CONTENTS

Preface by Jake Klamka, Founder of Insight Data Science 10

Introduction 14

Chapter 1
DJ PATIL, *VP of Product at RelateIQ*
The Importance of Taking Chances and Giving Back. 16

Chapter 2
HILARY MASON, *Founder at Fast Forward Labs*
On Becoming a Successful Data Scientist 28

Chapter 3
PETE SKOMOROCH, *Principal Data Scientist at Data Wrangling*
Software is Eating the World, and It's Replacing it With Data 40

Chapter 4
MIKE DEWAR, *Data Scientist at New York Times*
Data Science in Journalism 56

Chapter 5
RILEY NEWMAN, *Head of Data at AirBnB*
Data Is The Voice Of Your Customer 66

Chapter 6
CLARE CORTHELL, *Data Scientist at Mattermark*
Creating Your Own Data Science Curriculum. 74

Chapter 7
DREW CONWAY, *Head of Data at Project Florida*
Human Problems Won't Be Solved by Root-Mean-Squared Error 84

Chapter 8
KEVIN NOVAK, *Head of Data Science at Uber*
Data Science: Software Carpentry, Engineering and Product 98

Chapter 9
CHRIS MOODY, *Data Scientist at Square*
From Astrophysics to Data Science 108

Chapter 10
ERICH OWENS, *Data Engineer at Facebook*
The Importance of Software Engineering in Data Science..... 120

Chapter 11
EITHON CADAG, *Principal Data Scientist at Ayasdi*
Bridging the Chasm: From Bioinformatics to Data Science..... 128

Chapter 12
GEORGE ROUMELIOTIS, *Senior Data Scientist at Intuit*
How to Develop Data Science Skills..... 144

Chapter 13
DIANE WU, *Data Scientist at Palantir*
The Interplay Between Science, Engineering and Data Science 154

Chapter 14
JACE KOHLMEIER, *Dean of Data Science at Khan Academy*
From High Frequency Trading to Powering Personalized Education.... 162

Chapter 15
JOE BLITZSTEIN, *Professor of Statistics at Harvard University*
Teaching Data Science and Storytelling..... 174

Chapter 16
JOHN FOREMAN, *Chief Data Scientist at MailChimp*
Data Science is not a Kaggle Competition 188

Chapter 17
JOSH WILLS, *Director of Data Science at Cloudera*
Masochism in Learning and Data Metaphors..... 210

Chapter 18
BRADLEY VOYTEK, *UCSD Professor of Computational Cognitive Science*
Data Science, Zombies and Academia..... 226

Chapter 19
LUIS SANCHEZ, *Founder and Data Scientist at ttwick*
Academia, Quantitative Finance and Entrepreneurship
as a Data Scientist 238

Chapter 20
MICHELANGELO D'AGOSTINO, *Lead Data Scientist at Civis Analytics*
The U.S. Presidential Elections as a Physical Science. 250

Chapter 21
MICHAEL HOCHSTER, *Director of Data Science at LinkedIn*
The Importance of Developing Data Sense 262

Chapter 22
KUNAL PUNERA, *Co-Founder/CTO at Bento Labs*
From Creating Data Products to Entrepreneurship 278

Chapter 23
SEAN GOURLEY, *Co-founder and CTO at Quid*
From Modeling War to Augmenting Human Intelligence 300

Chapter 24
JONATHAN GOLDMAN, *Director of Data Science and Analytics at Intuit*
How to Build Novel Data Products and Companies 326

Chapter 25
WILLIAM CHEN, *Data Scientist at Quora*
From Undergraduate to Data Science 334

About the Authors 344