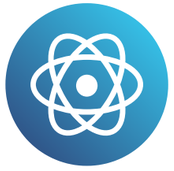
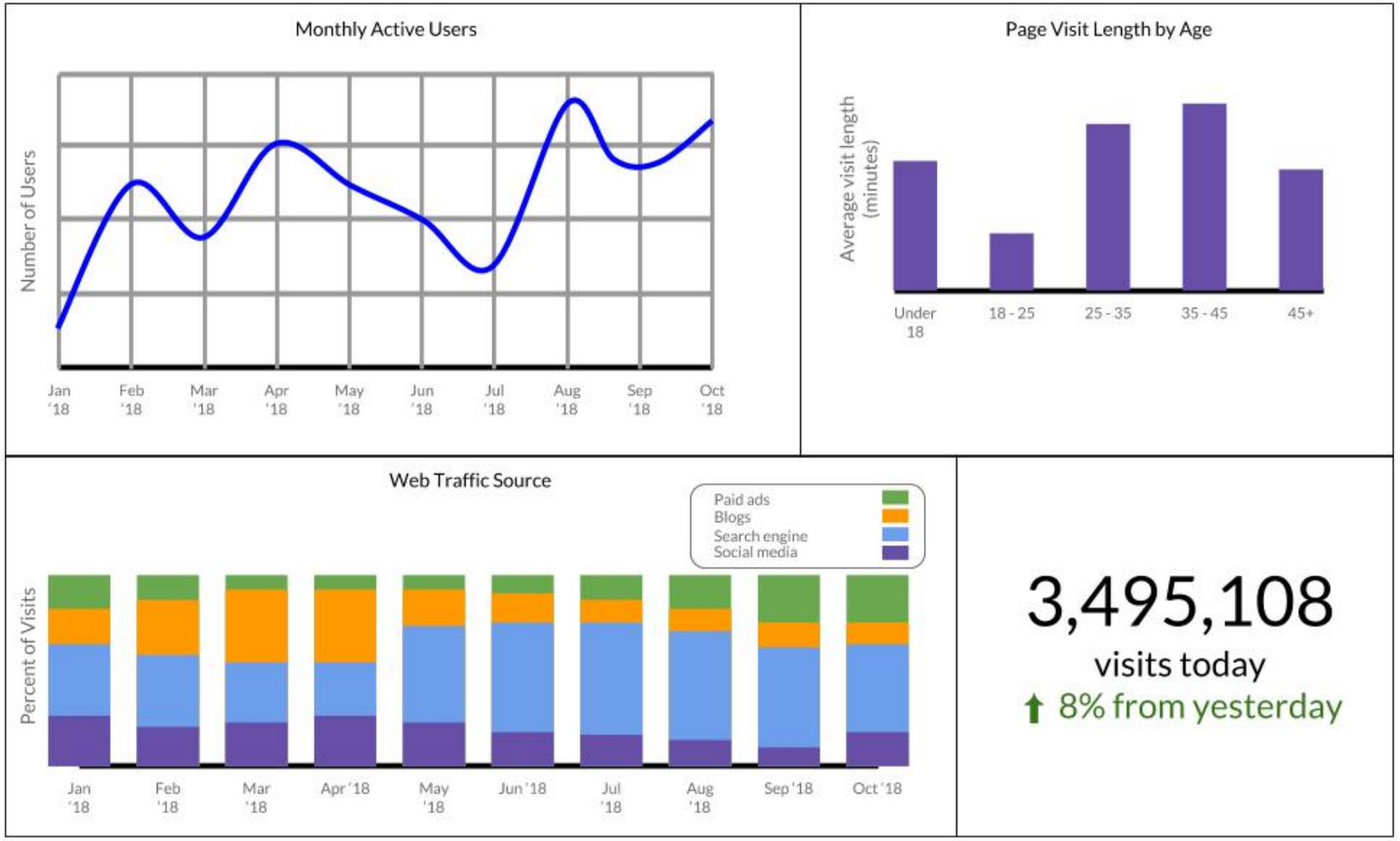
Dashboards

