

An abstract graphic featuring a central point from which several colorful rays (green, orange, blue, grey) emanate, creating a starburst effect. The background is white with faint, scattered binary code (0s and 1s).

Formação de Equipes Analíticas de Alta Performance

DSBD

Curitiba, Abril/2018



Agenda

1

O Palestrante

2

Big Data & Analytics

3

Ciência de Dados e Aplicações

4

Formação de Equipes Analíticas



O Palestrante



MARCELO FERNANDES

Estatístico graduado na Universidade Federal do Paraná (1999) (registro 8597-A – CONRE 3a. região), pós-graduado em Engenharia Econômica (FAE Business School - 2000), pós-graduado em Pesquisa de Mercado, Opinião e Mídia (ESPM Business School - 2005) e mestre em Administração de Empresas (Universidade Presbiteriana Mackenzie - 2008), com mais de 20 anos de experiência na utilização de Analytics e Machine Learning, aplicados a Risco de Crédito, Cobrança, Fraude e Marketing, em grandes empresas como HSBC, Orbitall, Santander, SPSS, Redecard, Itaú-Unibanco, SAS, Ernst & Young e Paschoalotto. **Atualmente, é Analytic Science Manager na FICO – Fair Isaac Corporation.**



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YouTube

https://www.youtube.com/channel/UCHoh3V9RdkvZiKb9a9nEr0w?view_as=subscriber

➔ Big Data & Analytics

2017 *This Is What Happens In An Internet Minute*

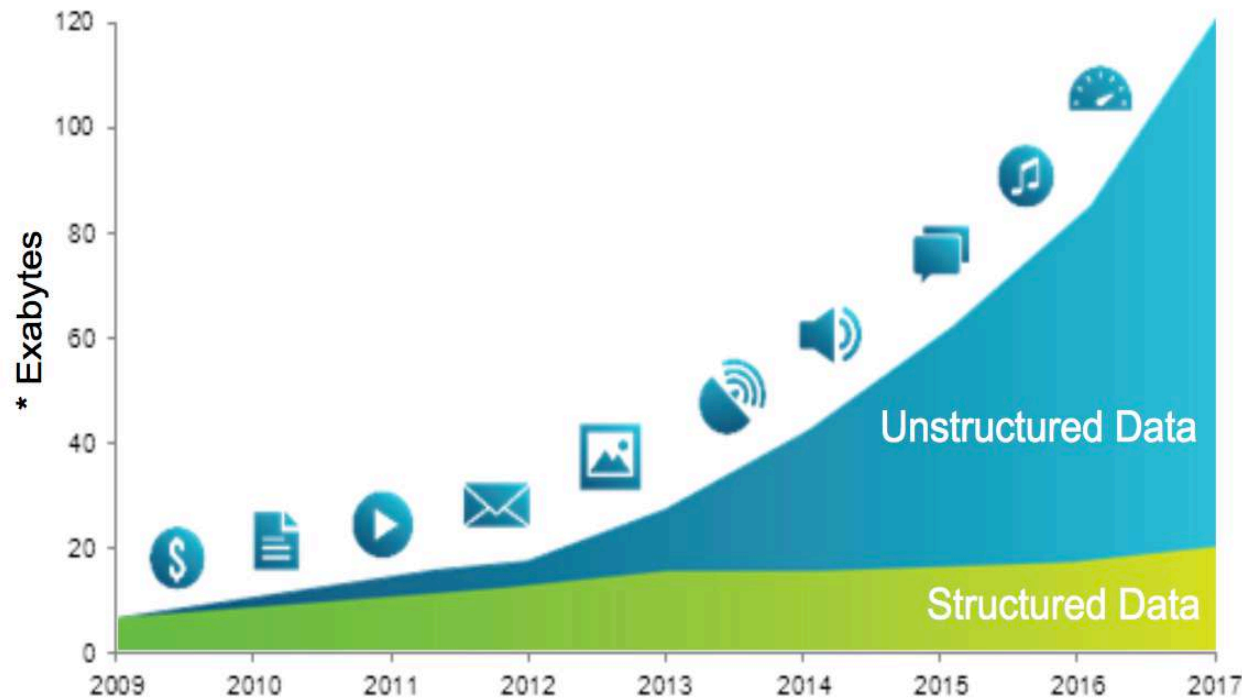


Fonte: <https://www.marketwatch.com/story/the-incredible-amount-of-action-that-takes-place-on-the-internet-every-60-seconds-2017-08-03>

➔ Big Data & Analytics

Data Growth

Problem - Traditional and Legacy Storage Designed for Transactional, Not Unstructured Data

