



data set
data skills for business

DATASET E-ZINE

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Greetings from DataSET!

As part of its ongoing commitment to the digitalization of the economy, the European Union states that “data-driven business models are the engine of Europe’s growth, industrial transformation and job creation”. The benefits are clear: businesses responding to smart data can improve products and services, thus generating economic growth while contributing to social progress. However, the EU’s work to date has concentrated on large industries and the regulatory environment. Micro and SMEs, which make up 99% of businesses, still lag behind in digital technologies.

If the economy is to flourish, SMEs must develop data skills or risk being noncompetitive. Yet, there is an obstacle: today’s entrepreneurship teachers and trainers also face a data skills deficit. The majority entered the workforce before big data existed and there is currently no reliable source of training to help them boost their own skills. In our survey across 28 Local Enterprise Agencies in the Enterprise NI Network, 52% of business advisers said they were completely unaware of the range of data that is available and 70% rated their own knowledge of smart data as poor.

To address the challenges discussed above, six institutions from Northern Ireland, The UK (East Belfast Enterprise

and Canice Consulting Limited), Spain (The University of Alcala), Ireland (Momentum), The Netherlands (UIIN), and Denmark (TEC – Technical Education Copenhagen) have embarked on a journey to improve the ability of entrepreneurship education providers to understand and teach smart data skills via Erasmus+ Strategic Partnership Project Data SET.

We believe that with DataSET outputs and activities we can not only make it possible for current and future generations of entrepreneurs to access effective, practical training on generation, management and analysis of digital data as applied to their business model. The long-term result will be improved business growth and higher levels of digital competencies within the small business sector.

To highlight the news and developments from DataSET, we will issue bi-annual e-zine editions. This first edition aims to set the foundation for our outreach, introduce the project and the subject. Dive in and we wish you a pleasant reading!

DataSET Consortium



Data SET will improve the quality and relevance of entrepreneurship education by improving the ability of VET and HEI policy makers and practitioners to understand, teach and develop smart data, thus providing business owners, early stage entrepreneurs and students with solid smart data skills training which they will use to help grow their businesses.

We aim to:



Synthesise a Guide to Data Skills Development



Create a DataSet Training Course



Train the first generation of DataSet business trainers



Establish an Online Learning Platform for self-learning

Data SET Launches: A New Erasmus+ Project to Help Develop Data Skills of Entrepreneurs



East Belfast Enterprise welcomed all the DATA SET projects partners to Belfast, United Kingdom for the initial two-day meeting of the project. It was a highly productive meeting around a topic of very significant importance, not just in the United Kingdom but across Europe. Jonathan McAlpin – Managing Director of the company and all-round kick-ass leader was the Chair for the meeting ensuring everyone stayed awake and the meeting progressed as per the Agenda.

Jonathan went on to explain that if the economy is to flourish, SMEs must develop data skills or risk being uncompetitive. But there is an obstacle: today's entrepreneurship teachers and trainers also face a data skills deficit. The majority entered the workforce before big data existed and there is currently no reliable source of training to help them boost their own skills. In

East Belfast Enterprise survey across 28 Local Enterprise Agencies in the Enterprise NI Network, 52% of business advisors said they were completely unaware of the range of data that is available and 70% rated their own knowledge of smart data as poor.

To remedy this situation, Data SET will improve the ability of entrepreneurship education providers to understand and teach smart data skills, thus providing SME managers, early stage entrepreneurs and business students with more relevant, effective training.

The project responds to the following needs:

- SME MANAGERS (current entrepreneurs) need to learn how to grow their smart data capacity even with limited resources. The training must be flexible, to ensure participation, and be in-

clusive of all levels of a prior digital skills.

- EARLY STAGE ENTREPRENEURS AND BUSINESS STUDENTS (future entrepreneurs) need to know how to build data skills into their business plans from the get go, to help capitalize on market opportunities.

- ENTREPRENEURSHIP EDUCATION PROVIDERS (VET colleges, enterprise agencies, local authorities, HEIs) who recognise big data is as an important trend, but lack understanding of its relevance to their daily work, as well as the pedagogical strategies to teach it to others. Our open education resources respond comprehensively in a practical, cost effective manner.

