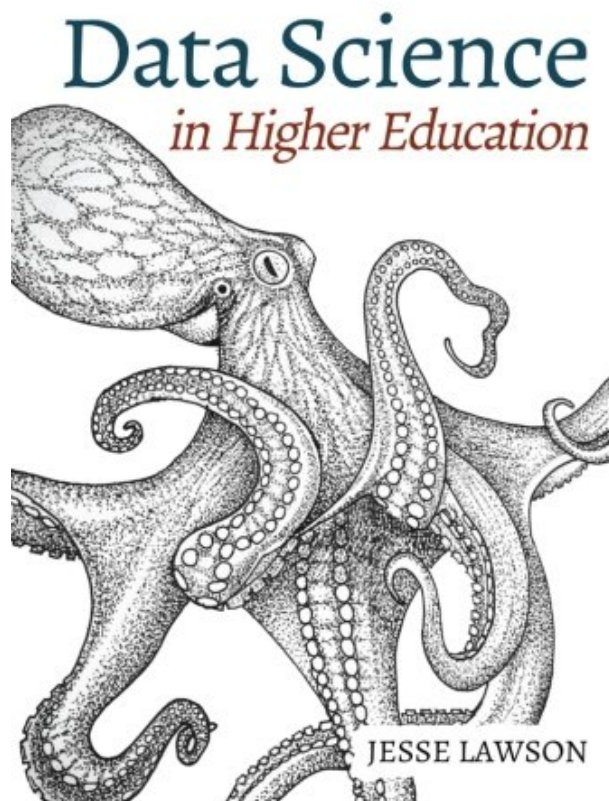


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## About the Author

Jesse Lawson designs, develops, and deploys information systems for higher education. He has worked as a full-stack developer, a statistics consultant, a data science engineer, and an intelligence analyst. Learn more at his website, [lawsonry.com](http://lawsonry.com).

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Data Science is the art of carefully picking through that pile of book pages and putting together a complete book. It's the art of developing a narrative for your data, so that all the raw information that your institution

warehouses and reports in bar charts and histograms is replaced with actionable intelligence.

Here's what we know:

- Data science can and should be an integral part of college and university operations.
- Institutional effectiveness should be working side-by-side with faculty and educators to collect, clean, and mine through data of current and past students' behaviors in order to better empower counseling and advisement services (whether virtual or otherwise).
- Data itself should be considered an asset to an institution, and the data mining process a necessary function of institutional operations.

So how do we do it?

It starts with a solid perspective and great research tools. With *Data Science in Higher Education* you'll learn about and solve real-world institutional problems with open-source tools and machine learning research techniques. Using R, you'll tackle case studies from real colleges and develop predictive analytical solutions to problems that colleges and universities face to this day.

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