DATA SCIENCE FOR BUSINESS

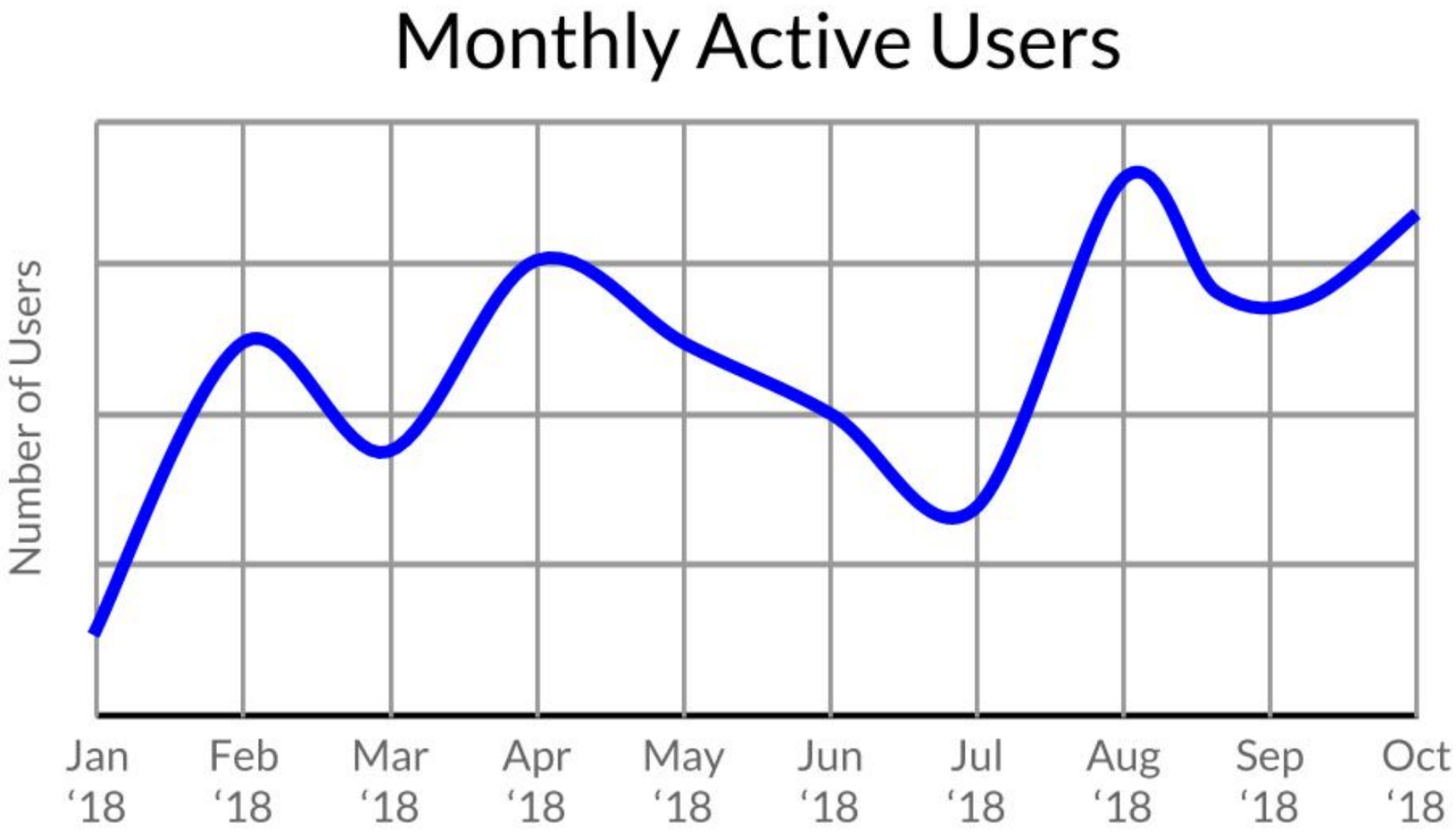


Kaelen Medeiros
Product Data Scientist, DataCamp

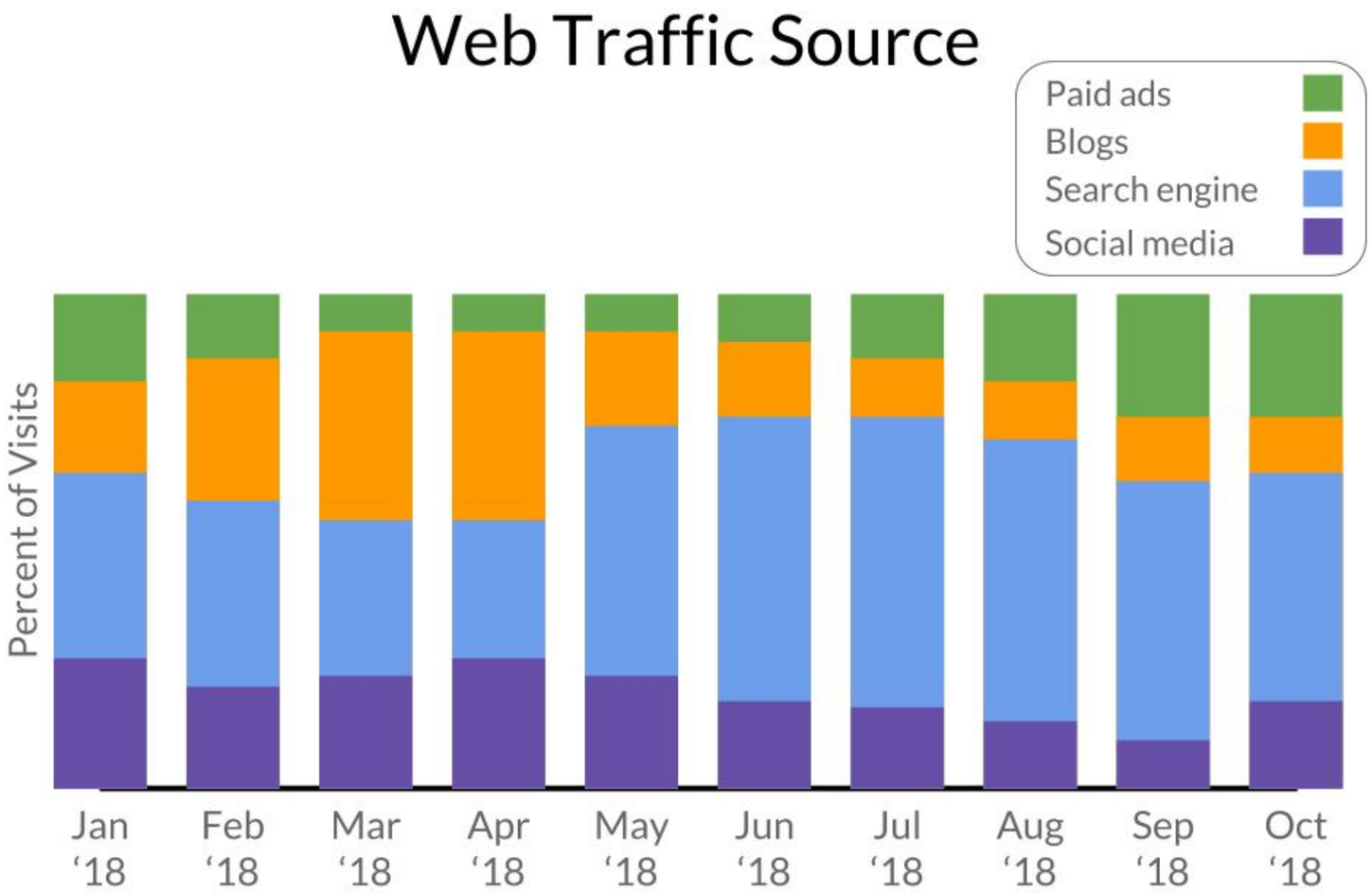
What is a dashboard?