- ENTERPRISE AND ECONOMIC DEVELOPMENT STAKEHOLDERS who need scalable strategies for upskilling our populations in data skills and digital

competencies in general, in order to ensure economies stay competitive and they stay ahead of the curve at the forefront of entrepreneurship support.

With its intellectual outputs and training activities, the project hopes to not only raise awareness of the importance of smart data for entrepreneurship, but provide a solid smart data skills training for current and future entrepreneurs so that they have the best possible chance to grow their businesses.

Data SET project connects 6 partners, coming from the United Kingdom, Spain, Ireland, the Netherlands and Denmark

East Belfast Enterprise

Established in 1995, East Belfast Enterprise (EBE) is a progressive social enterprise, which was developed to provide incubation workspace and training/mentoring initiatives to support new and established businesses. EBE deliver enterprise, training and support programmes to circa 500 entrepreneurs each year, helping them to start-up and grow their businesses. Over the last 5 years in response to emerging training needs, EBE have extended their business and enterprise development programme to develop specific programmes.



Canice Consulting Limited

Canice Consulting Limited (CCL) is an outward looking company that specialises in vocational training and innovation support for regional development initiatives. The company operates from a headquarters in Lisburn and brings together a core staff of three and a network of six associates with specialist knowledge in the fields of online learning, blended learning, entrepreneurship education, social inclusion, collective impact and more.



Momentum

Momentum is one of Ireland's leading entrepreneurship specialists. An Irish VET organisation, MMS is focused on developing progressive vocational education programmes and platforms to enable entrepreneurs, employees and young people entering the world of work to participate as fully as possible in the contemporary labour market. Much of MMS's work concentrates on interpreting emerging digital platforms across VET systems and building awareness of the innovative approaches available through e-learning and mobile learning (m-learning).



University Industry Innovation Network

Headquartered in Amsterdam, the Netherlands, the University Industry Innovation Network's (UIIN) mission is to exploit the full value of collaboration and cooperation (open innovation), ultimately making an impact to academia, business and society. UIIN is a prestigious European network with more than 200 members. Each year it hosts the largest conference on University-Industry Interaction in Europe, educating university leaders to develop their entrepreneurial mindset and providing various networking and communication opportunities to its members.



The University of Alcalá

The University of Alcalá (UAH) is a Spanish university with 15 faculties – including a Polytechnic faculty. UAH has more than 20,000 students and is located in a city 35 km north-east of Madrid in Spain. The Computer Science Department of the University of Alcalá is located at the Polytechnic School and has over 60 full time staff and is responsible for the B.Sc., M.Sc. and Ph.D. degrees on a range of Computer Science programmes particularly relevant to Data Set including: Data Science, Deep Learning, Business Intelligence and Big Data, etc.



Copenhagen Technical College

TEC is one of the largest vocational colleges in Denmark. In 5 campuses throughout Greater Copenhagen we offer 20 VET programmes, 3 upper secondary technical examination and numerous adult training programmes. We have a student body of more than 25,000 of which 4,500 are full time students, and a staff of 775. TEC considers innovation as other side of the coin of entrepreneurship, and have become increasingly interested in integrating entrepreneurial skills in a widespread systematic way.



NETHERLANDS



Data Skills Landscape: A Dutch Case

The interest in and the need for data skills training among non-data savvy folks have been gaining their momentum for the last couple of years. The Netherlands, being the fastest growing data hub in Europe, have made a tremendous leap in breeding credentialed data scientists at their universities, and are now striding to equip in-service specialists from both public and private sectors with relevant data skills. Here is an overview of the Dutch institutions that are tirelessly working on creating and actively sharing knowledge in data science.

Contextual reality

The Netherlands was the second country in the world to connect to the Internet in 1989. Since then, the country has been maintaining top positions in digital infrastructure quite consistently. To uphold country's frontrunner

reputation in the digital world, the Dutch government highlights the importance of data science and data skills development in their policies.