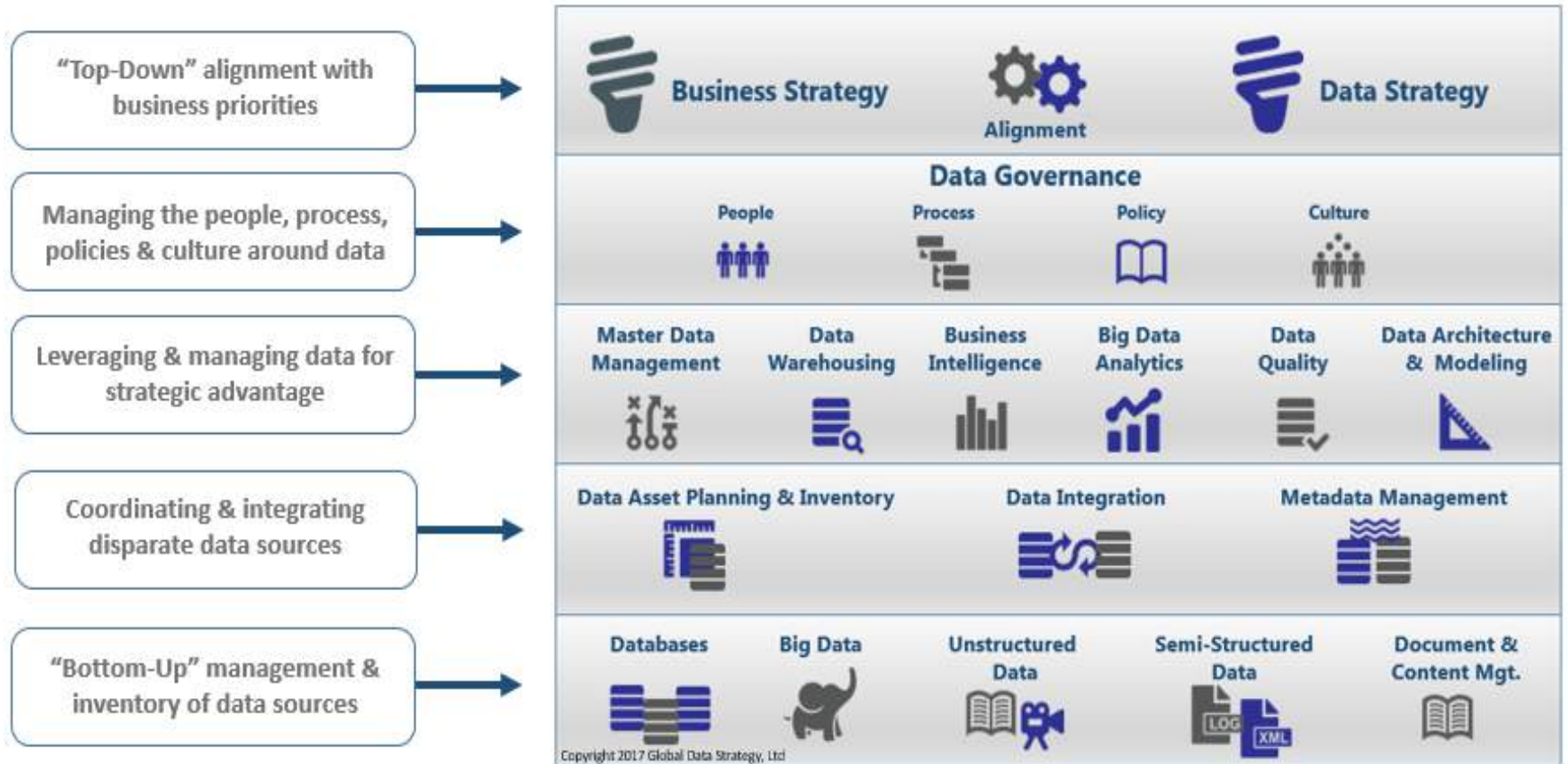


- Unstructured data growth of
- 60–80% per year
- creates Web-scale storage needs

* 1 exabyte = 1,000 petabytes = 1 million terabytes = 1 billion gigabytes **Source: IDC**

Fonte: <https://www.dubber.net/unlocking-unstructured-data-voice-processing-power-zoe/>

➔ Big Data & Analytics



Fonte: <http://www.dataversity.net/data-management-vs-data-strategy-a-framework-for-business-success/>

Big Data & Analytics

Where is the next step-change in driving an intelligent response?

Cognitive

Highly automated optimization solutions that get smarter over time

What should we do about it?

Prescriptive

Collaborate for maximum business value, informed by advanced analytics

What will Happen?

Predictive

Understand the most likely future scenario, and its business implications

What happened?

Descriptive

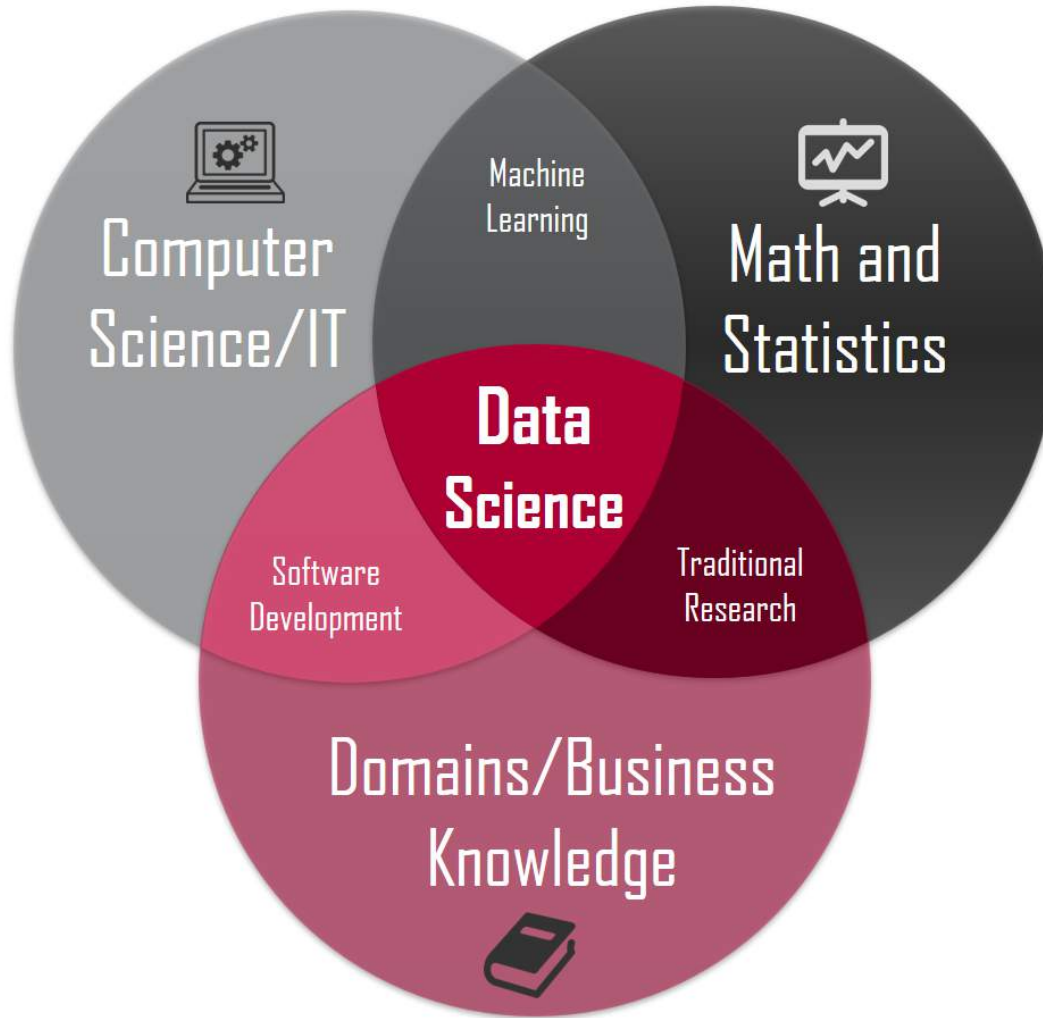
Get in touch with reality, a single source of the truth. Largely Reporting.