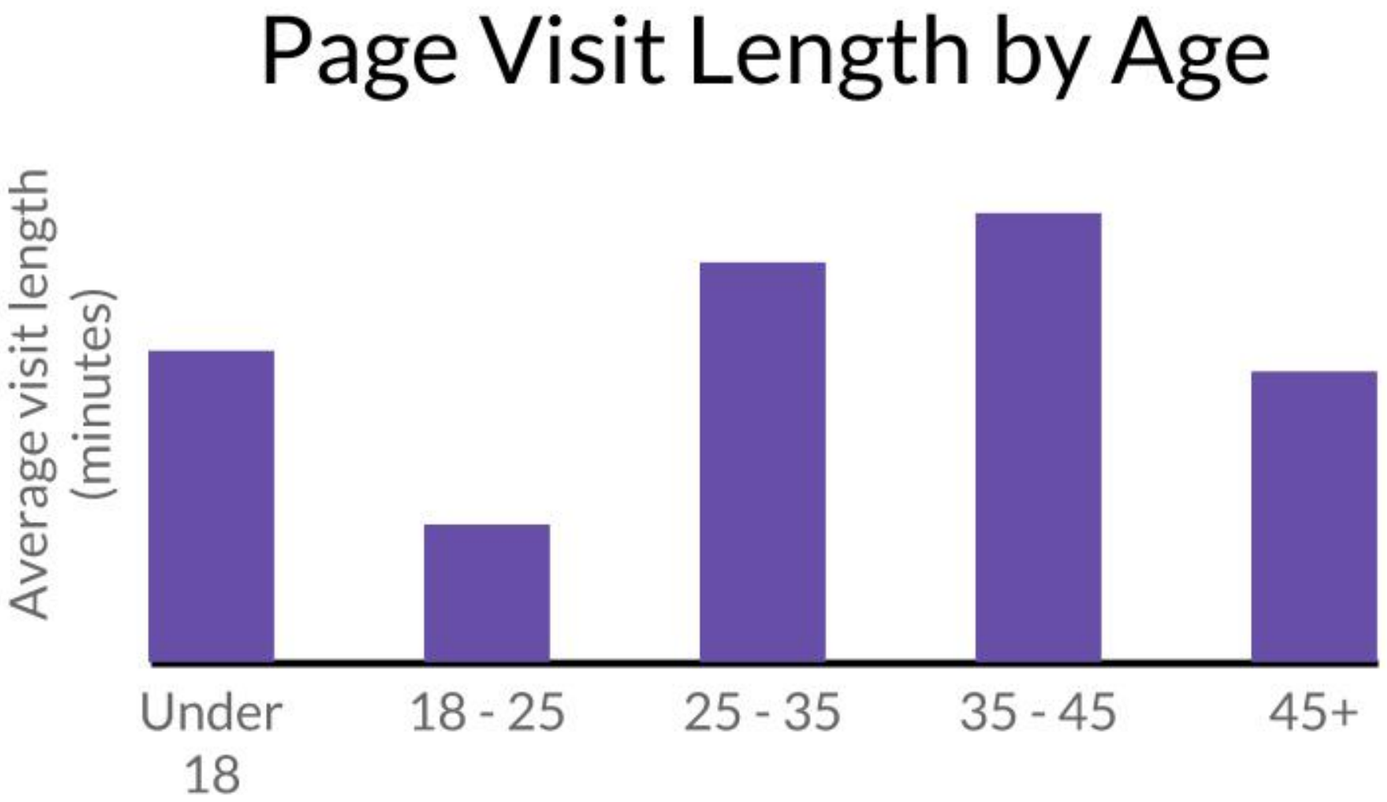
Tracking a value over time



Tracking composition over time



Categorical comparison



Data from the past 30 days

Highlighting a single number

Displaying text

Timestamp	Comment
Oct 9, 2018 12:57:05	Awesome website! Loved the new layout.
Oct 10 2018 03:16:00	Had trouble getting the website to load. I couldn't buy my favorite product!

