

# THE TOP FIVE DATA SCIENCE DOMAINS

## DOMAIN #1

### Data Mining / Creating BI Tools

Also known as ad-hoc analytics, data mining is the process of deriving new insights from data. Though different in essence, creating business intelligence (BI) Tools is closely related, because often these insights need to be streamlined and integrated into the business. Check out [Podcast #1](#) and [Podcast #3](#) for case studies.



## DOMAIN #2

### Machine Learning / Modeling

I often say “Machine Learning is the new Data Science”. This is not a joke – ML is popping up everywhere: recommender systems on Amazon & Netflix, speech-to-text, face recognition on your phone – the list goes on! Modeling is an ‘older’ term, but really it’s part of ML now. Check out [Podcast #2](#) and [Podcast #10](#).



## DOMAIN #3

### Advanced Analytics

Have you ever played SimCity? In this game you would build a miniature city and watch it grow. Well, advanced analytics is just like that – you create simulations (supply chain, warehouses, mining, etc.) to help real-world businesses identify opportunities for improvement. Check out [Podcast #7](#) for some cool examples.



## DOMAIN #4

### Computer Forensics

A huge yet highly underestimated domain of Data Science. Computer Forensics / Fraud Analytics / Cyber Security all deal with slightly different things, however the overall objectives are extraction, analysis, protection and even (ethical) \*hacking\* of information for legal purposes. Check out [Podcast #5](#) for more details.



## DOMAIN #5

### Big Data

Big Data refers to dealing with large and complex data sets which traditional applications simply cannot cope with. Big Data can be characterized by the rule of “3 Vs”: volume, variety, velocity. There’s lots of it and/or it has many sorts and/or it’s coming at you at a huge speed. Podcast is coming soon! Look out for it.



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