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Analysis of biological data whitlock free pdf download

Data analysis involves digging through information to identify predictable patterns, interpret results and make business decisions. Software solutions often are used to perform efficient and optimum data analysis. Companies use analysis in areas such as strategic management, marketing and sales, business development and human resources. Company boards and executives meet periodically to develop forward-looking goals and strategies. Data is analyzed to ensure that goals and strategies are quantified, consistent with the company's current situation and based on business intelligence and not hunches. For leaders to establish a goal of increasing market share by 5 percent within two years, company revenue data is compared with industry revenue data to identify the current market share. Market share trends and projected revenue data are helpful in setting reasonable goals. Companies also analyze competitive data, such as revenue, profit and market size, to identify favorable strengths to leverage in planning. Marketing and sales functions are heavily driven by data as of 2015. Software programs are used to gather and evaluate market research. Companies use data to become more familiar with characteristics of target customers. Target, for instance, tracks all demographic data, such as age and gender, along with transactional behaviors of its customers through an individually-assigned "Guest ID". Tracking these details allow for highly targeted direct mail or e-mail promotional campaigns. The prominent business marketing system, customer relationship management, is also built on data-driven software. Marketers use profile data and behavioral transaction histories to find activity patterns. Such patterns are used to target the right customers in the right way with promotional materials. This helps enhance sales and service activities. Salespeople use CRM to better manage ongoing interaction with prospects and customers, and to keep notes on core customers. Business development applications with data analysis are closely tied to marketing applications. Retailers, for instance, often analyze customer data to figure locations for new stores. If an existing location attracts significant traffic from a 45 to 60 mile radius, for instance, the company may add new stores in nearby cities to cater to larger portions of those markets. Companies may diversify product mixes in certain categories by identifying which types of solutions appeal most to their highest-valued customers. Surveys often are used to gather and interpret data from customers about their preferences. Data analysis is also used in human resources since it is more of a strategic process than business function. HR professionals use data analysis software for talent management, which involves projecting employee needs in different departments and positions in line with company goals. Data analysis also is used in employee evaluations and goal-setting. Customer service workers often are given customer satisfaction ratings. If the company determines that the average rating is 92 percent, it may establish training and development plans to raise the average to 95 percent within three months. Also, workers who achieve scores over 95 or 96 percent may receive bonuses or other incentives. Data-driving scoring systems are also used in promotion decisions, at times, to ensure objectiveness. HR departments track employee turnover and retention rates as well. Data scientists aren't the only ones who need to write data analysis reports. Professionals like actuaries, economists, medical professionals, meteorologists and others, all need to write such reports. It's actually a great skill to have and is applicable across the board. A data analysis report is an executive technical summary of the results from a series of experiments and tests. It's typically divided into four sections: description of data preparation, descriptive statistics formed from experimental studies, inferential statistics derived from quantitative studies and a qualitative analysis that explains the results and sums up the conclusion. In simpler terms, it is a professional version of high-school lab reports broken up into data analysis sections with an introduction, the body of the paper, a conclusion and the appendix that lists all sources. To write a data analysis report, you need a spreadsheet program to sort your findings and a word processing or a comparable document-writing program. For a data analysis report, ensure all of your information has been triple-checked for accuracy and that the methods of discovery are comparable to the subject matter. In other words: what you want to say, what you found, how you found it and what you believe your findings prove. What rules does your industry or company set as far as writing data analysis reports? Start to sketch out exactly how you want the paper to look. That way you have a roadmap to guide you where the report needs to go. If your report is more than 10-pages long consider writing a table of contents. The tone should be formal but not too