Where can we build a dashboard?

- Spreadsheets: Excel or Google Sheets
- BI Tools: Power BI, Tableau, Looker
- Customized tools: R Shiny or d3.js

Be consistent across an organization!

Requesting a dashboard

Is a dashboard the correct solution?

- Will you use it multiple times?
- Does it need to be updated daily or weekly?
- Will the request always be the same?

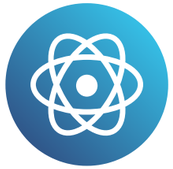
- Be specific
- Specify your use case

Let's practice!

DATA SCIENCE FOR BUSINESS

Ad hoc analysis

DATA SCIENCE FOR BUSINESS

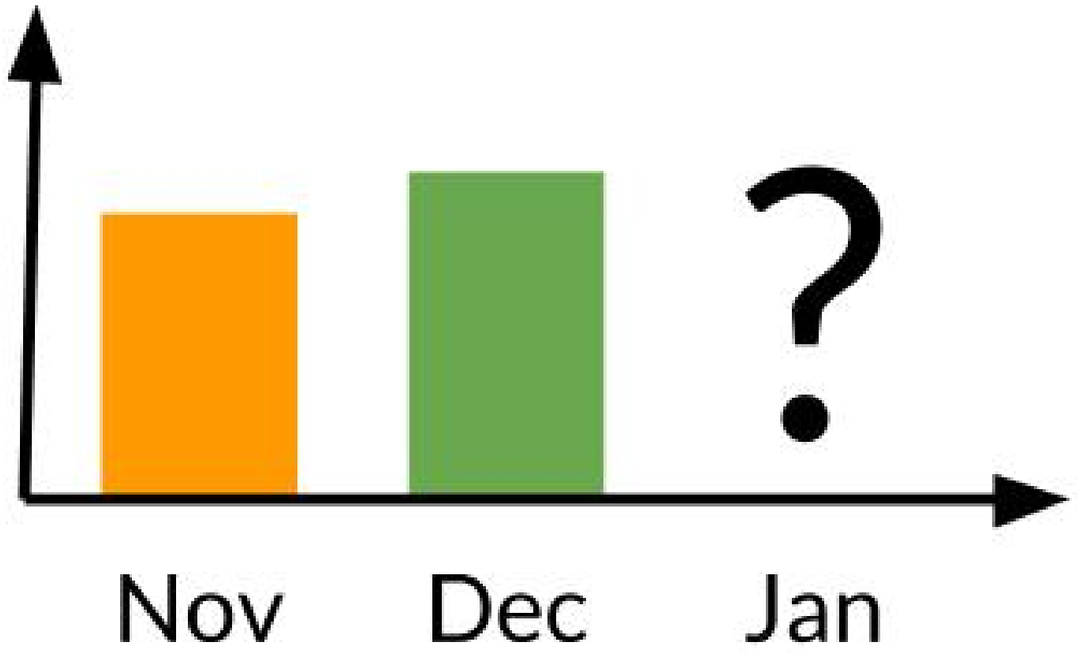


Kaelen Medeiros
Product Data Scientist, DataCamp

What is an ad hoc request?

- **Not** repeated on a weekly or daily basis
- Can come from many places
  - Product
  - Finance
  - Engineering

