

● *Data Science a New Perspective*

Currently, Data Science is playing a fundamental role in the performance of organizations. It is estimated that 60% of organizations worldwide have been incorporating Data Science into their business strategies to take competitive advantage as an economic group in their industries and become more efficient.

Data-driven analytics is known as the "Era of Digital Transformation" where data has become relevant and a key asset in organizations.

Research conducted in companies, have concluded that data-driven decision making, obtain between 5% and 6% more productivity, compared to what is expected. Therefore, the business trend in business units is to form their analytical areas based on data.

● *What is Data Science?*

Data Science is a discipline that brings together statistics, mathematics and computer science. It is based on the specialized analysis and research of data in a multi-dimensional way, using methods and techniques to extract knowledge and thus achieve a better understanding of the data. Data Science is the hybrid automation of advanced mathematical-statistical algorithms that enable new quantitative and visual perspectives on data for decision making.

This new discipline involves the application of frameworks such as: Project Management, Data Mining Methodology, Agile Methodologies, Data Quality Maturity Level and Data Science Auditing.

● *In what areas is Data Science applied?*

Data Science applies in several areas of organizations, such as: Finance, Sales, Accounting, Loans, Investments, Supply Chain, Customer Service, Operations, Engineering, Marketing, Risk, Technical Service, Audit, Human Resources, Payroll, Accounts Receivable, Purchasing and others according to the structure of each business.

It is essential for Data Science to have a problem to solve, to have historical data and available resources.

● *In which processes does Data Science apply?*

Data Science applies to processes such as: credit risk, fraud detection, customer segmentation, cash flow, finance, accounting, money laundering prevention, loan application and inventory and others.

Data Science helps to identify opportunities, patterns, customers, products and human talent. As well as maximize investment returns, increase revenue, reduce costs, reduce risks, analyze solvency, monitoring, internal control and even solve complex problems among others.

● *In which industries does Data Science apply?*

There is evidence and testimonials from organizations using Data Science in sectors such as: healthcare, insurance, banking, finance, cooperatives, construction, wholesale/consumer, manufacturing, distribution, agriculture, chemical, pharmaceutical, chemical, energy, oil/gas, metals/mining, logistics, paper/packaging, others.