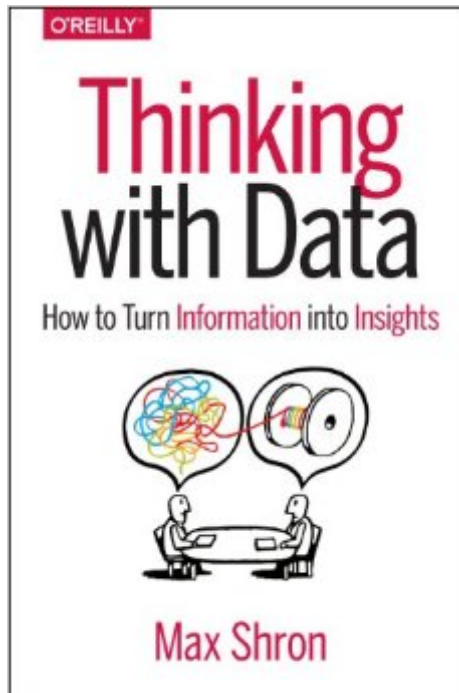


The book was found

Thinking With Data: How To Turn Information Into Insights



Synopsis

Many analysts are too concerned with tools and techniques for cleansing, modeling, and visualizing datasets and not concerned enough with asking the right questions. In this practical guide, data strategy consultant Max Shron shows you how to put the why before the how, through an often-overlooked set of analytical skills. Thinking with Data helps you learn techniques for turning data into knowledge you can use. Youâ€™ll learn a framework for defining your project, including the data you want to collect, and how you intend to approach, organize, and analyze the results. Youâ€™ll also learn patterns of reasoning that will help you unveil the real problem that needs to be solved. Learn a framework for scoping data projects Understand how to pin down the details of an idea, receive feedback, and begin prototyping Use the tools of arguments to ask good questions, build projects in stages, and communicate results Explore data-specific patterns of reasoning and learn how to build more useful arguments Delve into causal reasoning and learn how it permeates data work Put everything together, using extended examples to see the method of full problem thinking in action

Book Information

Paperback: 94 pages

Publisher: O'Reilly Media; 1 edition (February 3, 2014)

Language: English

ISBN-10: 1449362931

ISBN-13: 978-1449362935

Product Dimensions: 6.4 x 0.2 x 9 inches

Shipping Weight: 4.8 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 starsÂ Â See all reviewsÂ (15 customer reviews)

Best Sellers Rank: #142,518 in Books (See Top 100 in Books) #15 inÂ Books > Computers & Technology > Programming > Algorithms > Data Structures #25 inÂ Books > Computers & Technology > Programming > Software Design, Testing & Engineering > Structured Design #77 inÂ Books > Computers & Technology > Databases & Big Data > Data Modeling & Design

Customer Reviews

This book is no longer than it needs to be and the title for 1 of it's 6 chapters is 'Causality' - how could I NOT like this book!! highly recommend this book to anyone who is involved in the development of software products. This is because above all else, it's book about critical thinking within the context of product - and even more specifically, how to use Data to improve our

products. This book sits in a sweet spot of being high level enough to keep the content flowing as well as peppering it with pin point examples that succinctly illustrate the author's point. The author doesn't waste words overemphasizing points or tying concepts to any specific engineering or project management discipline. This should be appreciated as it respects both the reader's intelligence and time. If you are a product manager, engineer, designer...or anyone else involved in creating and growing products, I recommend this book to you. Here is an excerpt which conveys my point. This is from Chapter 1 - Scoping: Why Before How: "...Rather than saying, 'The manager wants to know where users drop out on the way to buying something,' consider saying, 'The manager wants more users to finish their purchases. How do we encourage that?'" Answering the first question is a component of doing the second, but the action-oriented formulation opens up more possibilities, such as testing new designs and performing user experience interviews to gather more data. If it is not helpful to phrase something in terms of an action, it should at least be related to some larger strategic question.

I love this book. I really, really, REALLY love this book! In just six chapters and 94 pages, *Thinking with Data: How to Turn Information into Insights* by Max Shron, a data scientist, fills in several pieces in the process of creating insights from data. According to the author, "What is missing from most conversations is how important the 'soft skills' are for making data useful." The book provides a framework for defining the problem to be solved, not just "what can we do with this pile of data". In the first chapter, we learn the four parts necessary to scope a problem: context, needs, vision, and outcome, with the catchy acronym CoNVO. The book provides examples of scoping problems from multiple domains such as higher education, public policy, and retail. The subtitle of chapter one is "why before how" and as a business intelligence professional I have often found the "why" missing from the requirements gathering. So many times I've been told "just put this data on a report or dashboard- they know what they want" without a careful investigation of the business problem to be solved. I've been in business intelligence long enough to know that in many cases they really don't know what they want or the tedious requirements gathering of the project management office has choked the life out of any true customer requirement. Regarding needs, the author writes: "Not that the need is never [author's emphasis] something like 'the decision makers are lacking in a dashboard,' or predictive model, or ranking, or what have you. These are potential solutions, not needs... So if someone comes to you and says that her company needs a dashboard, you need to dig deeper.

[Download to continue reading...](#)

Thinking with Data: How to Turn Information into Insights Positive Thinking: How to Eliminate Negative Thinking and Gain Success, Health and Happiness Through Positive Thinking and Self-empowering Affirmations (Positive Thinking Everyday Book 1) Data Architecture: A Primer for the Data Scientist: Big Data, Data Warehouse and Data Vault Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) 50 Philosophy Classics: Thinking, Being, Acting, Seeing, Profound Insights and Powerful Thinking from Fifty Key Books (50 Classics) Big Data For Beginners: Understanding SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More! The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences The Data Science Handbook: Advice and Insights from 25 Amazing Data Scientists The Data Warehouse Mentor: Practical Data Warehouse and Business Intelligence Insights The Definitive Guide To the Best Way to Turn Your Nook HD+ Into a Full Android Tablet (The Best Way To Transform Your Nook Into a Full Android Tablet Book 1) The Definitive Guide To the Best Way to Turn Your Nook HD Into a Full Android Tablet (The Best Way To Transform Your Nook Into a Full Android Tablet Book 2) Food Not Lawns: How to Turn Your Yard into a Garden and Your Neighborhood into a Community 10,000 Steps: Walking for Weight Loss, Walking for Health: A Turn by Turn Roadmap (Weight Loss Series) Indexing It All: The Subject in the Age of Documentation, Information, and Data (History and Foundations of Information Science) Pacific Crest Trail Data Book: Mileages, Landmarks, Facilities, Resupply Data, and Essential Trail Information for the Entire Pacific Crest Trail, from Mexico to Canada Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python LEARN IN A DAY! DATA WAREHOUSING. Top Links and Resources for Learning Data Warehousing ONLINE and OFFLINE: Use these FREE and PAID resources to Learn Data Warehousing in little to no time Data Just Right: Introduction to Large-Scale Data & Analytics (Addison-Wesley Data and Analytics) Information and the Internal Structure of the Universe: An Exploration into Information Physics

[Dmca](#)