Case study: ad campaign performance

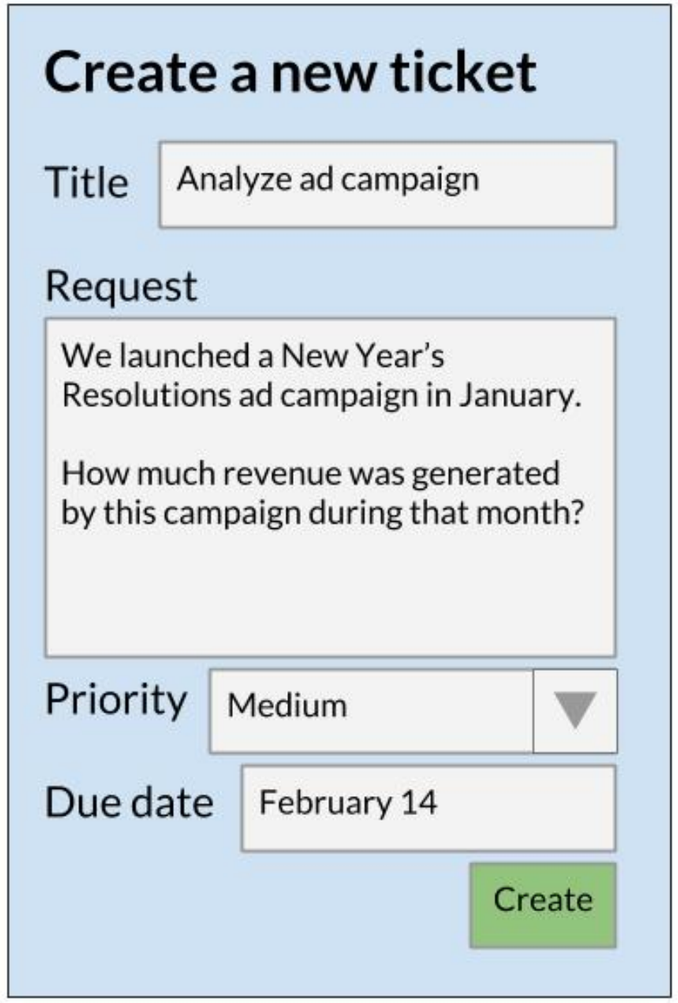


Making an ad hoc request

- Be specific
- Include context
- Include a priority level and due date

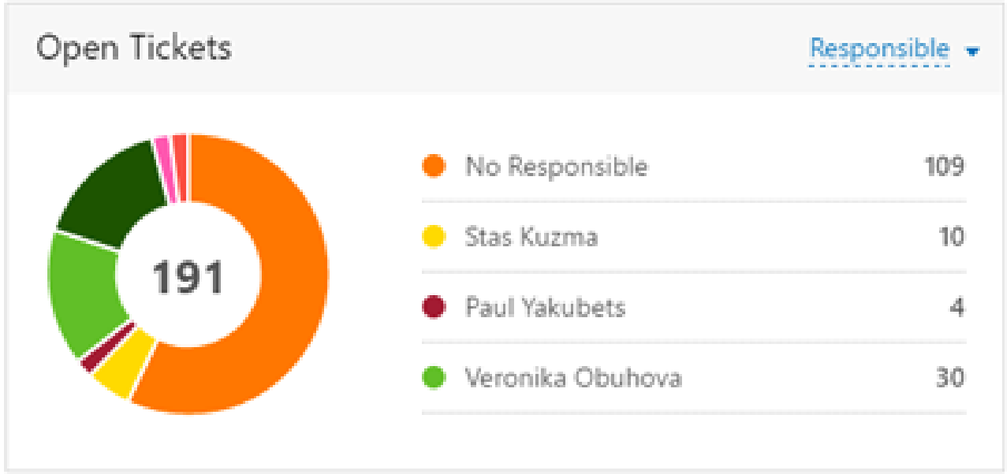
Handling ad hoc requests

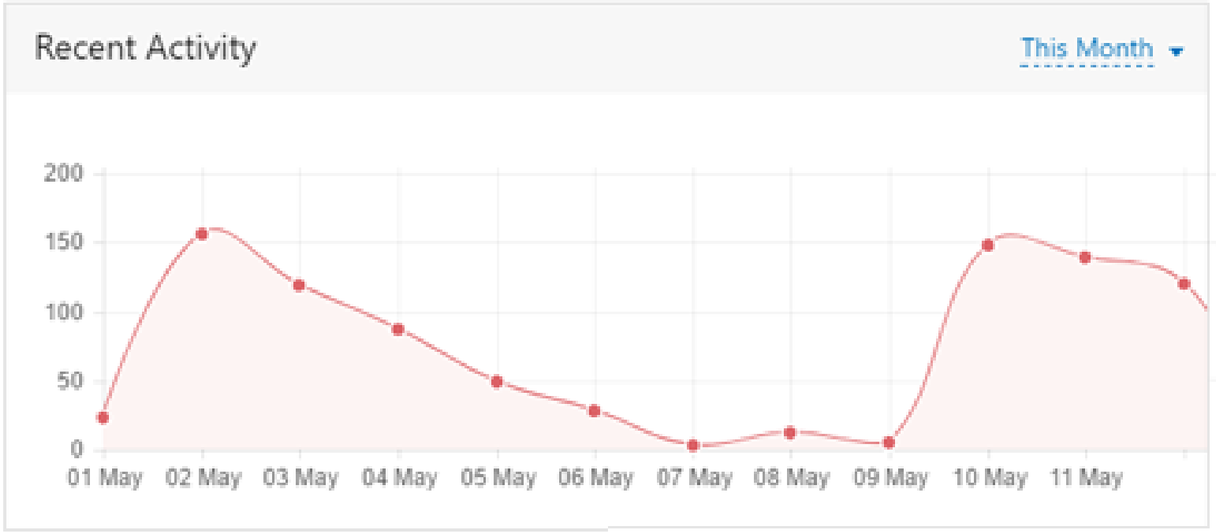
- Ticketing system
  - Ex: Trello, JIRA, Asana
- Require fields
  - Due date
  - Priority



Meta-analysis of Ad Hoc Requests

New Tickets	My Assignments	Open Tickets	Unassigned Tickets
29	14	192	109



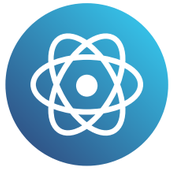


Let's practice!