stodgy as it needs easy readability. This is a good time to consider your audience. Is it meant for anyone or is it only for those in your field? Your tone is informed by your target audience. How to make data analysis in research have the biggest impact is in laying out your graphics, tables, charts or spreadsheets clearly. This needs to be done before the body of the paper so you can match up the references and points. For each set of data, you should summarize why it is important. Place the texts as close to the visual as possible for ready readability. The most impactful reports relay information easily. Try not to rely too heavily on technical jargon and "55 words." The information should be easy to identify and correlate with the graphics. The conclusion should be swift. Its purpose is essential to tie all the data analysis sections together. What information do you want your audience to take away from your report? Focus on that. It cannot be overstated that every bit of the report should be checked for accurate data, grammar, form, font and overall appearance. It is a smart idea to ask someone else to proofread it because fresh eyes can catch old mistakes. How to write data analysis research reports may seem complex but it's more like a puzzle. Gather up all the pieces and start to form the outline, steadily working your way in. Your work is important and deserves a well- crafted final product to showcase it. This event has already ended. Recording Slides are here. Hands-on portion is here. Bioconductor is a large, NIH-funded project that provides tools and data resources for the analysis and comprehension of high-throughput biological data. Bioconductor uses the R statistical programming language and is open source, open development, and free to use. With over 500,000 downloads per year, 1000 active developers, the project continues to grow. Our community hosts three large conferences per year (North America, Asia, Europe), has extensive documentation, and is taught worldwide. The project espouses reproducible research processes, transparency and open access, and software development best practices. In this talk, Sean will introduce the Bioconductor project, point to a few resources for further learning and training and attempt to leave time for questions and discussion. bioconductor.org seandavi.github.io Behavioral Research Program Integrative data analysis (IDA) refers to a set of strategies in which two or more independent data sets are pooled or combined into one and then statistically analyzed. IDA approaches differ from and offer advantages over other methodological techniques that also strive to build cumulative knowledge bases, such as meta-analysis. In meta-analysis, summary statistics across multiple studies are pooled together. Because IDA techniques pool original raw data, there is no loss of individual information as found within meta-analytic approaches, which allows researchers to find out what works, for whom, and in which contexts. In addition, the use of IDA affords expanded inquiry within many areas of health behavior research. IDA can be used to incorporate big data that were not originally intended for the examination of theoretically relevant measures. For example, searches on Google for health-related topics could be used as an objective measure of information seeking that could supplement what is gleaned from a self-report data source such as the Health Information National Trends Survey (HINTS). Data integration typically takes one of two forms: merging data by common data elements (units of information that are shared or widely used across data collection efforts.), where these elements are often multi-item scales or indices but can be individual items, or linking data sets through a common factor at the record level (e.g., linking across data through demographic information) such as that seen in the Surveillance, Epidemiology, and End Results (SEER)-Medicare data set, or at multiple levels such as the environmental or policy level (e.g., linking state- or county-level information with individual-level data). The Behavioral Research Program seeks to promote the use of IDA to answer novel cancer control questions to accelerate scientific discovery. Funding Opportunities in Integrative Data Analysis NCI Small Grants Program for Cancer Research PAR-20-052 (NCI Omnibus R03 Clinical Trial Optional) Secondary Analyses of Existing Datasets of Tobacco Use and Health RFA-OD-21-003 (R21 Clinical Trial Not Allowed) Accelerating the Pace of Drug Abuse Research Using Existing Data PAR-19-368 (R01 Clinical Trial Optional) Secondary Analysis and Integration of Existing Data to Elucidate the Genetic Architecture of Cancer Risk and Related Outcomes PA-20-276 (R01 Clinical Trial Not Allowed) Accelerating the Pace of Child Health Research Using Existing Data from the Adolescent Brain Cognitive Development (ABCD) Study PAR-19-162 (R01 Clinical Trial Not Allowed) PAR-19-163 (R21 Clinical Trial Not Allowed) Publications For several years I've been talking to big data companies trying to sell products and to IT executives trying to get their hands around the issues. Some interesting problems