Modernizing data and analytics for true competitive advantage

I participated in a roundtable to discuss the challenges of creating and implementing models based on data. The market is using data at unprecedented levels. Now is a perfect moment for data science professionals; however, they must overcome some challenges when applying their knowledge.

First, the Data Scientist will have to evaluate the data quality, accessibility to the data, system integrations, different platforms and technologies used in the company, and the absence of a data-driven culture in some companies or leaders.

During the discussion, the members presented examples of the challenges they have in their companies and how they are attacking these problems, and defining the data strategies inside the company from reactive to initiative-taking decision making.

The process requires speed and precision, so selecting the right tools is crucial during the project definition to optimize the investment and resources and set the expectations with the clients. Then being updated with the most efficient technologies and methods is part of the requirements of Data Scientists that wish to be up to date when tackling unfamiliar problems with success.