DATA SCIENCE FOR BUSINESS

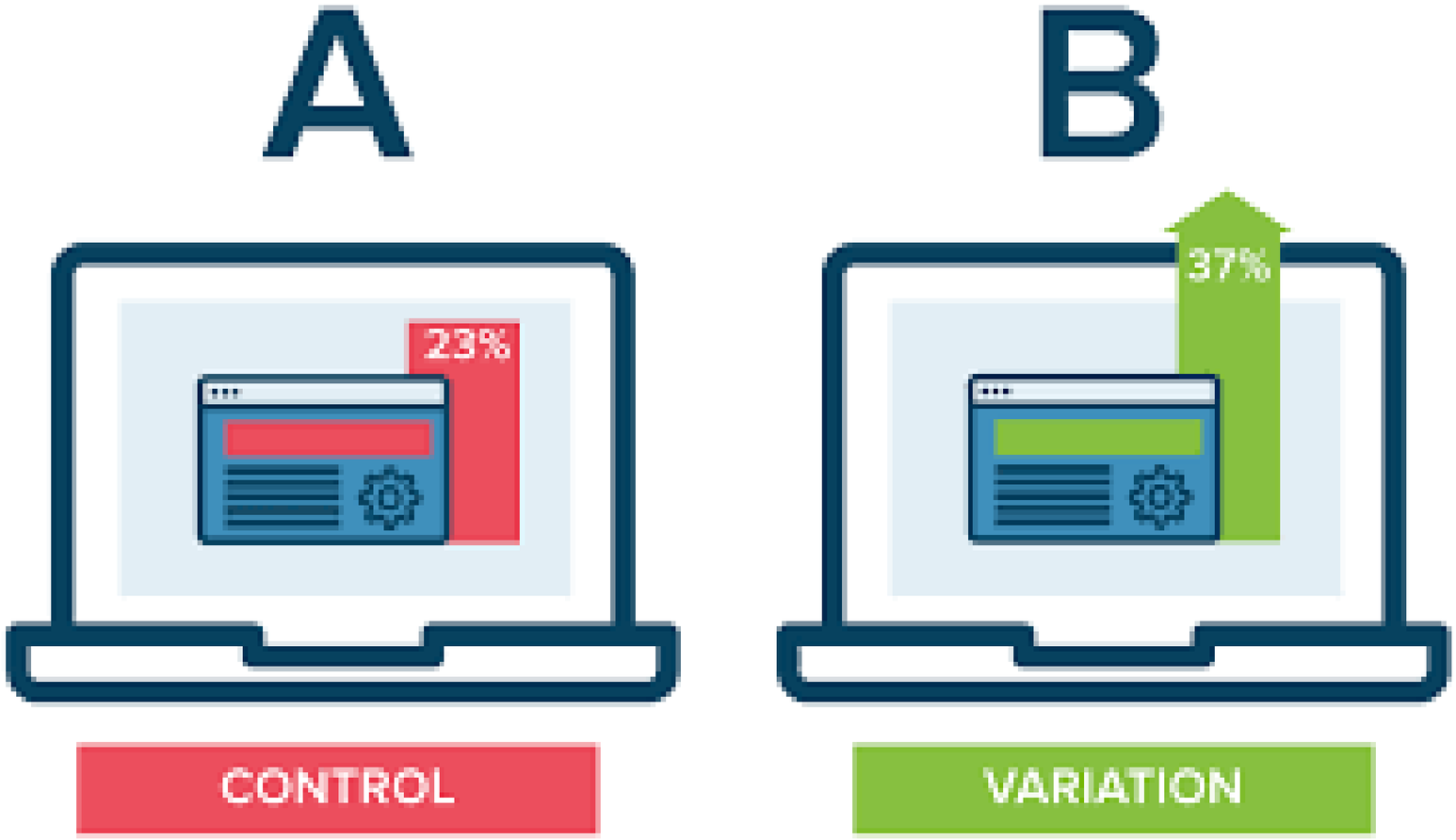
A/B Testing

DATA SCIENCE FOR BUSINESS



Kaelen Medeiros
Product Data Scientist, DataCamp

What is A/B Testing?



Case study: article headlines

A

Become an expert Data Scientist with this one weird trick!

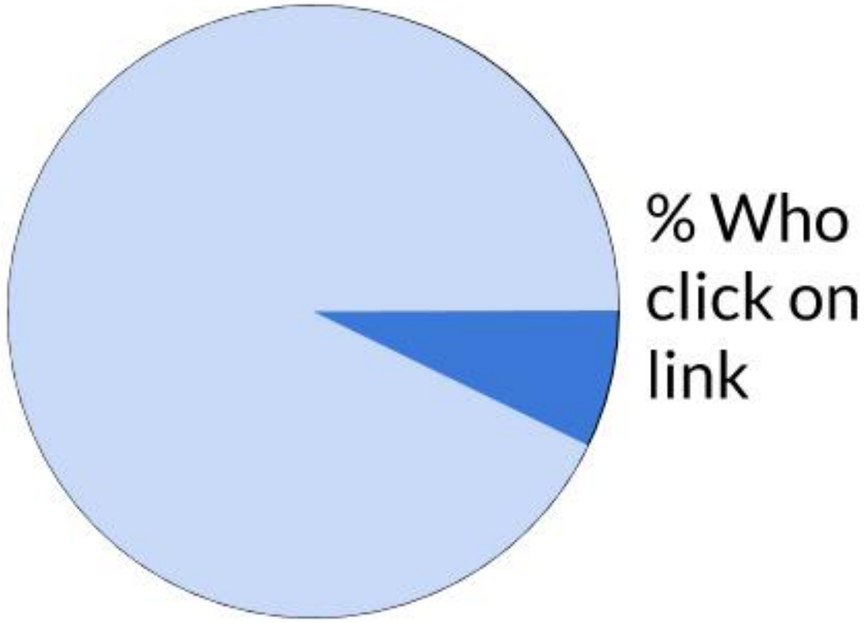
B

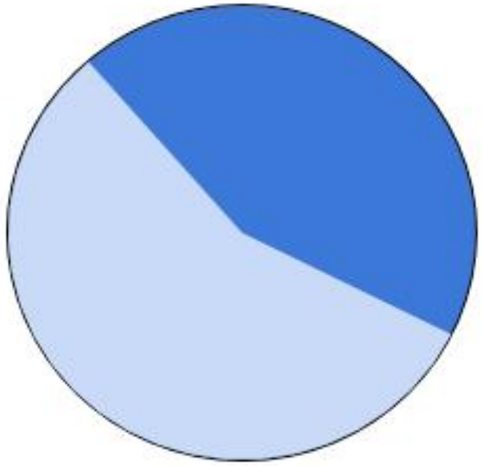
You won't believe these tips for becoming a Data Scientist!