In the recent Dutch National Research Agenda, one of the explored routes 'Responsible use of big data' connects data specialists with a wide group of stakeholders, making it clear that the use of big data have to become a commonplace practice. The Agenda also emphasizes the importance of big data for every sector of the Dutch economy. Complementing the National Research Agenda, Strategic Agenda for Higher Education and Research 2015-2025 recognizes the importance of developing 'information, media and technological skills' among university students including the competences related to working with big data.

Moreover, in the Human Capital Agenda ICT of 2015, the Dutch government stresses the importance of data literacy by encouraging students' awareness and interest in big data and cloud/cyber security, together with creating more regional centers of expertise that would deal with data-related issues.

Alongside with the Dutch government, the Coalition for Digital Skills and Jobs in the Netherlands is working on ensuring that all citizens have access to digital literacy initiatives. The coalition sees the inclusion of digital skills into education curricula as a base element of a digitally literate society. So far, there are a few initiatives, such as CodePact, Geef IT Door, and Dutch Digital Delta launched in partnership with the Dutch Coalition, that are aiming to upskill students and other citizens' in data science and ICT.

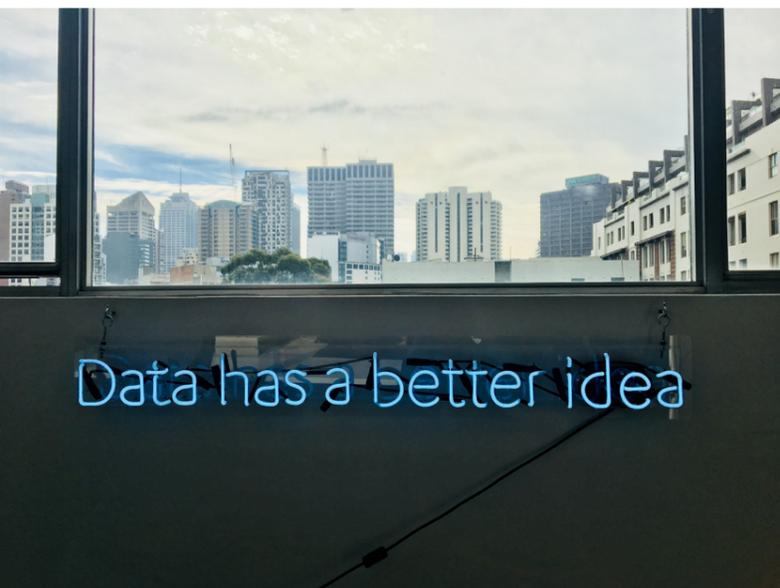
The more, the stronger

The Dutch data skills landscape is

manifold. It includes national funding bodies and policy makers (e.g. Netherlands Organization for Scientific Research), as well as organizations with the responsibility for providing IT services to academia (e.g. SURF). In response to the ever growing amount of data, the landscape is getting enriched with data science research centers that develop state-of-art data applications (e.g. Netherlands eScience Center). Undoubtedly, universities and their joint initiatives are the primary providers of certified data specialists (e.g. Jheronimus Academy of Data Science). Yet, since the demand in data savvy professionals is getting stronger, the niche in training is being filled with other agencies that provide tailor-made educational services in data-related skills acquisition (e.g. Xomnia).

The institutions, presented in the table below, are, by and large, united under the umbrella of the same purpose - development of data science and proper utilization of data tools in the Netherlands. They provide a wide range of services, incl. training, research, networking, corporate solutions, and more. The institutions are either based in the Netherlands as a national agency (e.g. Centrum Wiskunde en Informatica), or a part of a wider international network (e.g. Growth Tribe). Some of them collaborate on the shared projects.

Provided by UIIN.



Help SMEs Benefit from Big Data on a Small Scale

If you were to believe everything you read, you would be under no illusion that 'big data' is, well, big right now. But however big 'big data' is, there is still the question of just how big it can be for small and medium-sized enterprises (SMEs) – and it might help if people know what 'big data' actually is.

Alexandre Mesguich, vice-president of enterprise research at Context, says many resellers are still not aware of what big data really is or what it refers to in terms of technology and its intricacies with other existing platforms, as it does not necessarily correlate with a particular technology, but a group of supporting technologies.