Reporting

Optimization

Learning

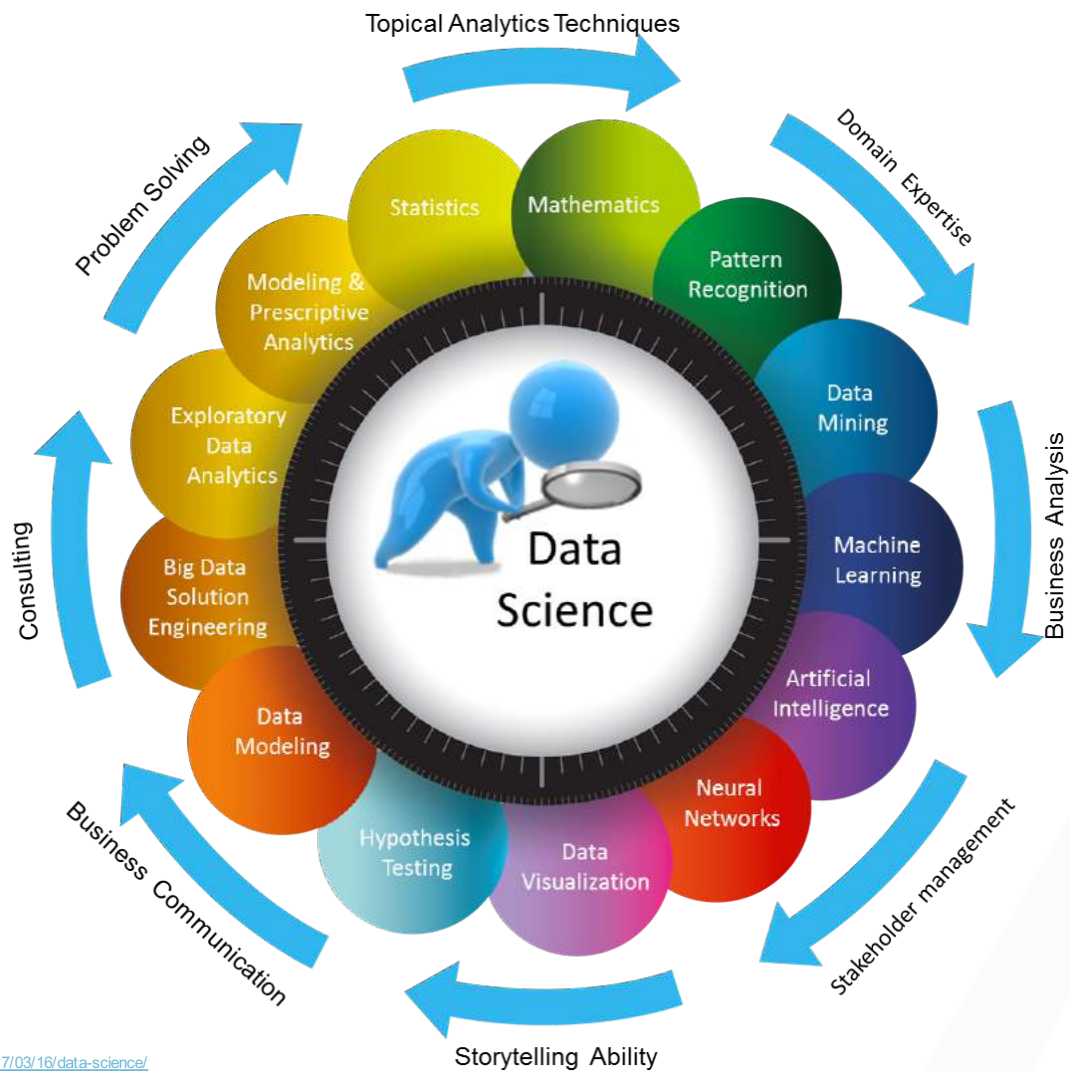
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Fonte: <https://towardsdatascience.com/introduction-to-statistics-e9d72d818745>



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BLOG DO GOOGLE CLOUD SOBRE BIG DATA E APRENDIZADO DE MÁQUINA

Inovação em tecnologia de aprendizado de máquina e processamento de dados



Como usar o aprendizado de máquina para otimização de preços de seguros

Quarta-feira, 29 de março de 2017

Por Kaz Sato, mediador de desenvolvedores da equipe do Google Cloud

A empresa de seguros global AXA usou o aprendizado de máquina em uma prova de conceito para otimizar os preços ao prever com precisão de 78% os acidentes de trânsito com "grandes perdas".

A estrutura de aprendizado de máquina [TensorFlow](#) é de [código aberto desde 2015](#). Nesse tempo relativamente curto, o ecossistema dessa solução teve uma enorme expansão: até o momento, mais de [8.000 projetos de código aberto](#) usam as bibliotecas do TensorFlow. Esse interesse crescente também se reflete no papel cada vez maior que o TensorFlow tem em todos os tipos de aplicações de processamento de imagens (com exemplos que incluem [detecção de câncer de pele](#), [diagnóstico de retinopatia diabética](#) e até mesmo [classificação de pepinos](#)), bem como processamento de linguagem natural, como a [tradução de idiomas](#).

