

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

And to better
understand
both yourself !



Swipe 

GRANDPA

Imagine...



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

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

...sounds about right?

GRANDPA

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!

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?

GRANDPA

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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