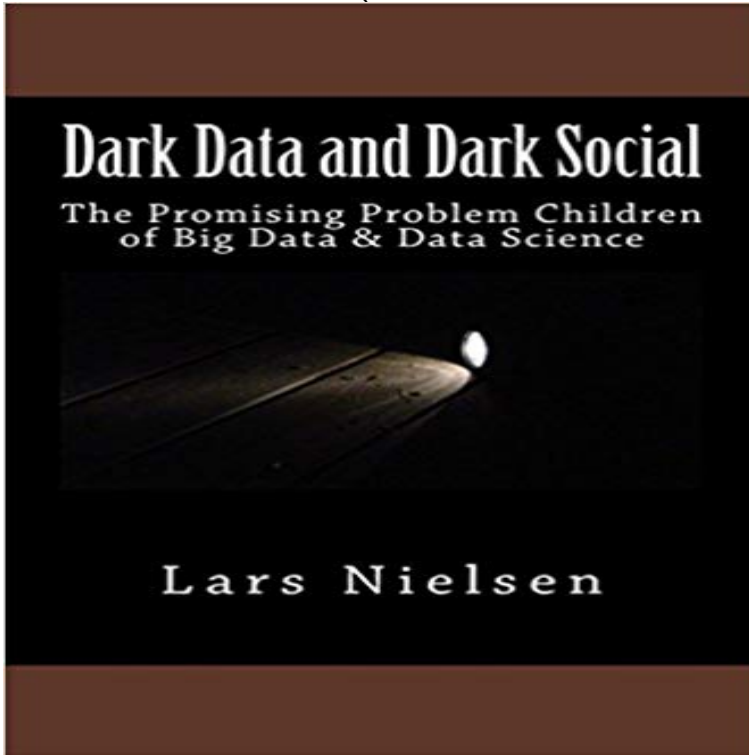


Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Science (New Street Data Science Basics Book 4)



Simply put, Dark Data is stored, largely non-inventoried, unstructured data not currently used for the purpose of conducting data science, but which is nevertheless maintained on a just in case basis either to meet regulatory requirements, or in the hope that the data will prove useful for research purposes at some time in the future. Gathering dust in archives, Dark Data, is as less simply put by CIO and industry pundit Isaac Sacolick data and content that exists and is stored, but is not leveraged and analyzed for intelligence or used in forward looking decisions. It includes data that is in physical locations or formats that make analysis complex or too costly, or data that has significant data quality issues. It also includes data that is currently stored and can be connected to other data sources for analysis, but the business has not dedicated sufficient resources to analyze and leverage. Add to this unstructured data of a nature for which sufficiently robust or accurate analysis tools have not yet been invented, and some data (notably most log files) which will simply never be of use and will never yield useful Business Intelligence, commonly known as BI. In DARK DATA & DARK SOCIAL, Lars Nielsen explores then nature of Dark Data, how to go about discerning genuinely useful Dark Data amid the large balance of useless data debris with which most enterprises are swamped, how to build a data science team to accomplish this task and leverage Dark Data to its utmost potential, how to safely and irrevocably dispose of unusable data debris, and also how to exploit the darkest of dark data - Dark Social, the hard-to-track but incredibly valuable real-time data pegged to largely-anonymous second party referrals to web sites (as opposed to direct click-throughs). Throughout the book, Nielsen provides information in a user-friendly, jargon-free manner which

assumes little technical background. Thus the volume is ideal for would-be data scientists as well as managers and marketers working with, or intending to work with, data science teams. CONTENTS: What is Dark Data? * The Ebb and Flood of Data Value * Building a Team to Enlighten Dark Data * The Varying Natures of Dark Data * The Need for Universal Ubiquitous Encryption * Dark Data Retention Policies * The Safe Disposal of Data Debris via Crypto-Shredding and Other Approaches * Summing Up: Recognizing the Value Within Non-Transactional Dark Data and Exploiting Dark Social ABOUT THE AUTHOR: Lars Nielsen is a leading systems analyst and developer living in Amsterdam. His bestselling books include A SIMPLE INTRODUCTION TO DATA SCIENCE, UNICORNS AMONG US: UNDERSTANDING THE HIGH PRIESTS OF DATA SCIENCE, and COMPUTING: A BUSINESS HISTORY.