O TensorFlow também começou a ser usado para melhorar a análise de dados preditivos para casos de uso comercial convencionais, como a otimização de preços. Por exemplo, nesta postagem, mostrarei por que a [AXA](#), uma grande empresa de seguros global, criou uma prova de conceito usando o TensorFlow como um serviço gerenciado no [Google Cloud Machine Learning Engine](#) para prever acidentes de carro com "grandes perdas" envolvendo clientes dela.

Soluções para Big Data

Imersões em produtos, comparações técnicas, instruções, dicas e truques para usar as mais recentes tecnologias de processamento de dados e aprendizado de máquina.

Saiba mais

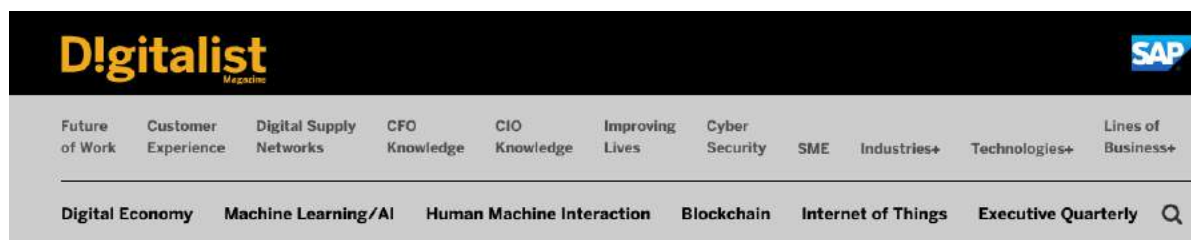
 Google Cloud Platform

AVALIAÇÃO GRATUITA de 12

Fonte: <https://cloud.google.com/blog/big-data/2017/03/using-machine-learning-for-insurance-pricing-optimization>



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16-January-2017 | [Digital Supply Networks](#)



Using Data Science For Predictive Maintenance

Sandeep Raut



A few years ago, there were two recall announcements from the National Highway Traffic Safety Administration, warning of problems that could cause fires in two auto brands. For both automakers, these defect required significant money and time to resolve.

Manufacturers in the aerospace, rail, equipment, and automotive industries face the challenge of ensuring maximum availability of critical assembly line systems and keeping those assets in good working order, while simultaneously minimizing the cost of maintenance and time-based or count-based repairs. Identifying root causes of faults and failures must also happen without labs or testing. As more vehicles, industrial equipment, and assembly robots communicate their status to a central server, detection of faults becomes easier and more practical.

Fonte: <http://www.digitalistmag.com/digital-supply-networks/2017/01/16/data-science-for-predictive-maintenance-04824252>





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NEWS

FICO machine learning algorithms improve CNP fraud detection by 30%

FICO is releasing new payment card fraud detection models focused on making card-not-present transactions more convenient and secure.



By FX-MM

3 October 2017

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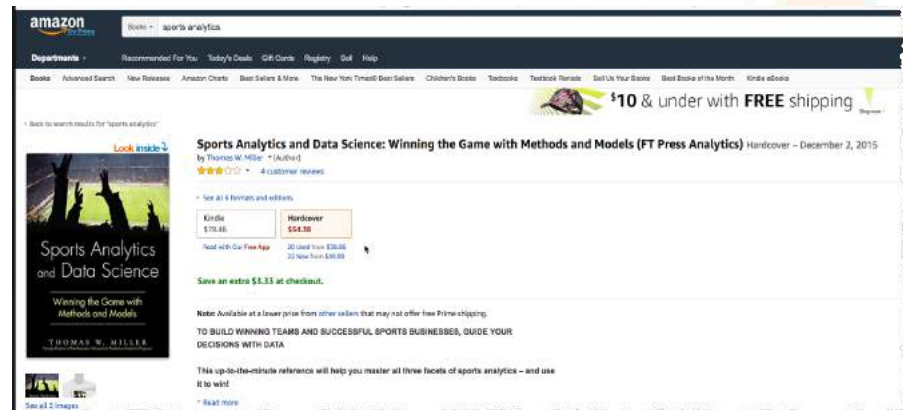
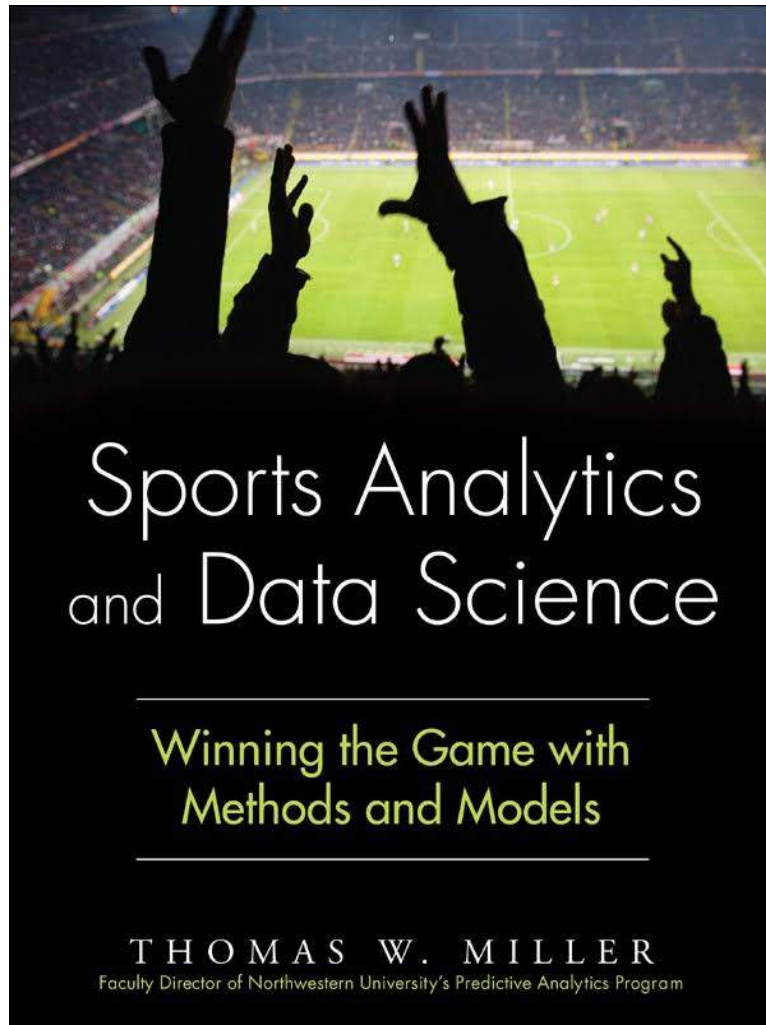
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Fonte: <https://www.fx-mm.com/news/70783/fico-machine-learning-algorithms-improve-cnp-fraud-detection-30/>



