

# Industry classification and analysis

## Introduction



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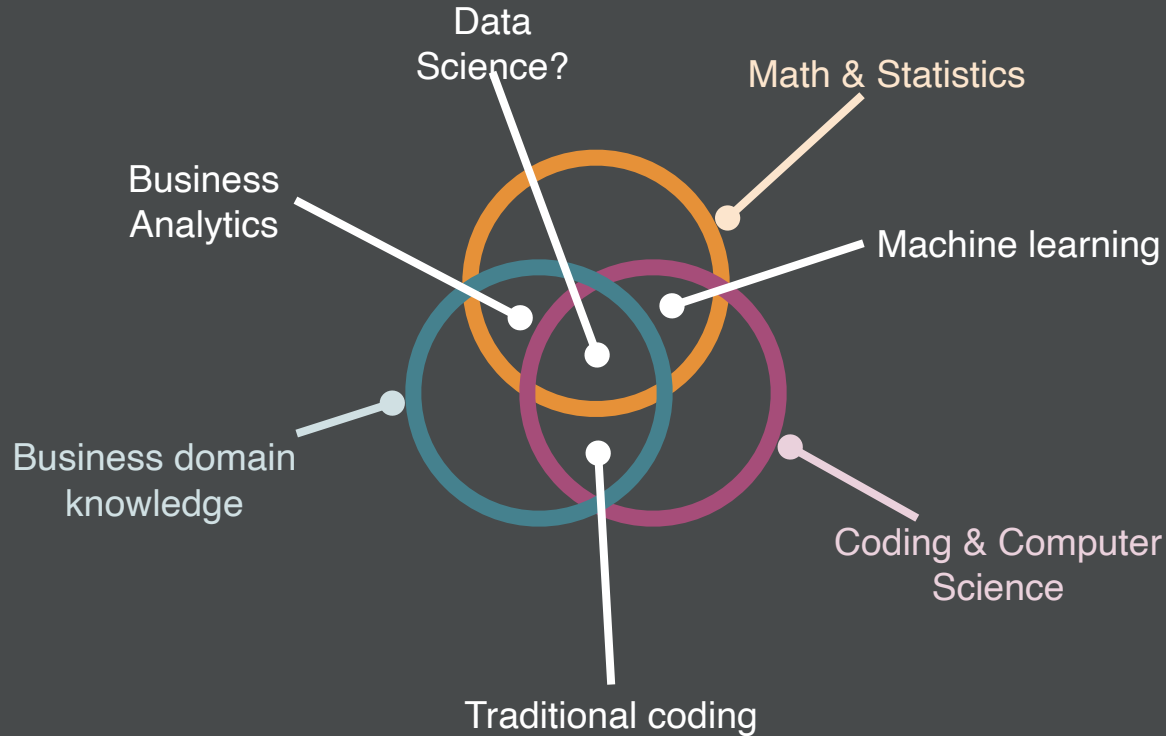
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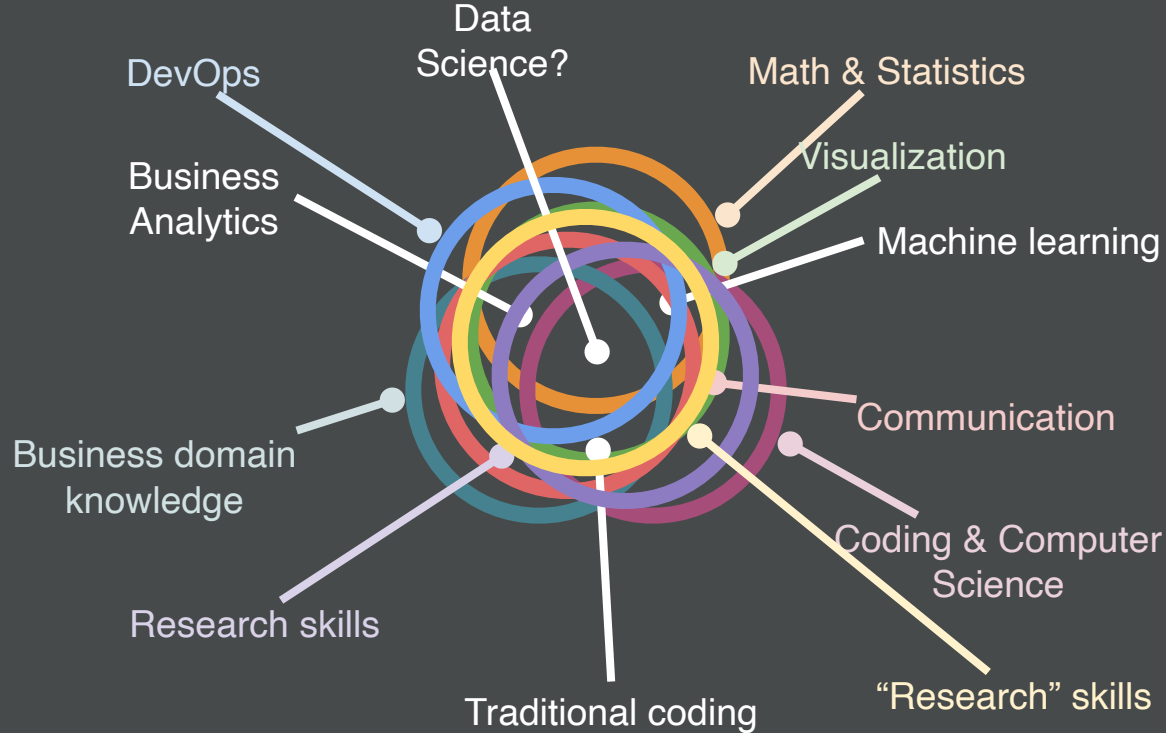
- What is data science?
  - What is data science but seriously
  - What is data science but with an example
  - The company
  - The project
- What is Fama?
  - About the company
  - Your Industry expert
- What about the project?



