

Hiring data scientists  
doesn't make a data  
culture

# Where are you, really?

## THE DATA SCIENCE **HIERARCHY OF NEEDS**

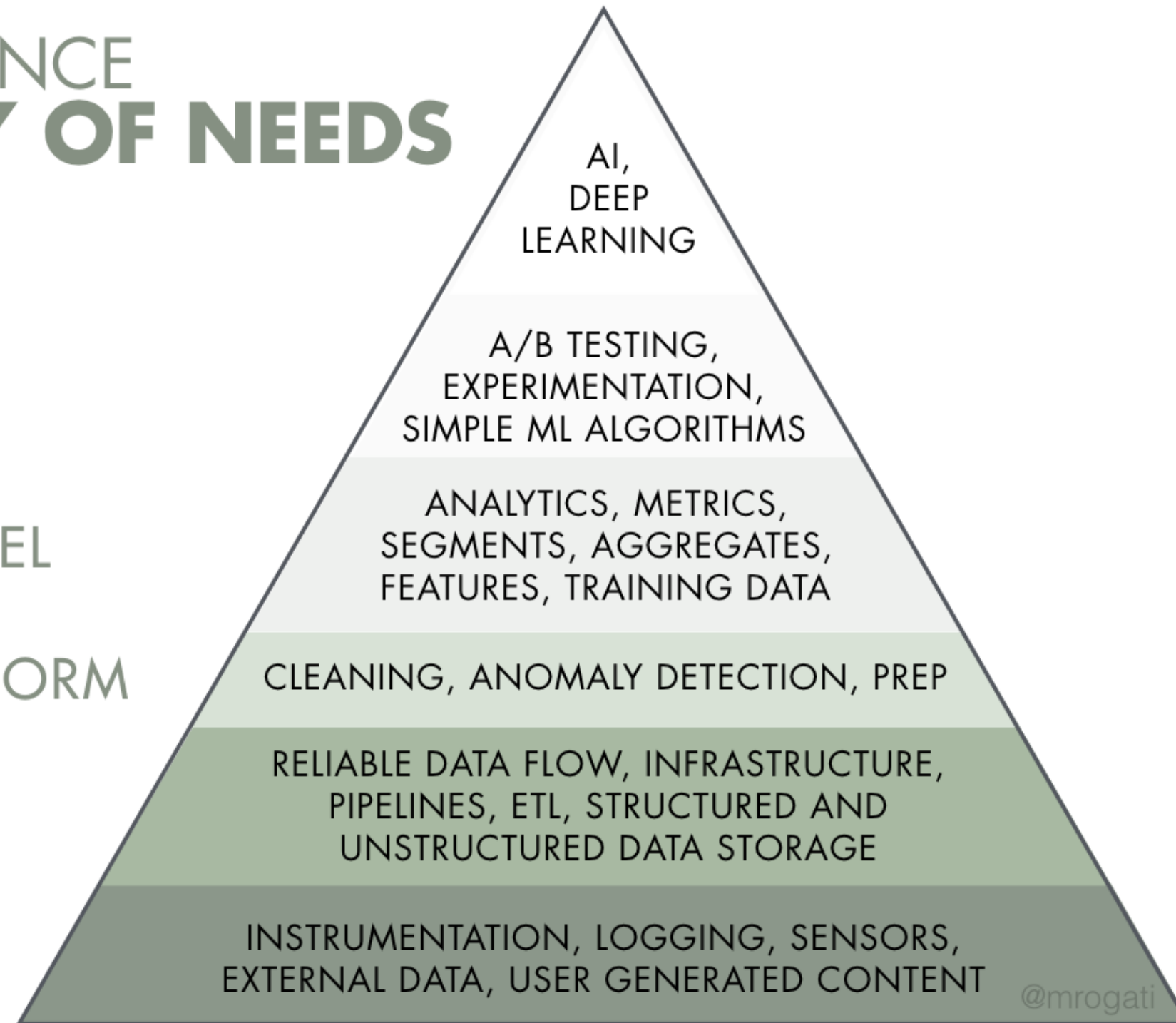
LEARN/OPTIMIZE

AGGREGATE/LABEL

EXPLORE/TRANSFORM

MOVE/STORE

COLLECT



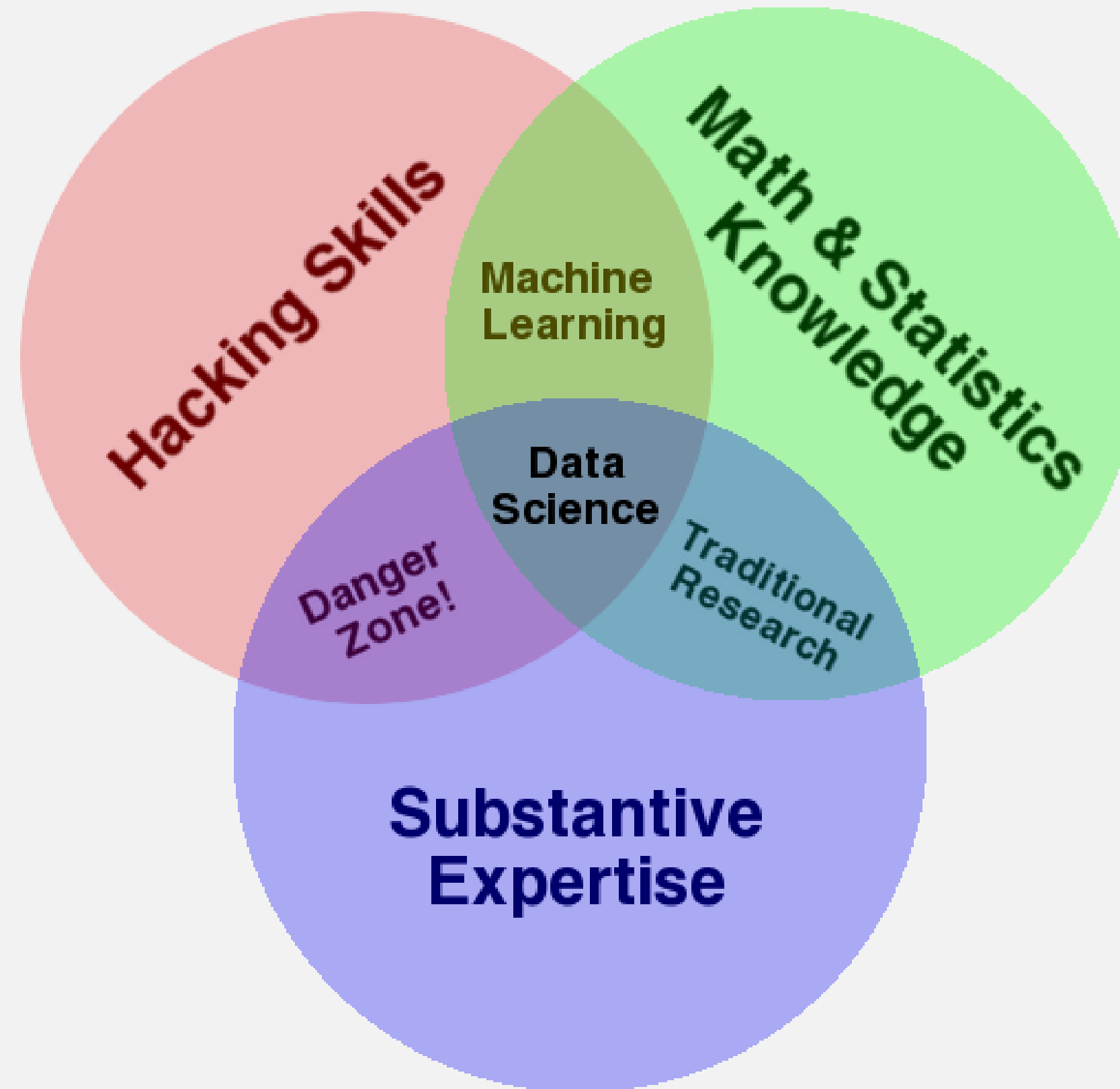
# Don't skip a step

“Management teams often assume they can leapfrog best practices for basic data analytics by going directly to adopting artificial intelligence and other advanced technologies. But companies that rush into sophisticated artificial intelligence before reaching a critical mass of automated processes and structured analytics can end up paralyzed.”

- Nick Harrison and Deborah O'Neill, “If Your Company Isn't Good at Analytics, It's Not Ready for AI” (source: [\*Harvard Business Review\*](#))



# Aren't you forgetting something?



# There's a better path





# LET'S TALK

## LINKEDIN

[linkedin.com/in/gjmount](https://www.linkedin.com/in/gjmount)

## EMAIL ADDRESS

[george@stringfestanalytics.com](mailto:george@stringfestanalytics.com)

## WEBSITE

[stringfestanalytics.com](https://stringfestanalytics.com)