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Fonte: https://www.amazon.com/Sports-Analytics-Data-Science-Winning/dp/0133886433/ref=sr_1_7?ie=UTF8&qid=1522677831&sr=8-7&keywords=sports+analytics



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Using Machine Learning to Forecast Sales



Denis Nguyen

Posted on June 30, 2016

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Forecasting sales is an integral part of running successful businesses. Sales forecasting allows businesses to plan for the future and be prepared to meet demands and maximize profits. By knowing the demand, production and supply can be managed more effectively to drive business. Walmart has used precise forecasts to manage their 11,500 stores and generate \$482.13 billion in 2016. Without models to guide their business, they could have been looking at more operating expenses and less revenue.

Fonte: <https://nycdatascience.com/blog/student-works/using-machine-learning-forecast-sales/>

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Superior Debt Collection With Predictive Analytics

by Satish Shenoy | Feb 21, 2018 | Blog | 0 comments



A Customer Engagement center is a central point from which all customer contacts, including voice calls, chat, email, social media, faxes, letters, etc., of an enterprise are managed. According to the Head of a leading BPO that handles 9 percent of the world's contact center traffic, over ninety percent of all engagement centers are driven by static rules-based systems. As customer information changes, these rules degrade, and new information is not leveraged quickly, resulting in poor customer experiences. These poor experiences further lead to lower customer satisfaction and decreased Net Promoter Scores (NPS), resulting in operational inefficiencies and lost revenue opportunities.

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Fonte: <http://scoredata.com/superior-debt-collection-with-predictive-analytics/>



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AI Helps Manufacturers Identify Product Defects

June 22, 2017

A California-based startup called Instrumental developed an intelligent AI inspection system to help manufactures identify product defects on the assembly line.

The California-based startup, founded by two form Apple engineers have raised over \$10 million to make it easier to manufacture electronics and head off complicated problems before they start costing companies thousands of dollars a minute. Their customers, including Fortune 500 companies, have used the system to virtually disassemble 16,000 units and to take over 40,000 measurements, all remotely.

Instrumental makes a hardware box that goes on the assembly line and takes a photo of every device that passes through and they recently announced their **deep learning** software called Detect which highlights units that appear defective or anomalous, giving customers a significant edge in discovering and resolving product issues.

Using **TITAN X GPUs** and **cuDNN** with the TensorFlow deep learning framework, they are able to process hundreds of units in seconds and identify the most interesting units to review.

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NEW

AI Ups the Resolution of Images
March 30, 2018

Starting with either a normal or defective unit.
Detect finds anomalous units for review in seconds

normal unit

screw head / hole interference

proud screw

contamination

normal unit

plastic deformation

plastic deformation

rounded vertical edge

Instrumental Detect ranks small or large regions of units by how different they appear so that it's easy for an engineer to understand process or quality issues that may be present.

According to their [blog](#), an engineer using Detect remotely caught an assembly process issue still in progress on the line and was able to inform the factory to correct it right away. To help with this, Instrumental uses **Tesla GPUs** on the Amazon cloud to provide customers with real-time results.



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Speech Analytics: Showing Great Promise Thanks to AI and Machine Learning

Speech analytics has been commercially available for about 15 years, but it is only now starting to move beyond the pilot and early-adoption stages.

By [Phillio Britt](#) - Posted Mar 5, 2018

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Speech analytics has been commercially available for about 15 years, making it a mature technology, but it is only now starting to move beyond the pilot and early-adoption stages, according to industry experts.

To demonstrate just how slow progress has been thus far, nine in 10 respondents in a 2017 Opus Research survey said they had incorporated speech analytics into their customer care framework, but just a little more than a third said they had more than a year of experience in using the technology.

And though the technology is only now starting to build a following, growth is not expected to be as robust as it is for other speech technologies. DMG Consulting, for example, predicted the contact center speech analytics market would grow by 12 percent in 2017. In 2018, it predicts growth at 11 percent, and puts growth at 10 percent per year in 2019, 2020, and 2021.

But that isn't necessarily a harbinger of bad times for the technology. "The future of speech analytics is positive. Adoption remains strong, and there is still significant unpenetrated market for stand-alone solutions," DMG concluded in a recent report. "An even greater opportunity exists for vendors to deliver solutions that are cloud-based and address both speech and text interactions."