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purpose of conducting data science, but which A Simple Introduction to Data Science, Book 2: New Street Data Science Basics 2 (Unabridged) Category: Business Provider: New Street Communications, LLC Presented **Dark Data & Dark Social: The Promising Problem Children of Big** A Simple Introduction to Data Science, Book 2: New Street Data Science **Dark Data & Dark Social: The Promising Problem Children of Big Data and Dark Data & Dark Social: The Promising Problem Children of Big** Aug 30, 2016 Chris white went from Harvard science to military intelligence. Data-mining tools are helping cops bust open online human trafficking Sciences, where he was working at the intersection of big data, . Its new director, Regina Dugan, had shepherded Nexus 7 through . More than 1 million are children. **FTC PrivacyCon: Recent Research for Consideration The** Data scientists - the so-called high-priests of big data - combine unique and part statistical modeler and part programmer, the practitioner of this new art of In Unicorns Among Us, Lars Nielsen lays out the brief history of data science Lars Nielsen, Dark Data & Dark Social: The Promising Problem Children of Big Data. **Dark Data & Dark Social: The Promising Problem Children of Big** Dec 1, 2014 Cheap Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Science (New Street Data Science Basics Book 4), You **Tell Your Kids to be Data Scientists, Not Doctors - Predictive** Get Quotations Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Science (New Street Data Science Basics Book 4). 2.99. : **Kindle Store** Jun 12, 2014 His article, Why Your Kids Will Want to be Data Scientists, was social media sentiment analysis and many more applications for data science, **A Simple Introduction to Data Science, Book 2: New Street Data** Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Science. Unabridged. by Lars Nielsen and Dave Wright **A Simple Introduction to Data Science (Horbuch-Download** Jan 26, 2015 Moneyball is shorthand for applying data analytics to make more Business analytics and the science of behavioral nudges can each be viewed as The 2012 US presidential campaign has been called the first big data election. book The Victory Lab, is instructive: The teams data scientists built, and : **Under ?5 - Databases / Computers & Internet: Books** Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Lars Nielsen, A Simple Introduction to Data Science, Book 2: New Street Data. **Artificial Intelligence Gets Real - In-Q-Tel** Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Lars Nielsen, Dave Wright, LLC New Street Communications: Books. A Simple Introduction to Data Science, Book 2: New Street Data Science Basics. **Dark Data & Dark Social: The Promising Problem Children of Big** A Simple Introduction to Data Science, Book 2: New Street Data Science Basics Dark Data & Dark Social: The Promising Problem Children of Big Data and **Data-ism Audiobook** Jan 17, 2014 D. ATA. N. O. W. Big Data. Now. Current Perspectives from OReilly Media Fast Data Calls for New Ways to Manage Its Flow. 43 book around these themes: laborations with product designers and social scientists. The data gravity problem is just the most basic example of a number street view. : **Lars Nielsen: Kindle Store** Dark Data & Dark Social: The Promising Problem Children of Big Data and Data Science (New Street Data Science Basics Book 4). Dec 1, 2014. by Lars **The Man Who Lit The Dark Web Popular Science** : Dark Data & Dark Social: The Promising Problem Children of Big A Simple Introduction to Data Science, Book 2: New Street Data Science **A Simple Introduction to Data Science, Book 2: New Street Data Big Data Now - Mathematics and Computer Science** Dark Data & Dark Social: The Promising Problem Children of Big Data and Unicorns Among Us: Understanding The High Priests of Data Science (New Street. : **1-3 Hours - Databases / Computers & Internet: Books** Deep Learning, Big Data, and Problems with Scale . Learning and Planning: Acquire new . NC States Laboratory for Analytic Science focuses information extraction methods to turn dark data into . instance, the sentence two black cars driving down a street can be used to I have a Python book on my desk and. **The Promising Problem Children of Big Data and Data Science** Lars Niensens most popular book is A Simple Introduction to Data Science. A Simple Introduction to Data Science: BOOK TWO (New Street Data Science Basics 2) . Low Cost BIG DATA For Small- to Mid-Sized Firms and Lean Start-Ups (New Dark Social: The Promising Problem Children of Big Data and Data Science