ML Week

Business

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Perspectives

- Data science is iterative
- Start simple, get better

Perspectives

- Data science is iterative
- Start simple, get better

Sometimes no business case to do more.

Risks

- Nothing is guaranteed, but competitors are innovating and experimenting
- Examples from past projects can help, but often leads to "this is different"

Think early about how to measure success.

Success

Think early about how to measure success.

The definition of success will evolve.

Stakeholders

Different stakeholders have different priorities:

Data analyst:

- Explore data
- Statistical analyses
- Experiments

Stakeholders

Different stakeholders have different priorities:

Software engineer

- Systems that repeatedly deliver, analyse, and predict on future data

Stakeholders

Different stakeholders have different priorities:

Business leader

- Strategic organisation
- Operational projects
- Creating new revenue streams
- Meeting compliance goals
- Reducing risk and costs

Process

- Strategy
- Planning
- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Business case, benefits, impacts

http://blog.applied.ai/delivering-value-throughout-the-analytical-process/

Process

- Strategy
- Planning
- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Sourcing, ownership, security, privacy, storage, technologies

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Process

- Strategy
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- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Acquisition, sampling, feature engineering, item engineering, quality control

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Process

- Strategy
- Planning
- Data engineering
- **Analysis and modeling**
- Communication and change
- Systems development

descriptive analysis, hypothesis testing, predictive modeling, model evaluation

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Process

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- Data engineering
- Analysis and modeling
- Communication and change
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Insights, reporting, recommendations, change management

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Process

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- Analysis and modeling
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- Systems development

Implementation, integration, maintenance

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Questions?

`purple.com/talk-feedback`