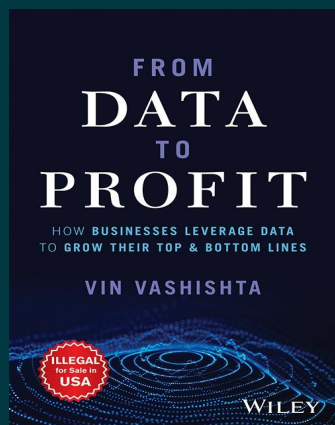




From Data To Profit: How Businesses Leverage Data to Grow Their Top and Bottom Lines

By [Vin Vashishta](#)

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Description

Businesses need to rethink their relationship with technology in order to remain competitive. The transformation to technology is only accelerating and we will never see a pace of change as slow in the future as we have the last few years. As a result, businesses are in a state of "adapt or die". Companies such as Apple and Amazon are leveraging innovative tools and investments to become market leaders. Microsoft and OpenAI have developed new technologies, such as GPT-4, which have generated a lot of public attention. However, the data science field is still jaded due to past false starts. To unlock the value trapped in data, businesses need to form a partnership between the executive level, strategists, and technical experts, and develop a new top-level technology model. With the new user-technology relationship paradigm, businesses are handing over more autonomy to models for intelligent processes. This book explains how to go from a legacy business to a competitive and profitable business using data and AI. It covers the three pillars of success for data and AI initiatives: frameworks, roadmaps, and technical implementations. To be successful, businesses must align their teams, strategies, and technology, and develop the necessary roles, such as data product managers and data strategists.

About the Author

Vin Vashishta

Vin Vashishta has built data and AI strategies for SMEs and Fortune 500 clients. His current focus is monetizing machine learning by unlocking the value trapped in data teams. Vin runs the [datascience.vin](#) website with a popular series of courses including his Value Centric Data Professional course. He is a 2 time LinkedIn Top Voice and a 2022 Top 25 Data Science Influencer to Follow (Data Science Salon).

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