He adds that although there are varying definitions of big data, it might not be too big an issue given that, according to Context's most recent ChannelWatch survey, resellers do not see it as an opportunity.

Mesguich says it is incumbent on vendors to educate SME resellers on specific solutions around big data, adding that often resellers do not know they are selling technology around buzzwords such as big data or bring your own device (BYOD) because "they have not connected the dots yet".

Big data on a small scale

But are there any dots to connect? Campbell Williams, group and marketing director at Six Degrees Group, emphatically dismisses any notion that there is demand from SME customers for big data solutions.

"There's a simple reason why there's no market in small and medium-sized enterprises for big data – they don't have big data," he says. And it is not just SMEs, he notes: "Most large and multinational enterprises don't have big data either."

So, who does? According to Williams, big data is confined to consumer mega-brands that are trying to work out what people are saying about them across a variety of unstructured data locations, such as email and social networking platforms. As far as

he is concerned, most businesses, SMEs or corporates, will find what they need in existing data mining tools.

Any resellers thinking of promoting big data to SME customers would be wise to think again, says Williams. "If resellers go to the SME market waving the big data flag, they run the risk of being a laughing stock," he says. "Chances are, all an SME needs is a good CRM system, or ERP if it's bigger or more complex, and a proper customer contact strategy. It probably needs a marketing consultant more than an over-blown and over-specced big data solution."

SMEs are beginning to see big data as something more than just an enterprise trend

But not everybody agrees with this view. Dave Becerra, vice-president of strategy and business development at Roambi, says SMEs are beginning to see big data as something more than just an enterprise trend. He believes some are starting to realise that they can identify trends, patterns and gain competitive advantage by harnessing the power of growing data volumes. But he cautions that before rushing to implement a big data solution, small businesses need to take a step back and remember that bigger is not necessarily better.

SMEs need to keep a sharp eye on cost and execution and take stock of their needs before establishing a data strategy. Not so much big data, then, as 'little data', which brings us back to Williams's viewpoint.

"Smaller data sets from CRM platforms, social media or email marketing programmes can still provide much-needed insight to help businesses understand customer behaviour patterns and showcase trends," Becerra suggests. "The key is to find the appropriate vehicle to visualise and present this data in a way that reveals overlooked opportunities and actionable insights."

This is what could make big data, assuming you can still call it big data, viable to deploy for SME businesses. "Instead of a bank-

breaking big data solution, small businesses should focus their efforts and dive deep into a few business-critical sets of data – such as sales in a specific sector, or performance metrics during peak versus low seasons," says Becerra.

"This strategy will provide quicker and better results than companies that try to take on too much. Little data can yield big results for many departments of small businesses, for everyone from the sales department to the executive director," he adds.

Lauren Walker, big data/analytics leader at IBM UK & Ireland, is emphatic that SMEs should be looking at big data. "Interest in big data has reached new heights for many SMEs as they attempt to capture information and glean insights from ongoing conversations on social channels and the 'digital dust' consumers leave when browsing the web, shopping online, listening to music in the cloud and using smartphone apps," she says.

Like many other businesses, SMEs need to glean a better understanding of often volatile consumer behaviour to know what they want before consumers do themselves.

"Besides analysing their own data to learn how they have performed in the past, businesses need to be able to look forward and change before the market does," Walker claims, advancing one of the more common arguments in favour of big data. "It's this data that allows SMEs to provide personalisation and customisation tailored to the specific needs and wants of individual consumers."

Skills and technologies

The problem is that many SMEs lack big data expertise, she says: "The technologies to achieve these goals are available and more affordable than most small businesses expect, especially when factoring in the losses from a lack of investment in a world where competitors are.

"What's required are the smarts – know-



ing which questions to ask of the data and how the organisation can best use what it finds.”

Jeff Morris, head of product marketing at Actuate, makes a similar point about the cost of big data. “SMEs that have decided against big data projects or are still hesitant imagine the major inhibitors to be not enough staff with expertise and the expected cost of big data initiatives,” he says.

“Nevertheless, business managers need to grasp the nettle. The skills gap – if there is one – will be short-lived, and there are many useful tools that could help with any big data mission, easily offsetting the costs of development. Organisations far-sighted enough to become early adopters of big data during these tough times are the ones that will emerge the strongest as the downturn ends,” says Morris.