Donna Fluss, DMG's president, divides the current speech analytics landscape into two types of vendors: a large group of competitors who sell basic applications that focus on identifying keywords and phrases, and a smaller set

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#1 Cloud Call Center Platform

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[Learn How to Leverage Speech Analytics Transcription and Automation to Share Real-Time Intelligence Across Your Organization.](#)

Fonte: <http://www.speechtechmag.com/Articles/Editorial/Feature/Speech-Analytics-Showing-g-Great-Promise-Thanks-to-AI-and-Machine-Learning-122920.aspx>



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segunda-feira, abril 2, 2018



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Notícias AB2L

Empresas de tecnologia revitalizam o mercado jurídico

06/11/2017



A 14ª edição da Fenalaw, a maior feira jurídica da América Latina, tem se destacado pela divulgação de inúmeros serviços e produtos jurídicos que apostam em tecnologia e inovação para evitar o desperdício de tempo dos advogados, principalmente em rotinas repetitivas. Essas empresas, geralmente startups, são a nova fagulha do mercado jurídico e apontam tendências para a advocacia moderna. Já existe até a Associação Brasileira de Lawtechs e Legaltechs (AB2L), que reúne várias startups, cujo objetivo é contribuir para o desenvolvimento de um ambiente de tecnologia e inovação na prática jurídica. Não há dúvida de que os escritórios terão de se acostumar a uma nova realidade e vão precisar se adaptar se quiserem permanecer no mercado. Após um passeio pela feira, que está sendo realizada em São Paulo/SP, selecionei algumas dessas empresas, por segmento de atuação, que apresentam novidades e serviços que todo advogado precisa conhecer.

JURIMETRIA

Foi-se o tempo em que o Direito era uma ciência bem distante da matemática. Hoje qualquer tomada de decisão assertiva em um escritório depende de uma

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| | 11:00 O mercado da Inovação e o futuro... @Faculdade de Direito da Universidade Federal de Minas Gerais |
| | 19:30 Innovation Law: o futuro é agora! @Unidade Universitária Florianópolis |
| AB2L
5
qui | 09:00 CodeX FutureLaw Conference 2018 |
| | 11:00 Proteção de Dados e Cyber Segurança @PUC RJ |
| AB2L
7
sab | 08:30 Workshop sobre criptomoedas |
| AB2L
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qui | 19:00 Direito aplicado para startups -... |

Fonte: <https://www.ab2l.org.br/empresas-de-tecnologia-revitalizam-o-mercado-juridico/>



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Estudantes conhecem dia a dia da profissão de cientista de dados no DataLab da Serasa Experian

18/07/2017

Alunos fazem estágio de um mês na empresa para conhecer o cotidiano de um laboratório de inovação tecnológica. A prática possibilita que tenham mais informações na hora de escolherem a profissão

São Paulo, 18 de julho de 2017 – No mês de junho, três estudantes da Escola Sufco-Brasileira de São Paulo conheceram de perto o dia a dia do DataLab, laboratório de inovação da Serasa Experian, em São Paulo.

Após o fechamento de uma parceria com o colégio, os alunos escolheram a empresa para um programa de estágio, que tem como objetivo colocar os jovens em contato com o dia a dia de uma companhia, auxiliando-os em sua escolha profissional.

"Esta é uma oportunidade única de, ainda durante o Ensino Médio, conviver com pessoas que possuem um nível acadêmico avançado e experiência com o mercado de tecnologia, o que traz uma bagagem adicional de aprendizado a estes estudantes", explica Marcelo Pimenta, diretor do DataLab da Serasa Experian.

Com a monitoria de profissionais conceituados, os alunos têm liberdade para criar e desenvolver sem limitações seus potenciais na área de tecnologia. Os três alunos são campeões de Olimpíadas de Robótica no Brasil e escolheram a experiência por terem interesse em seguir carreira no campo da Inovação no futuro.



Marcelo Pimenta | Head Latam DataLabs Serasa Experian

Rubens Henrique Camargo Bueno, Coordenador Pedagógico da Escola Sufco-Brasileira de São Paulo, explica por que o colégio

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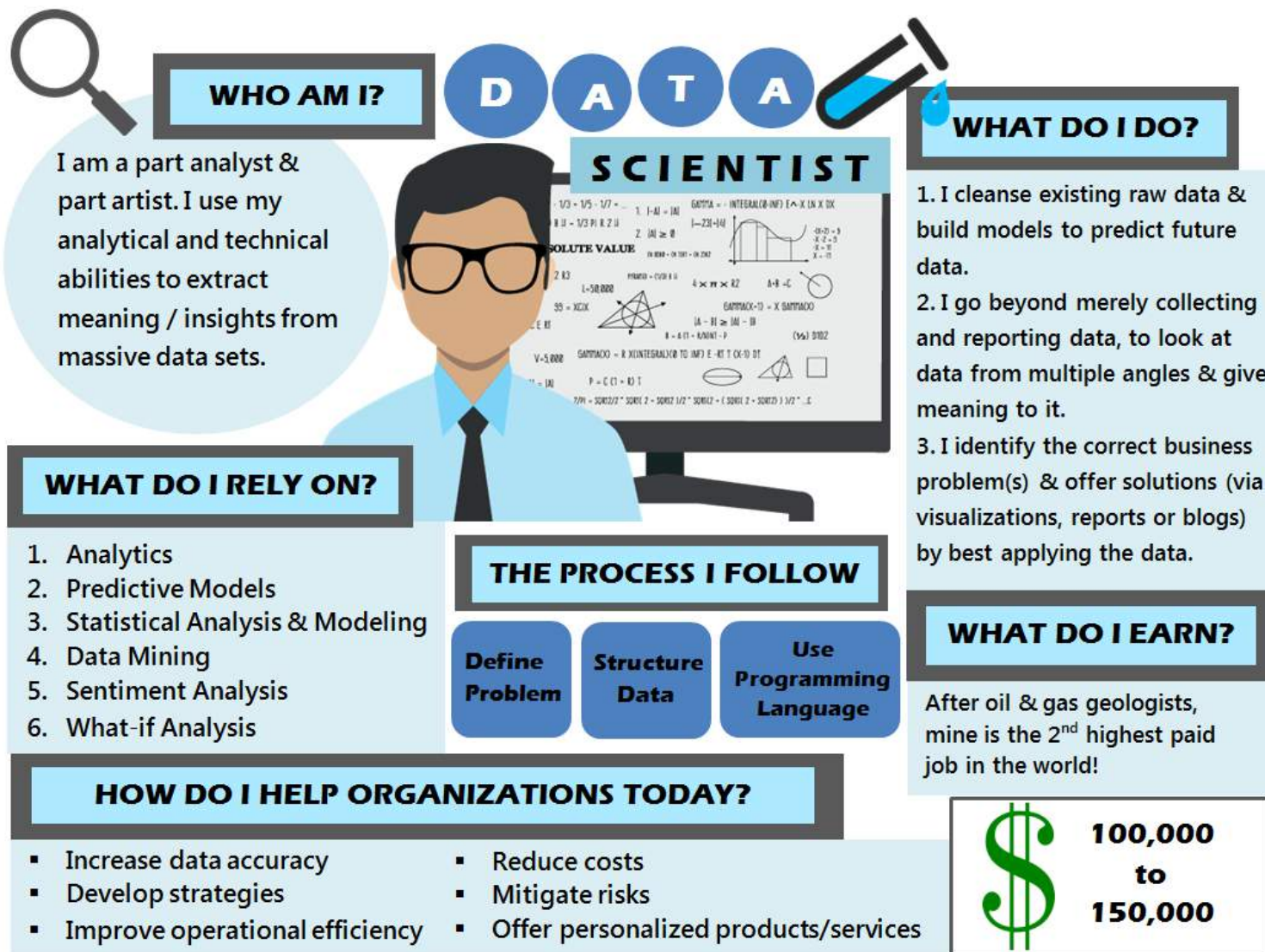
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**Existe esse super-herói chamado
cientista de dados?**

