

# Data Science For Business

Ben Everard is now applying data-driven decision making to Linux Voice.

The information age, it seems, has given way to the data age. Whereas once the internet was seen as some magic way of us getting information via machines, it's now increasingly becoming a way of businesses getting data on us via machines. This process of gathering and analysing vast quantities of data has sired an industry: data science.

*Data Science for Business* isn't a handbook for aspiring data scientists looking to break into this industry (although it could fulfill that role). Instead, it's a book for people in business wondering how they can make use of data science in their decision making. It is, the authors claim, inspired by a course on data science targeted at MBA students.

This gives away its level: it's non-technical from a programming perspective, but also unafraid to get into the maths of the problems. It's also heavily focused on how

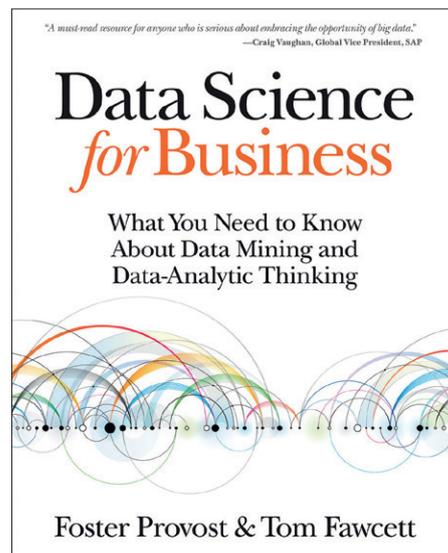
the theory links up with real-world benefits to the business.

The target reader is someone looking to arrange a data science approach in an organisation, not the person actually doing the implementation. That said, the book is sufficiently broad and well written that it will be of interest to anyone interested in the area in general as long as they don't expect a detailed guide to implementing the approaches.

## LINUX VOICE VERDICT

Author Foster Provost and Tom Fawcett  
 Publisher O'Reilly  
 ISBN 987-1-449-36132-7  
 Price £25.99

Everything you need to know about data science, except how to program it.



The numbers don't lie. Businesses that base their decision-making on data science are more productive than those that don't.

# Bulletproof SSL and TLS

In HTTPS we trust. But it wasn't until now that Graham Morrison understood why.

SSL isn't *that* difficult to get up and running. But because it deals with some powerful magic and requires a very specific balance of ingredients, it can be both intimidating and easy to get wrong. And when you get it wrong, the consequences can be catastrophic. Encryption and the subtle requirements of certificate exchange are difficult subjects, and as the author of this incredible book explains, it would take a couple of your Earth years to really get your head around the subject. This is what he's done on your behalf.

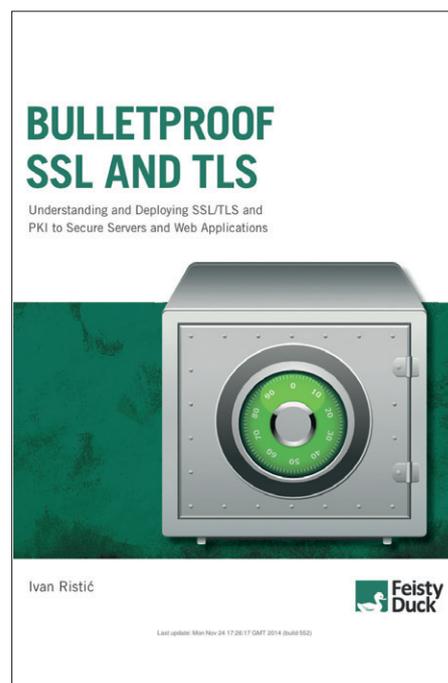
Despite its scary title (for us) and the subject matter, we found *Bulletproof SSL and TLS* incredibly accessible. Anyone reading this magazine should feel at home with the level and terminology, from its foundations describing network layers through to eventual deployment. That's not to say things don't get technical in the end – they do, but SSL starts to make sense way before then. In particular, we really liked the way the author goes into a lot of detail about how SSL can be compromised.

We're reviewing the digital edition, which is available through the publisher's portal as PDF, EPUB and for Kindle with a single purchase. There's no DRM, but your name and email address are used as a watermark. The PDF worked great on the desktop, and we used the EPUB to catch up from a tablet. Since its release in September, the digital versions have been updated by the author, which is another huge advantage with digital, and he actually considers the title a 'living book' that he wants to keep updating. As a result, this is an essential read, not just for sysadmins, but for anyone who puts their trust in HTTPS.

## LINUX VOICE VERDICT

Author Ivan Ristić  
 Publisher Feisty Duck Ltd  
 ISBN 978-1907117046  
 Price (Ebook) £24 (Print + Ebook) £34

An exhaustive and practical guide to an essential part of the internet.