The thing to bear in mind, according to Matt Assay, vice-president of corporate strategy at 10gen, is not to be put off by the b-word. “So much of the big data discussion has focused on ‘big’, as in volume, that many SMEs have not seen how much potential big data has for them,” he claims.

Assay cites research by SAP which found the sweet spot for big data is 110TB, but the most common data set is 10-30TB. “Big? Sure. But really big? Not really. This is partly because even within large enterprises, you generally don’t need mountains of data to gain insight from it: you simply need to be asking the right questions, and smaller companies are just as capable of asking intelligent questions as bigger companies.”

Like Walker and Morris, he argues the technology is available, whether it be for big data or little data. Many SMEs are already running big data technology within their enterprise without even thinking about it as such, he says, with MongoDB or another NoSQL database.

MongoDB is already running in many businesses because of its ease of use and dynamic schema, so SMEs that want to get started with a big data project need not in-

vest heavily in learning new technologies. “They are likely to already have people trained to use MongoDB. The real challenge is asking the right questions of the information they’ve been storing,” says Assay.

Even Hadoop, which is complex, is likely to have its complexity hidden in the near future with applications that SMEs will use, he says, pointing to companies such as Datameer, MetaMarkets and Infochimps as examples.

“The companies that can best remove the complexity of big data, essentially turning it into a matter of running one’s data through a hosted service like MetaMarkets and immediately gleaning some insight, will win,” he argues. “It’s not enough to simply give SME customers access to big data technologies: the best vendors will make such technologies meaningful by packaging them into applications or hosted services that remove complexity.”

Big data advisors

Is there a role for the channel in providing big data or little data to SME customers? Roambi’s Becerra thinks there is. Channel partners can play a significant role in the promotion and implementation of big data technologies, he believes. By integrating a vendor’s solution with other sector-specific tools, the channel can cater to the individual needs of an SME customer and eliminate the need for multiple expensive solutions.

“The channel plays an important role in being able to aggregate and manage data from many different sources, coming from a combination of cloud and on-premise applications. Their knowledge of a vertical or market segment will provide a huge value-add for customers,” adds Becerra.

James Murray, EMEA vice-president at Splunk, says SMEs can make great use of big data if it includes drilling down to the machine data layer: “Monitoring and understanding machine data can enable companies to identify and resolve IT and security issues with an accuracy and immediacy not

previously possible.”

“Using big data – particularly at the machine data level – can have a profound effect on operational intelligence”, James Murray, Splunk.

Splunk has a number of SME customers, such as gaming companies that use it because of the enormous amount of graphical information they generate. “There’s a really key role that the channel can play in helping companies of all sizes, SMEs included, to understand that using big data – particularly at the machine data level – can have a profound effect on operational intelligence,” says Murray.

There are also specific use cases, he adds. “Massively improved IT systems management, rapid response to security threats and streamlined compliance processes that channel partners can leverage with SMEs as easy-to-understand, quick-win scenarios.”

Sean Jackson, EMEA marketing director at Actian, says the market is saturated with lots of big data solutions, most of which are too expensive for SMEs. “Channel partners can play a huge role in delivering big data to the SME market, as they can offer bespoke vertical solutions – such as retail, telco or utilities-specific know-how or applications,” he says. “Further, channel partners interact with customers on a daily basis and understand their requirements better than vendors. They can also add training and services to differentiate their offering.”

But 10gen’s Assay believes most partners are missing a trick with the SME market at the moment. “For now, most channel partners seem more tuned to enterprise needs, which can assume more control of big data technologies such as Hadoop because of their inherently larger staff,” he observes. “But this overlooks a huge opportunity in the SME market, where the bulk of the world’s companies are, and where most of the world’s data is too. The channel partners which can tap this market will win big in big data.”

IBM’s Walker says big data and analytics

adoption among SMEs has been aided, on IBM’s part, by the availability of \$5bn in financing globally. In the past two years, more than 8,500 global companies have turned to IBM Global Financing to gain access to capital for leveraging big data and analytics technologies, she says.