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As Hard skills são fundamentais, mas as ***soft skills*** tem sido cada vez mais necessárias, **sobretudo em ambientes em que o conhecimento e a maturidade analítica são baixos** (parte importante das empresas brasileiras)



O Cientista de Dados

 the balance ▶ List of Data Scientist Skills



Of course, each job will require different skills and experiences, so make sure you read the job description carefully, and focus on the skills listed by the employer.

Also review our other lists of [skills listed by job](#) and [type of skill](#).

Top Five Data Scientist Skills

Analytical

Perhaps the most important skill for a data scientist is to be able to analyze information. Data scientists have to look at, and make sense of, large swaths of data. They have to be able to see patterns and trends in the data, and explain those patterns. All of this takes strong analytical skills.

Creativity

Being a good data scientist also means being creative. Firstly, you have to use creativity to spot trends in data. Secondly, you need to make connections between data that might seem unrelated. This takes a lot of creative thinking. Finally, you need to explain this data in ways that are clear to the executives at your company. This often requires creative analogies and explanations.

Communication

Data scientists not only have to analyze data, but they also have to explain that data to others. They must be able to [communicate](#) data to people, explain the importance of patterns in the data, and suggest solutions. This involves explaining complex technical issues in a way that is easy to understand. Often, communicating data requires visual, oral, and written communication skills.

Mathematics

While [soft skills](#) like analysis, creativity, and communication are important, [hard skills](#) are also critical to the job. A data scientist needs math skills, particularly in multivariable calculus and linear algebra.

Programming

Data scientists require basic computer skills, but programming skills are particularly important. Being able to code is critical to almost any data scientist position. Knowledge of programming languages such as Java, R, Python, or SQL are important.

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Sep 25, 2017 · 4 min read

Soft Skills are the Decisive Factor in Hiring Great Data Scientists



When people hear the title “Data Scientist” they often envision a numerically-minded individual, skilled in math and statistics, and only promoting a strategy when it’s backed by the data. While this is true, it paints a woefully incomplete picture. The reality is that the best data scientists shine because of their *soft* skills, using their creativity and ability to communicate to separate themselves from the average professional.

Fonte: <https://towardsdatascience.com/soft-skills-are-the-decisive-factor-in-hiring-great-data-scientists-69be3c1fd75a>



O Cientista de Dados

MODERN DATA SCIENTIST

Data Scientist, the sexiest job of 21st century requires a mixture of multidisciplinary skills ranging from an intersection of mathematics, statistics, computer science, communication and business. Finding a data scientist is hard. Finding people who understand who a data scientist is, is equally hard. So here is a little cheat sheet on who the modern data scientist really is.

MATH & STATISTICS

- ☆ Machine learning
- ☆ Statistical modeling
- ☆ Experiment design
- ☆ Bayesian inference
- ☆ Supervised learning: decision trees, random forests, logistic regression
- ☆ Unsupervised learning: clustering, dimensionality reduction
- ☆ Optimization: gradient descent and variants



PROGRAMMING & DATABASE

- ☆ Computer science fundamentals
- ☆ Scripting language e.g. Python
- ☆ Statistical computing package e.g. R
- ☆ Databases SQL and NoSQL
- ☆ Relational algebra
- ☆ Parallel databases and parallel query processing
- ☆ MapReduce concepts
- ☆ Hadoop and Hive/Pig
- ☆ Custom reducers
- ☆ Experience with xaaS like AWS

DOMAIN KNOWLEDGE & SOFT SKILLS

- ☆ Passionate about the business
- ☆ Curious about data
- ☆ Influence without authority
- ☆ Hacker mindset
- ☆ Problem solver
- ☆ Strategic, proactive, creative, innovative and collaborative

COMMUNICATION & VISUALIZATION

- ☆ Able to engage with senior management
- ☆ Story telling skills
- ☆ Translate data-driven insights into decisions and actions
- ☆ Visual art design
- ☆ R packages like ggplot or lattice
- ☆ Knowledge of any of visualization tools e.g. Flare, D3.js, Tableau

Fonte: <https://oestatistico.com.br/wp-content/uploads/2015/12/modern-data-scientist-oestatistico.jpg>



