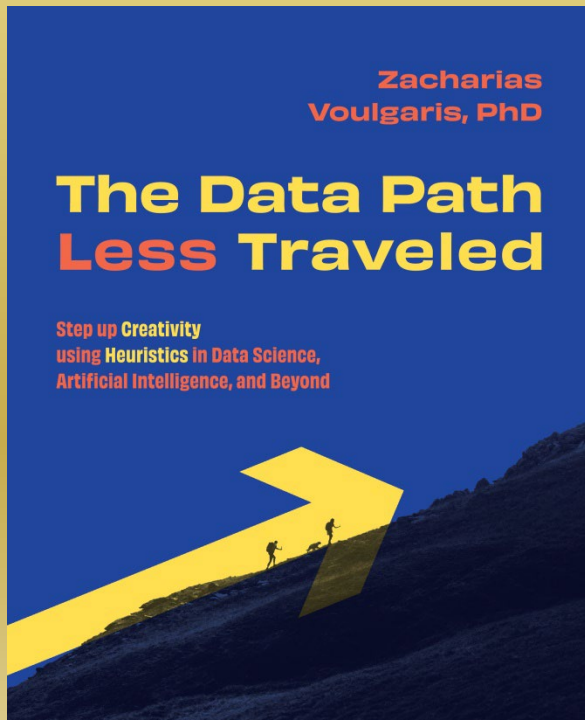


# The Data Path Less Traveled

## Step up Creativity using Heuristics in Data Science, Artificial Intelligence, and Beyond

**Become proficient in using heuristics within the data science pipeline to produce higher quality results in less time.**

In this book, we explore heuristics from a practical perspective. We illustrate how heuristics can help you solve challenging problems through simple examples and real-life situations. Apply Jaccard Similarity and a variant, FI score, Entropy, Ectropy, Area Under Curve, Particle Swarm Optimization, and Genetic Algorithms (along with GA variants). Beyond just exhibiting the various known and lesser-known heuristics available today, we also examine how you can go about creating your own through a simple and functional framework.



### About the Author

Dr. Zacharias Voulgaris was born in Athens, Greece. He has worked at Georgia Tech as a Research Fellow, at an e-marketing startup in Cyprus as an SEO manager, and as a Data Scientist in both Elavon (GA) and G2 Web Services (WA). He also was a Program Manager at Microsoft on a data analytics pipeline for Bing. Zacharias has authored several books on Data Science, mentors aspiring data scientists, and maintains a Data Science and AI blog. Currently, he works as a consultant at GLG.

ISBN, print	9781634628570
ISBN, Kindle	9781634628587
ISBN, ePub	9781634628594
ISBN, PDF	9781634628600

<https://technicpub.com/TheDataPathLessTraveled>