

# NEW BOOK

## The essential skill of 2018: Confident Data Skills

HOW ANYONE CAN LEARN TO USE DATA AND GET AHEAD  
IN THEIR CAREER

KIRILL EREMenko

### <CONFIDENT> DATA SKILLS

Master the fundamentals  
of working with data and  
supercharge your career



Whether you like it or not your life is already dictated by data science. From the films you see in the cinema to the quickest route to get you to the super-market. Not only does data impact on our lives, each and everyone one of us is also creating data – whether we have a social media account or not. By simply getting the tube, browsing online or carrying a smart phone, you are creating valuable statistical data, and being able to use these 'Data Exhausts' effectively has become one of the most powerful skills of the 21st Century.

Now a new book, *Confident Data Skills* has been written to make the seemingly complex topic of data simple, and provide a concrete stepping stone for you to get ahead in your career. Whatever your field or level of expertise, the book will take you on a journey from first having a question that data might solve, to finding the data, analysing it, to visualising and finally presenting the insights to your colleagues and bosses.

Whatever your place of work, data will have a use – whether colleagues have recognised it or not. In *Confident Data*

*Skills*, the author, Kirill Eremenko looks at how people working at companies from Netflix, to Ubisoft, to Mike's Hard Lemonade Co. all used principles of data science to get ahead. The employees who take the initiative aren't all data scientists, anyone with the will and creativity can use data to improve their company, and in turn, accelerate their own progression in their career.

*Confident Data Skills* predicts that in ten years, every employee in every country will be expected to have some kind of data literacy, and you can be at the forefront of this revolution. The book isn't full of 'How to Code' lessons, it is about making the skills accessible so you can understand how to apply Data Skills to your work place and take steps towards implementing data effectively. This will give you the foundation and confidence to work with data, in whatever way most suits you and your workplace. By the end of this book you will have the tools needed to start on the journey to become fluent in data – and the story it is telling about your company.

*Confident Data Skills* by Kirill Eremenko is out now, published by Kogan Page, priced £14.99. For more information go to [www.koganpage.com/confidentdataskills](http://www.koganpage.com/confidentdataskills)

#### ABOUT THE AUTHOR

**Kirill Eremenko** is a data scientist and entrepreneur. He is the founder and CEO of Superdatascience.com an online educational platform in the space of Data Science and Artificial Intelligence. The company's mission is to 'Make The Complex Simple', teaching tool-based courses such as R Programming, Python, Tableau to courses on Machine Learning and Data Science. Kirill has taught over 300,000 students worldwide. His work as a data scientist has taken him across the globe from Moscow to Australia, where he is currently based.

#### EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Kirill Eremenko

Kirill Eremenko is an experienced and engaging speaker and is available for expert comment, interview and by-lined articles on a number of different change topics, including:

— How learning data science will help your career progression

— What is big data – and how can you use it?

— Forget AIs – it is the humans we need to worry about!

— Your hierarchy of needs depends on data

— Excel is slowing you down – here is how to do data right

— As a Data Scientist PowerPoint was the most influential software in my career