Disciplinas Fundamentais



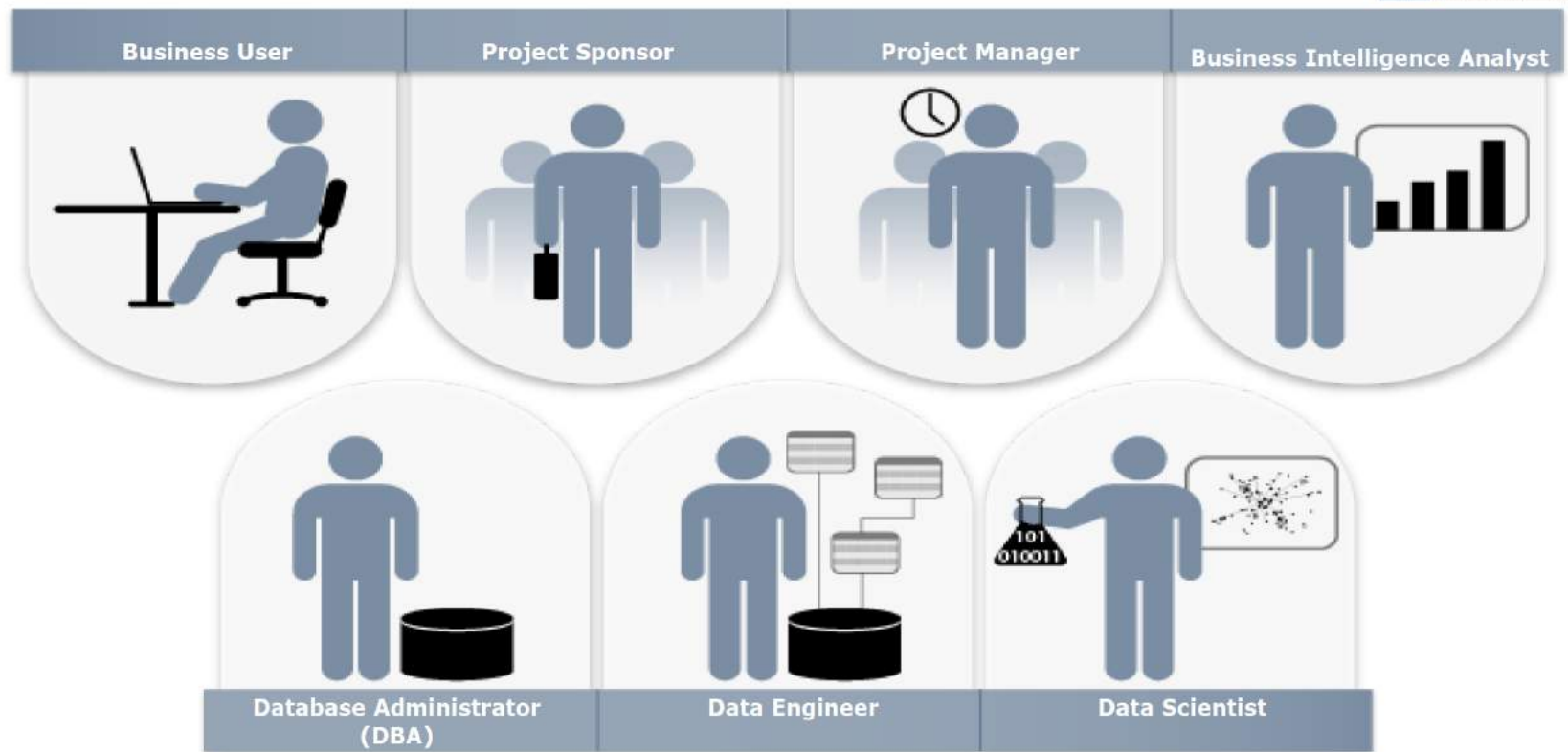
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Uma visão cada vez mais aceita é a de **equipes multidisciplinares**, com conjuntos específicos de habilidades

➔ A Equipe de Ciência de Dados

Successful Analytic Projects Require Breadth of Roles



Fonte: https://infocus.dellemc.com/david_dietrich/building-data-science-teams/



Data Engineer & Data Scientist

Responsibilities...

ON DAILY BASIS

Develop, construct, test, and maintain architectures (such as databases and large-scale processing systems)



Ensure architecture will support the requirements of the business



Discover opportunities for **data acquisition**



Develop data set processes for data modeling, mining and production



Employ a variety of languages and tools (e.g. scripting languages) to **marry systems together**



Recommend ways to **improve data** reliability, efficiency and quality



Conduct research to **answer industry and business questions**



Leverage large volumes of data from internal and external sources to answer that business



Employ sophisticated analytics programs, machine learning and statistical methods to **prepare data for use in predictive and prescriptive modeling**



Explore and examine data to **find hidden patterns**



Automate work through the use of predictive and prescriptive analytics



Tell stories to key stakeholders based on their analysis

Fonte: <https://www.datacamp.com/community/blog/data-scientist-vs-data-engineer>



A Equipe de Ciência de Dados

Vantagens de uma equipe multidisciplinar

Pulverização do Risco

Conhecimentos e habilidades não ficam centralizados em uma só pessoa

Focos Distintos

Cada profissional consegue desenvolver melhor tarefas especializadas.

Produtividade

A equipe trabalha com funções e responsabilidades bem definidas e o objetivo chave é interagir para resolverem o problema de negócio e impactarem no "ROI".



Fatores Críticos de Sucesso



Foco

As pessoas precisam ter foco na análise, na estratégia e no resultado.



Dados

Dado qualificado e disponível é a matéria prima para geração de insights.



Tecnologia

É preciso ter ferramenta para trabalhar e saber tirar resultados dela.



Pessoas

As pessoas precisam ser qualificadas e direcionadas para uma visão analítica prática.



Patrocínio

O apoio executivo é fundamental para que a cultura analítica se propague e se solidifique.



Questões



An abstract graphic featuring a central point from which several colorful rays (orange, green, blue, grey) emanate, creating a starburst effect. The background is a light grey grid with faint binary code (0s and 1s) scattered across it. In the upper right quadrant, there is a small line graph with two lines, one orange and one blue, showing an upward trend. The word "Obrigado!" is written in a large, bold, black font in the lower right quadrant.

Obrigado!