# What is data science?



# ... What data science is really like



# Data science is about using data to create value -- and it's about having the skills to be able to do so

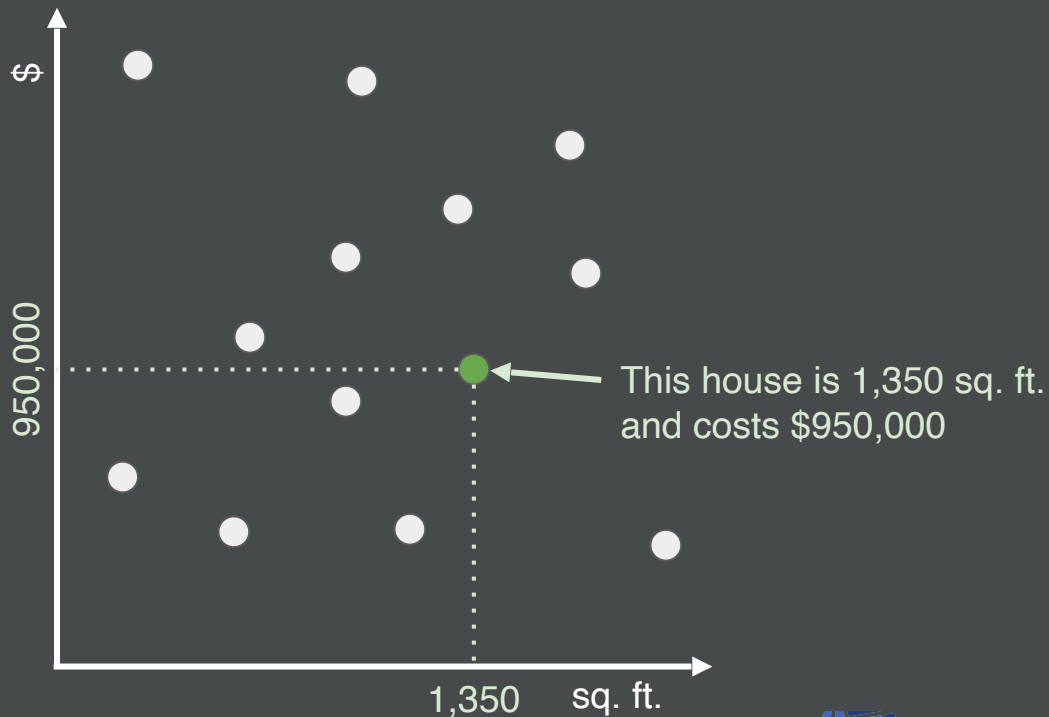
- If you don't have the data, design an experiment and gather it
- If you need to deliver to customers, code it, deploy it
- If it's slow, optimize it
- If you can't get it right, approximate it
- If you need to show it, visualize it
- If you need to convince someone, communicate it
- If you don't know how, stackoverflow/google/learn it