“By giving SMEs access to financing that brings these technologies within their reach in an affordable way, big data/analytics capability is making its way to smaller companies quickly. It’s a trend that’s only going to grow for small businesses,” she adds.

If those SMEs collaborate with a channel partner, they can take advantage of some of the most effective methods to gain necessary data insight, while gaining a deep level of industry expertise, says Walker.

Actian’s Jackson describes the channel and the SME market as “an ideal fit”, adding that “partners are hungry to exploit any opportunity in the SME market”.

The issue is what kind of opportunity big data – or little data for that matter – provides to them and what need it addresses for SME customers. While some believe there is something there, Six Degrees Group’s Williams remains underwhelmed.

“Big data is comfortably the most overhyped ‘problem’ around,” he claims, describing it as “a non-factor” for most SMEs. “Scaring or confusing customers helps nobody, and positioning products they can’t possibly need discredits the whole industry,” he says.

*Source www.computerweekly.com/
Provided by Canice Consulting.*



Your Data in the Turmoil of Brexit

International transfers of personal data are instantaneous and constant. Everyday business functions such as uploading data files to the cloud or sending emails potentially involve transferring personal data across international borders. This is particularly relevant in today's global economy where business functions are often outsourced overseas for operational and cost efficiencies. Following Brexit, the UK will be a 'third country' for the purposes of international transfers of data under the GDPR, which could have serious implications on the practicalities of legally

transferring personal data from the EU to the UK. We would like to examine the possible outcomes of the on-going Brexit negotiations on the transfer of personal data from the EU to the UK.

Deal or No Deal

On 14 November 2018, the UK government published a draft withdrawal agreement (governing the terms of the UK's departure from the EU), Article 71(1) of which anticipates a transition period for the continued application of EU data protection law (i.e. the GDPR) for the processing of the personal data of individuals resident outside the UK, provided that the personal data: (a) was processed under EU law in the UK before the end of the transition period; or (b) is processed in the UK after the end of the transition period on the basis of the withdrawal agreement. However, the continued application of EU data protection law just about only backs up the status quo that personal data may only be transferred to third countries (such as the UK after Brexit) if the European Commission has provided that country with an adequacy decision or, in the absence of an adequacy decision, either certain safeguards are adopted in relation to the transfer or a specific derogation can be safely counted on.

There was potentially a silver lining to this situation. Article 71(2), the transitional arrangements referred to above will fall away if the Commission makes an adequacy decision essentially acknowledging that the UK's processing of personal data provides a satisfactory level of protection to EU-based individuals. Meaning there will be little to no disruption to businesses since there is no need to rely on safeguards in order for

personal data to be transferred from the EU to the UK.

The big BUT; however, is it is not a guarantee that the UK Parliament and the leaders of the EU will come to an agreement before March 29th and even if there was a sort of deal, it is very possible it will not be permanent. If an adequacy decision ceased to apply for any reason then Article 71(3) requires the UK to "ensure a level of protection of personal data essentially equivalent to that under EU law..." That may sound as if the EU is forcing the UK comply by their rule and in 'Borg' like fashion assimilate you want to or not, but the fact is UK already have the GDPR incorporated into its own Data Protection Act laws since 2018. Domestically, the UK may have more wiggle room as to how that law can be enforced after the withdrawal.

On 25 November 2018, a summit of EU leaders unanimously approved the terms of the draft withdrawal agreement. However, on the 15th of January this year, the UK Parliament failed to approve the withdrawal agreement, resulting in a historic defeat for a proposition by any PM. This unfortunately makes the idea of a No Deal Brexit very close to a reality given that the deadline for Brexit is the 29th of March this year. The Commission has expressly stated that the adoption of an adequacy decision is not part of its contingency planning. EU member states do not have the power to unilaterally grant adequacy decisions to third countries as approval from representatives of all EU member states is required.

A no deal Brexit therefore suggests an extended period of reliance on the safeguards and derogations referred to

above in order to legally transfer personal data from the EU to the UK. Reliance on these measures to govern all transfers of personal data from the EU to the UK is likely to be cumbersome in practice, partly given the rigid nature of the Standard Contractual Clauses (SCCs) and the magnitude of the task presented by establishing legally sound Binding Corporate Rules from a time and resource perspective.

