

# HOW TO EXPLAIN THE ROLE OF DATA-SCIENTIST TO YOUR GRANDPA IN 5 MINS.

And to better understand both yourself!









A list of common things grand-ma might relate to:

- Groceries
- TV programs
- Weather predictions
- Pharmacy-wallah's number!

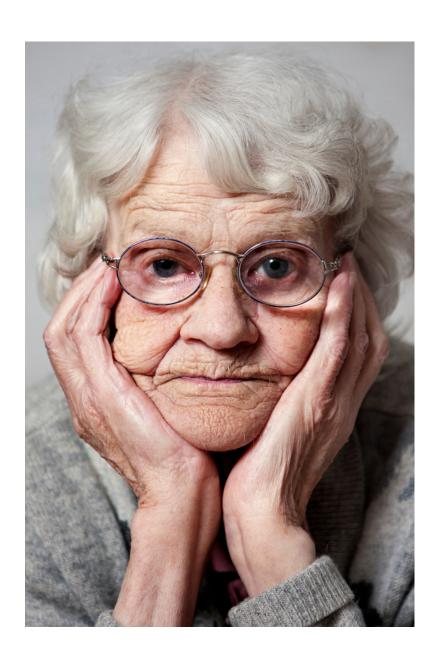
...sounds about right?







# says...



Groceries is the what I choose the most.

Everyone understands it and pretty much everyone has bought potatoes, onions and *DHANIA* for their wives, at some point in their life!

...excellent, Grandpa!





# Let's say...

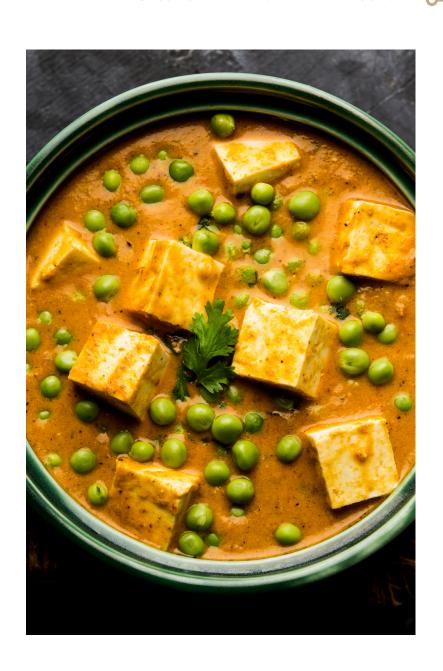


that grand-ma shops at Big-Bazaar (It is an Indian super-market). She goes there 3 times per week. Everyone knows that grand-ma has a special recipe for matar-paneer (peas with cottage cheese) and she cooks it at least once per week.

... yeah, so?



# however...



Grand-ma is not the only one, many people love matar-paneer in India!

.. but, of course!







# NOW UNDERSTAND:

#01 —

When everyone goes through the checkout, their items are scanned. After a few weeks of shopping, the **Data Scientists** at the shop can see that peas is an item often bought with **paneer** (cottage-cheese).

#02

They can also see that very often, we could even say in 50% of the time, people who buy paneer with peas at Big Bazaar usually also purchase another item: **Tomatoes.** 







# **NOW UNDERSTAND:**

#03

The marketing team might decide to give some personalized discounts for tomatoes to people who only buy peas and paneer, as it might encourage them to change their habits, make matar-paneer more often and spend a little bit more in the shop.

#04

Due to the findings of the data scientist, they can also decide to **change the placement** of the items to make grocery shopping easier for grand-mother, by putting a cart full of tomatoes closer to the paneer section.

#05

Data-scientist's decision can be about **profit**, but it can often be about client or **user satisfaction** as well.







So, grandpa, here we are.

You have just reinvented the role of Data-Scientist in the most delicious way!

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