A/B Testing Steps

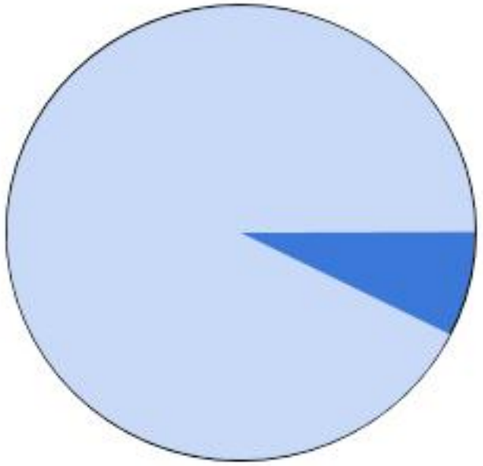
- Picking a metric to track
- Calculating sample size
- Running the experiment
- Checking for significance

Pick a metric to track



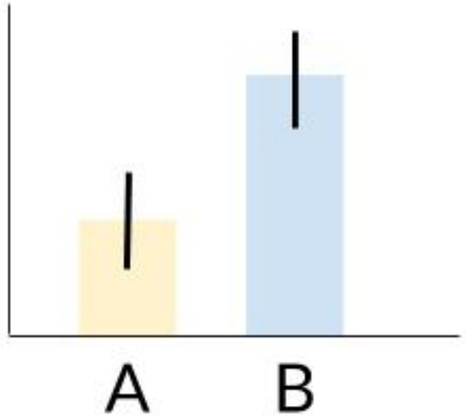


% Who click on link

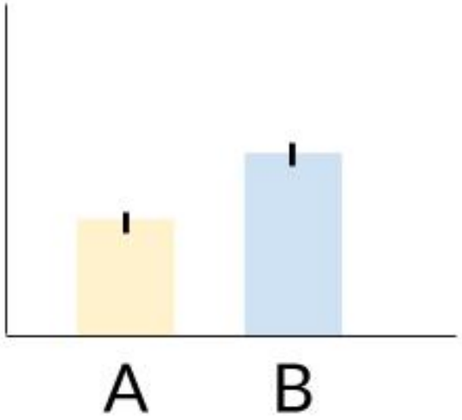


% Who click on link

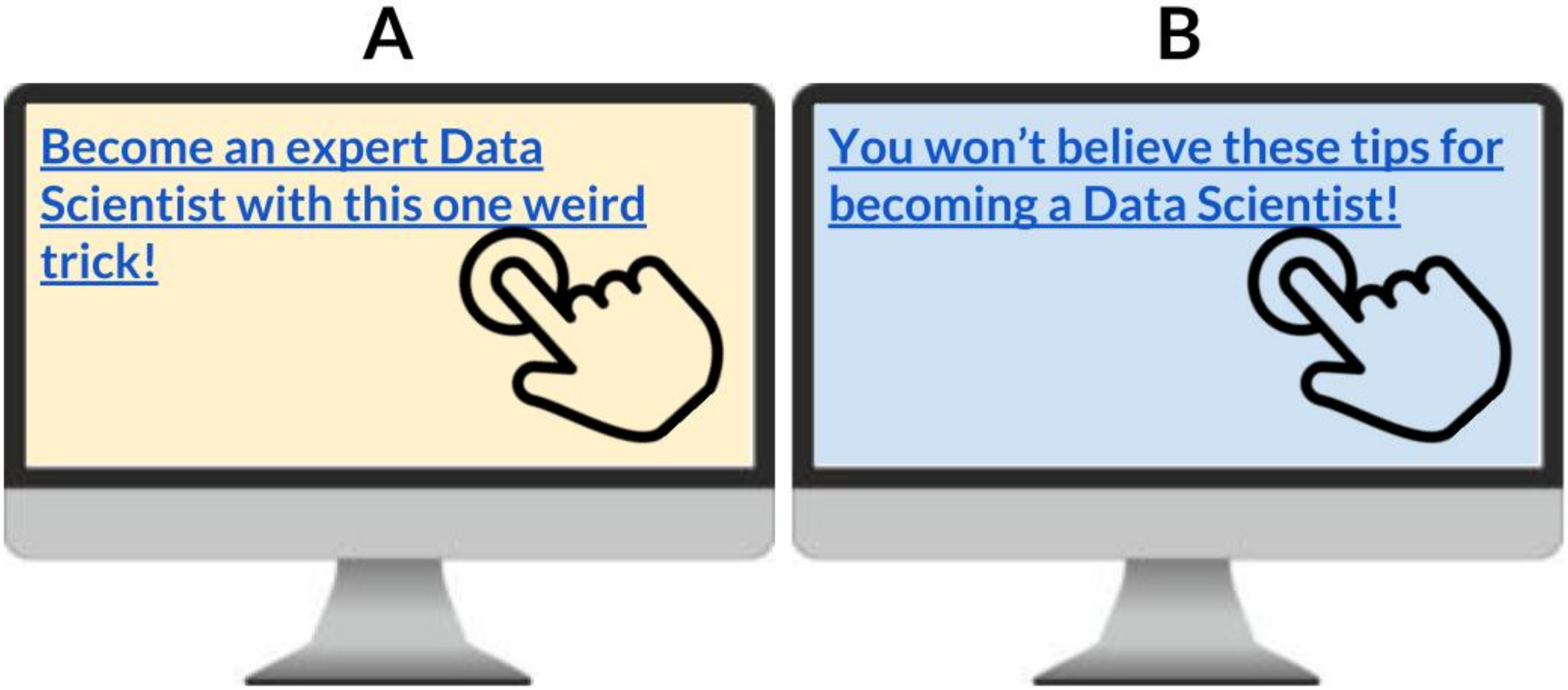
Low sensitivity, detects large differences