Over the last couple of months we've enabled SSL on almost our entire web presence, with **LinuxVoice.com** being the last stop.

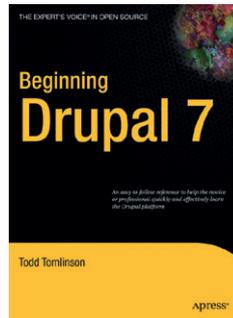
## Beginning Drupal 7

Ben Everard gets his monthly dose of web frameworks

**B**eginning *Drupal 7* is quite a modest name. In fact, this book contains easily enough information for a beginner to create a site from scratch and keep it running. Todd Tomlinson goes through everything you need to know in an orderly fashion. It's well explained, and there are plenty of pictures to guide you along the way.

The book gives an extremely thorough introduction to *Drupal 7*; however, it is also a little unexciting. While no book we've ever read on a web development framework has been a real page-turner, *Beginning Drupal 7* does feel as though it's lacking sparkle. The examples are all very functional, and the prose is clean, but unremarkable. Some people will think this a good thing, but this reviewer is easily distracted when reading technical books and finds that a little character can make it easier to learn.

Overall, *Beginning Drupal 7* is a perfectly good book for learning *Drupal*, but it falls



*Beginning Drupal 7*'s appendices take the user through eCommerce, social media and more.

short of greatness by not drawing the reader into the subject. It relies on the reader having some external motivation for reading.

### LINUX VOICE VERDICT

Author Todd Tomlinson  
 Publisher Apress  
 ISBN 978-1-4302-2859-2  
 Price £39.49

A good, if unexciting, introduction to the *Drupal* web development framework.



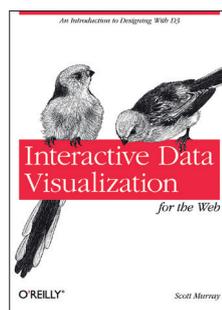
## Interactive Data Visualisation for the Web

Ben Everard is now busy drawing pretty pictures in JavaScript.

**D**3 is one of the most powerful JavaScript graphing libraries, and with that power comes quite a bit of complexity. Creating D3 graphics is not for the faint-hearted, but the reward for the complexity is the ability to create custom, interactive graphics that work smoothly across all modern browsers.

*Interactive Data Visualization for the Web* aims to give a gentle introduction to D3. In fact, it starts at the most basic level, and doesn't even assume the reader understands HTML. However, the whole of HTML, CSS and JavaScript is covered in just 44 pages, so it's alright for a refresher, but someone new to the subject would probably struggle to follow it.

None of the book requires detailed knowledge of these areas, but you do need a good understanding of the basics. Once the book reaches D3, the pace slows down, and Scott Murray takes the reader gently through the basics of how to use the library.



Alas, this book contains no useful information on how to get birds to perch on your titles.

If you want to build custom visualisations, D3 is probably the best option, and this book is probably the best option to get started with D3.

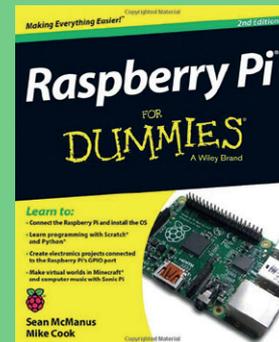
### LINUX VOICE VERDICT

Author Scott Murray  
 Publisher O'Reilly  
 ISBN 978-1-449-33973-9  
 Price £25.99

*Interactive Visualization for the Web* an easy introduction to the complex world of D3



## ALSO RELEASED...



The second edition should be out buy the time you read this.

### Raspberry Pi for Dummies

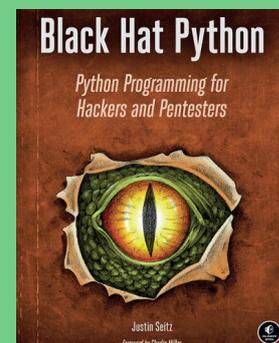
This is the second edition of a title that has proven very popular. Surprisingly, the varied and eclectic nature of the Pi makes it a good fit for the 'Dummies' brand, which may entice complete beginners into trying something new. We're looking forward to taking a look.



Put all your Lego into a single box and get inventing.

### Steampunk Lego

Forget the instructions and leave this lounging on your coffee table. Soon, your living room will be full of floating Edwardian palaces, Victorian warships and weird brass goggles. The pages we've seen look gorgeous and should be a real inspiration.



*The Battle of the Five Armies* should be out by now.

### Black Hat Python

We absolutely love the idea of this book. Use Python to sniff and manipulate network packets, create your own trojans and Windows COM automation, plus all kinds of other dark super powers. Python is accessible enough to make it fun, and vitally informative when it comes to your own defences.