persist. It's clear we're still at the beginning of understanding this problem, and we're likely still a long way from understanding the promise of using this information.How-to: Big Data Analytics Today Lets Businesses Play MoneyballCompanies such as Facebook and Google capture massive amounts of information. They generally get pounded for violating privacy, as neither they, nor we, can figure out what they are doing with this data. We assume they are using it against us, even though they very well may be trying to use it for our benefit.There Are No More Dragons Protecting Your DataMany of the issues that have historically revolved around large data repositories pertain to how you manage them. This chiefly means assuring that those who need access, for everything from management reports to compliance, can get the information they need when they need it. It also means assuring that data is stored safely. This historically has involved services from vendors such as Iron Mountain, where the data is often so safe that no one can figure out how to get it back out.This speaks to the historic problem with managing data. We've treated it like pirate treasure, finding creative, inexpensive ways to bury it and coming up with equally creative excuses when can't get to it in a timely manner, if at all. Oh, the booty exists, we're sure of that—but we don't know exactly where, and the really old data is often so poorly indexed and stored that it seems like we'd have been better off if we hadn't stored it in the first place. Emerging public cloud resources promise inexpensive storage with the higher likelihood of future accessibility. Haphazard piles of treasure have been stashed in neat little rows, and a friendly elf has replaced the fire-breathing dragon. The only trade-offs, of course, are security, governance and compliance.Analysis: Ignore Cloud Security Assessment at Your Own Risk As data grows and IT budgets shrink, though, these tradeoffs seem less problematic—that is, until a hostile party gets access to data and publishes what it finds. We even came up with the risk manager job title, but this position collapsed with the financial market when it was discovered that the position was more about shifting blame than protecting assets.Data Analytics Is All About Data AccessNow we're realizing that it isn't about big data at all. Instead, it's about analytics tied to that data and mobile access to the resulting reports. Executives increasingly find that, if they can get real information from the data they have collected, they can make better decisions, avoid painful repetitive mistakes and increase their stature in their company and industry.Knowledge, as it turns out, is power. Today's successful executives therefore focus like a laser on knowing more about their customers, partners, employees and environment than their competitors. That's the way you win the corporate game.Commentary: EMC Shows the Power of Big Data Analytics This new age executive uses tools tied to stronger data synchronization. These assure both the accuracy and currency of the data being analyzed. They offer mobile clients that can display the results on tablets and smartphones. They utilize cloud services that can address both the cost and security requirements placed on the enterprise.Hadoop has emerged as the premier data analytics platform, and vendors are racing each other to provide the best tools for using Hadoop. However, these optimizations can fall short, with vendors spending more time developing collateral than optimizing the entire solution or unintentionally creating bottlenecks when using a partner.Choose Your Data Analytics Solution WiselyIn the end, which became clear when I heard from the CIO of President Obama's reelection analytics effort, the big data part of this isn't important. Providing the answers your executives need is what's important.This may sound simple, but it requires a vendor that can meet the following criteria: Has a great deal of experience with your company and industry. Has a willingness to take on the entire solution. Has a proven track record in meeting your expectations. Has experience with public and private cloud resources. Has the capacity to handle traditional data repositories and real-time data streaming.Related: HPCC Takes on Hadoop's Big Data DominanceIn short, this isn't a do-it-yourself kind of problem. You need someone with experience, history, reliability and a reputation you can trust.Only a handful of vendors will meet those criteria. Pick wisely.Rob Enderle is president and principal analyst of the Enderle Group. Previously, he was the Senior Research Fellow for Forrester Research and the Giga Information Group. Prior to that he worked for IBM and held positions in Internal Audit, Competitive Analysis, Marketing, Finance and Security. Currently, Enderle writes on emerging technology, security and Linux for a variety of publications and appears on national news TV shows that include CNBC, FOX, Bloomberg and NPR.Follow everything from CIO.com on Twitter @CIOonline, Facebook, Google + and LinkedIn. Copyright © 2013 IDG Communications, Inc.

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