

Asking the Right Question

After this video you will be able to..

- Describe the ingredients to form a data science problem
- List some questions others asked to get value from their big data
- Formulate the right questions to guide your data science process.



**“A problem well defined
is a problem half
solved.”**

Charles F. Kettering

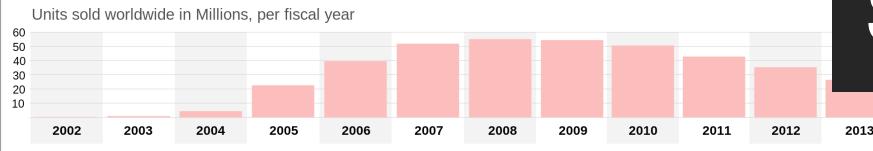
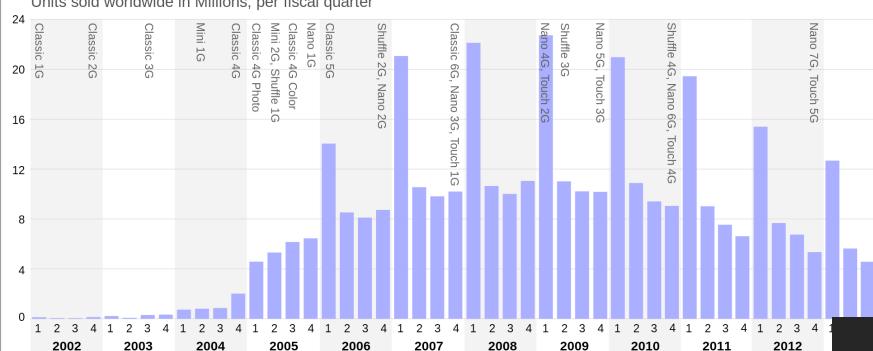
Define the Problem

Evaluate a new product

Sales figures



Call center logs



Source Apple Inc.



Detect equipment
failure

Sensor data

Sensor data

Sensor data



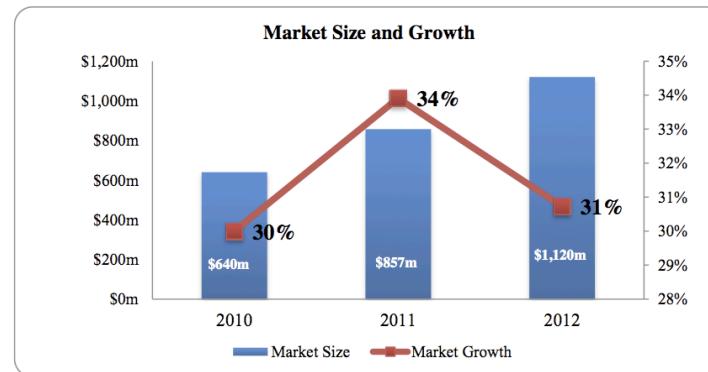
Better targeted marketing

Customer data



Marketing data

1 Market Size and Growth





Assess the Situation



Risks

Benefits

Contingencies

Regulations

Resources

Requirements

Assess the Situation

Define Goals



Objectives

Criteria

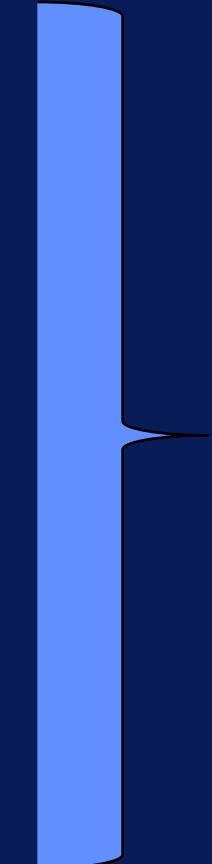
Define the Problem



Assess the Situation



Define Goals



Formulate the Question