What you can do now

There is no way to be certain that the UK Parliament will go forward with the deal as it currently stands so the best thing to do is to proceed as if there were no deal in place. This means reliance on the safeguards and derogations in order to legally transfer personal data from the EU to the UK. If your business is reliant upon such data transfers from the EU, it would be advisable to consider putting in place contingency plans for a no deal Brexit by preparing for the use of appropriate safeguards and/or derogations.

*Image credit: www.freestock.org
Provided by East Belfast Enterprise.*

Data Skills News

The Economist - The world's most valuable resource is no longer oil, but data

A century ago, the resource in question was oil. Now similar concerns are being raised by the giants that deal in data, the oil of the digital era. These titans—Alphabet (Google's parent company), Amazon, Apple, Facebook and Microsoft—look unstoppable. They are the five most valuable listed firms in the world and their profits are surging. [Read more.](#)



Business Insider - NatWest is investing \$1.3 million in in-house training for employees to better understand data

Data is considered the “fuel for innovation,” per NatWest, making it central to the bank's digital transformation. By launching the academy, NatWest aims to take advantage of emerging technologies, including AI and machine learning. [Read more.](#)

Trends That Will Have The Biggest Impact On Global Retail Banks Through 2020



Big Data Made Simple - 9 ways to use Artificial Intelligence (AI) in education

The advancements in the development of artificial intelligence spread all over the world at a tremendous speed and create an incredible hype increasing our expectations. Read more about the ways how to use AI in education. [Read more.](#)



University World News - In age of AI, universities will need to rethink their purpose

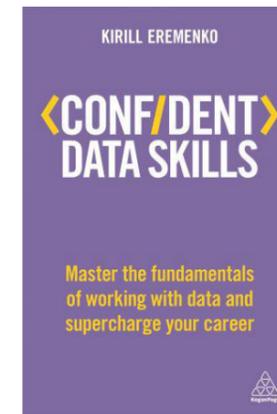
Governments and world policy agencies now have technological unemployment and the future of work on their policy agendas. The rapid emergence of artificial intelligence (AI) and deep learning in the past decade has taken us by surprise, both in their development and the scope of their applications. [Read more.](#)



AI and Data Skills Publications



We are only at the beginning of a rapid period of transformation of our economy and society due to the convergence of many digital technologies. Artificial Intelligence (AI) is central to this change and offers major opportunities to improve our lives. Connected and autonomous vehicles, and AI-supported medical diagnostics are areas of application that will soon be commonplace. The EU is trying to embrace the opportunities offered by AI in a way that is human-centred, ethical, secure, and true to its core values. The EU Member States and the European Commission are developing coordinated national and European strategies, recognising that only together we can succeed. [Read the full report here.](#)



Data science is the most exciting skill you can master. Data has dramatically changed how our world works. From entertainment to politics, from technology to advertising and from science to the business world, data is integral and its only limit is our imagination. If you want to have a vibrant and valuable professional life, being skilled with data is the key to a cutting-edge career. Learning how to work with data may seem intimidating or difficult but with Confident Data Skills you will be able to master the fundamentals and supercharge your professional abilities. This essential book covers data mining, preparing data, analysing data, communicating data, financial modelling, visualizing insights and presenting data through film making and dynamic simulations. [Check out the book here.](#)



Figure Eight has been taking the pulse of the data science community for quite a while now. Data science and machine learning jobs are LinkedIn's faster growing jobs. And the internet is creating 2.5 quintillion bytes of data each day to power all of it. The community is also grappling with more ethical issues than ever before. Data privacy, of course, has always been a paramount concern. But as AI is increasingly used to make big decisions like medical diagnoses and courtroom sentencing, these ethical considerations require careful debate. Understanding what those involved think about the technology they're pioneering felt important. In fact, we asked 500 ethical professionals—like doctors, clergy, and police officers—how they felt about AI and contrast their opinions with our core constituency of data scientists. [Check out the findings of the report here.](#)

Stay tuned!

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LinkedIn: dataset-project

www.data-set.eu

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