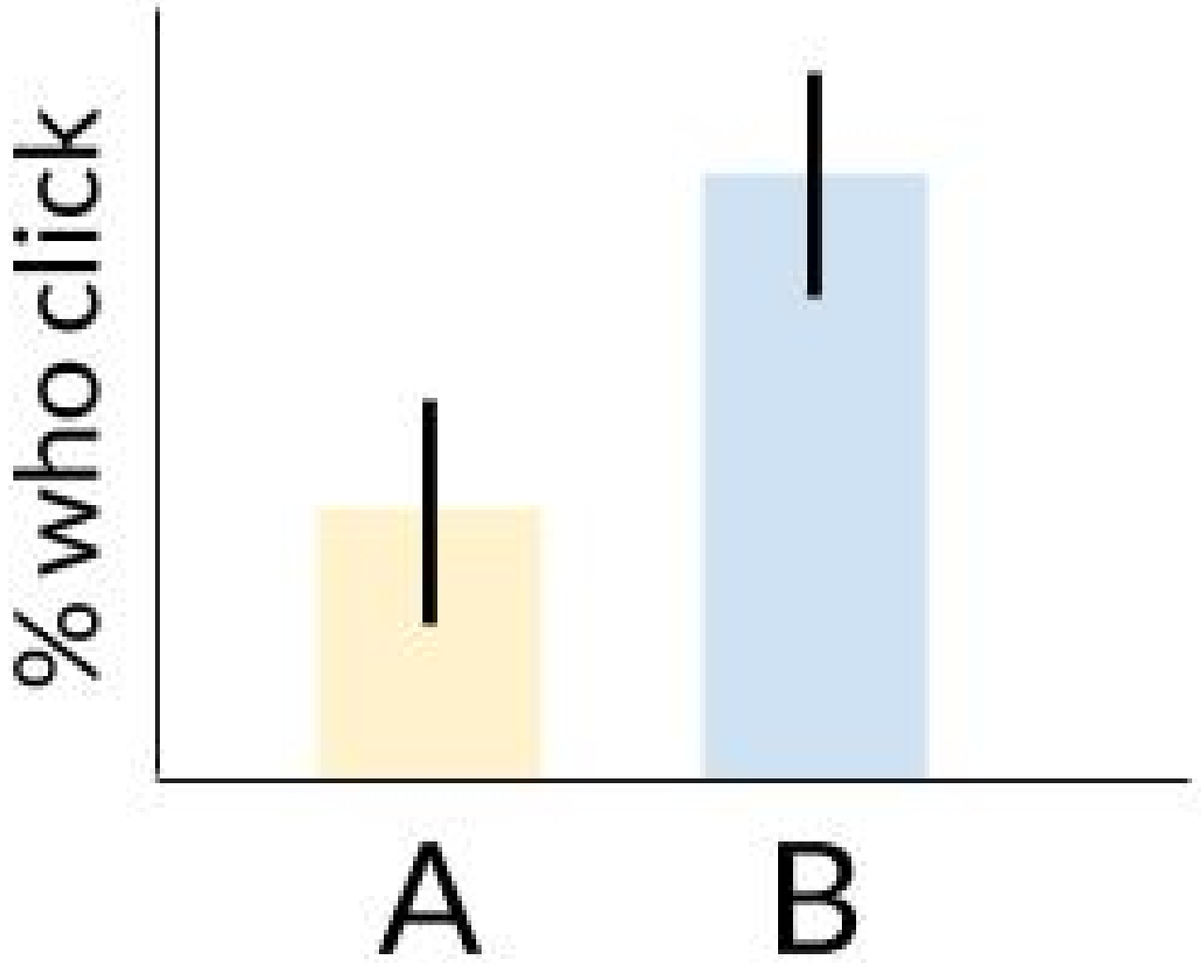
High sensitivity, detects small differences



Run your experiment



Check for significance



What if the results aren't significant?

- Difference is smaller than the threshold we chose
- Running our test longer won't help
- Still might be a difference; it's just small

Let's practice!

DATA SCIENCE FOR BUSINESS