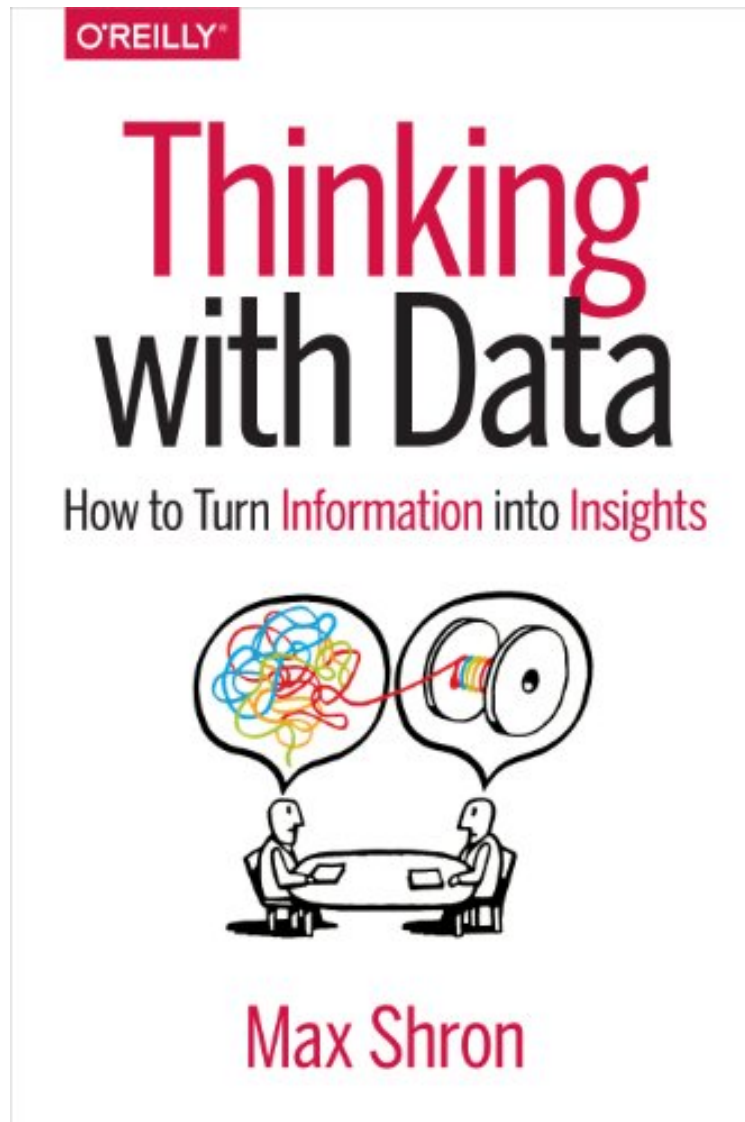


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Thinking with Data: How to Turn Information into Insights

Max Shron

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Max Shron : Thinking with Data: How to Turn Information into Insights before purchasing it in order to gage whether or not it would be worth my time, and all praised Thinking with Data: How to Turn Information into Insights:

10 of 10 people found the following review helpful. Great For Everyone - Not Just For Data ResearchersBy AlanThis 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!I 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're 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. For example, understanding how users of a product are migrating from desktop to mobile versions of a website is useful for informing the product strategy, even if there is no obvious action to take afterward..." Also, doesn't have a table of contents for this book so here it is: 1. Scoping: Why Before How 2. What's Next? 3. Arguments 4. Patterns of Reasoning 5. Causality 6. Putting It All Together A. Further Reading

0 of 0 people found the following review helpful. If New to Field, Read It. If Already Seasoned, Skip It. By Kevin This book was suggested as further reading material in a Data Analysis course I took online. The book has very few pages, but provides lots of useful information and serves as, as the book's last sentence indicates, "...a clear place to start for every beginner." I learned a lot from the book and will be going through it a second time. I did not take notes during this first pass but will do so during the next. While I found this book to be quite good (to the point and perfect for my needs), I completely agree w/ what 2-star reviews are saying: This is not for people who already have a background in solving problems or advancing products w/ data. This book is for anyone jumping into data science or a role that requires critical thinking or use of data to solve a problem. But if you already know how to structure problems, how to identify needed pieces of data to reach a solution, or have already successfully managed data-related projects, this book may be a little too elementary for you. The book touches on basics of scoping a project, making arguments, reasoning, and causality. In the final chapter it applies all that it has taught on 2 realistic use cases and summarizes the process in the last page. Again, if new to the field, read it. If already seasoned, skip it.

2 of 2 people found the following review helpful. Disappointing if Already Trained in Project Management Business Analysis By Emma T. This book is hard to read. I love the concepts but found the explanations confusing. I'm trained in Six Sigma, business analysis and project management and wanted to find something to assist me with a framework for data-related projects. I understand where the author is coming from but the trip to get to the end is just too tough. I stopped reading the book 3/4 of the way through. I'm sure someone will find the book helpful. It just didn't work for me.

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. You'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. You'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

About the Author Max Shron runs a small data strategy consultancy in New York, working with many organizations to help them get the most out of their data. His analyses of transit, public health, and housing markets has been featured in The New York Times, Chicago Tribune, Huffington Post, WNYC, and more. Prior to becoming a data strategy consultant, he was the data scientist for OkCupid.