

The Data-Science Process

1 Introduction

1 Introduction

1.1 Conceptual model

2 Management actions/results

2.1 Unit 1 - Top Management

2.2 Unit 2 - Finance

2.3 Unit 3 - Marketing

2.4 Unit 4 - Sales

2.5 Unit 5 - HR

2.6 Unit 6 - IT

3 Implementation

4 Monitoring/Forward look

5 Frame

5.1 Problem

5.2 Goal

5.3 Management questions

5.4 Hypotheses

5.5 Points of attention

5.6 Process model

6 Desk-research

6.1 The international banking industry

6.2 The national banking industry

6.3 Best-practice International Data Science

6.4 Best practice international Data-Science in the banking industry

6.5 Big-Data in the cloud in the banking industry

7 Field-research

7.1 Unit 1 - Top Management

7.2 Unit 2 - Finance

7.3 Unit 3 - Marketing

7.4 Unit 4 - Sales

7.5 Unit 5 - HR

7.6 Unit 6 - IT

8 Results

8.1 Desk-research

8.2 Field-research

8.3 Desk/Field research

9 Conclusion

10 Data-science insights

11 Data-science actions

11.1 New dashboards

11.2 New models

11.3 New apps

11.4 New reports

12 Management insights

12.1 Unit 1 - Top Management

12.2 Unit 2 - Finance

12.3 Unit 3 - Marketing

12.4 Unit 4 - Sales

12.5 Unit 5 - HR

12.6 Unit 6 – IT

1.1 Conceptual model

Figure 1: Conceptual model – How Big-Data-Science drives financial results in organizations.