# An example

*Let's say you have a dataset of some real estate listings and you have the square footage and the price for each.*

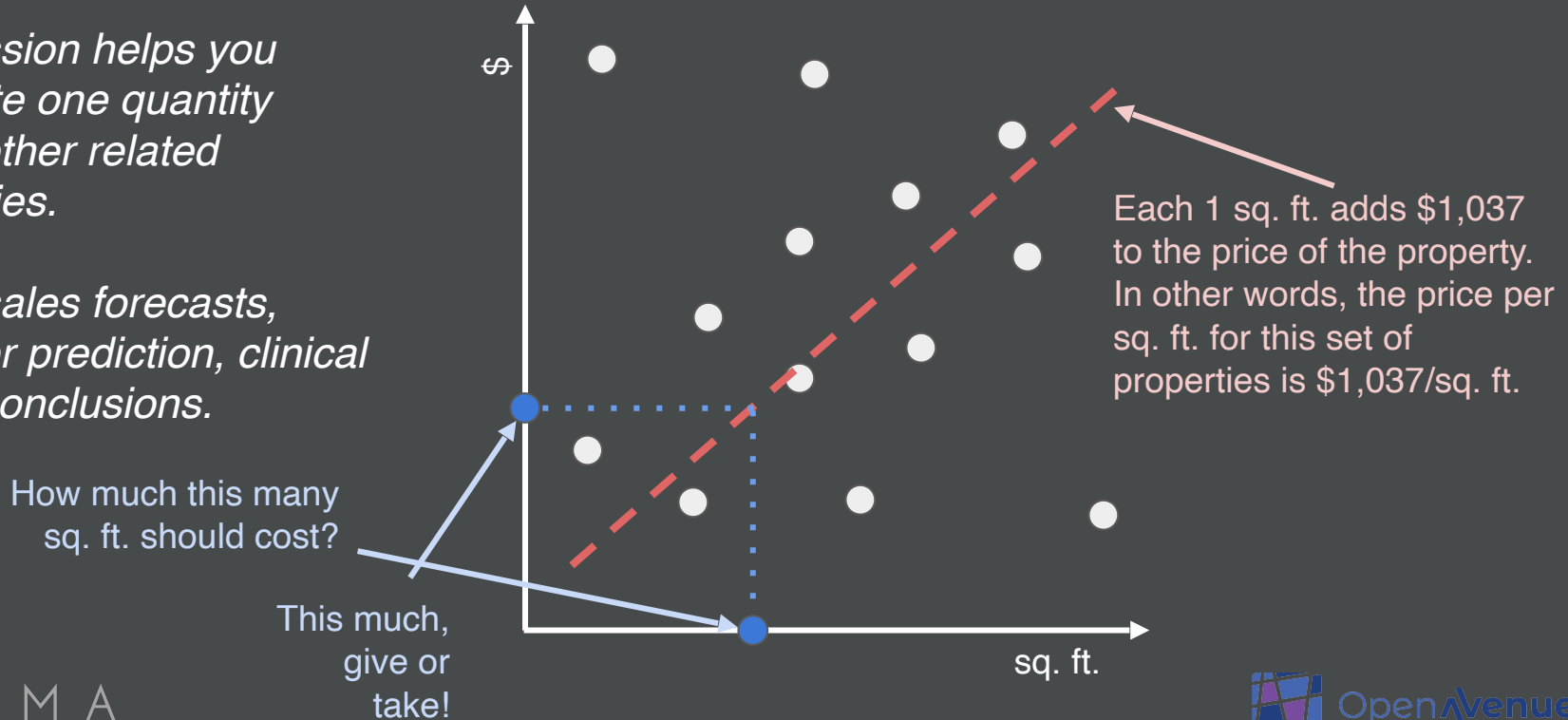
*What can you do with it?*



# Regression and classification

*Regression helps you estimate one quantity using other related quantities.*

*Think sales forecasts, weather prediction, clinical study conclusions.*



# Clustering

*Clustering helps you find and describe groups of similar items.*

*Think market research, social network analysis, genotyping.*

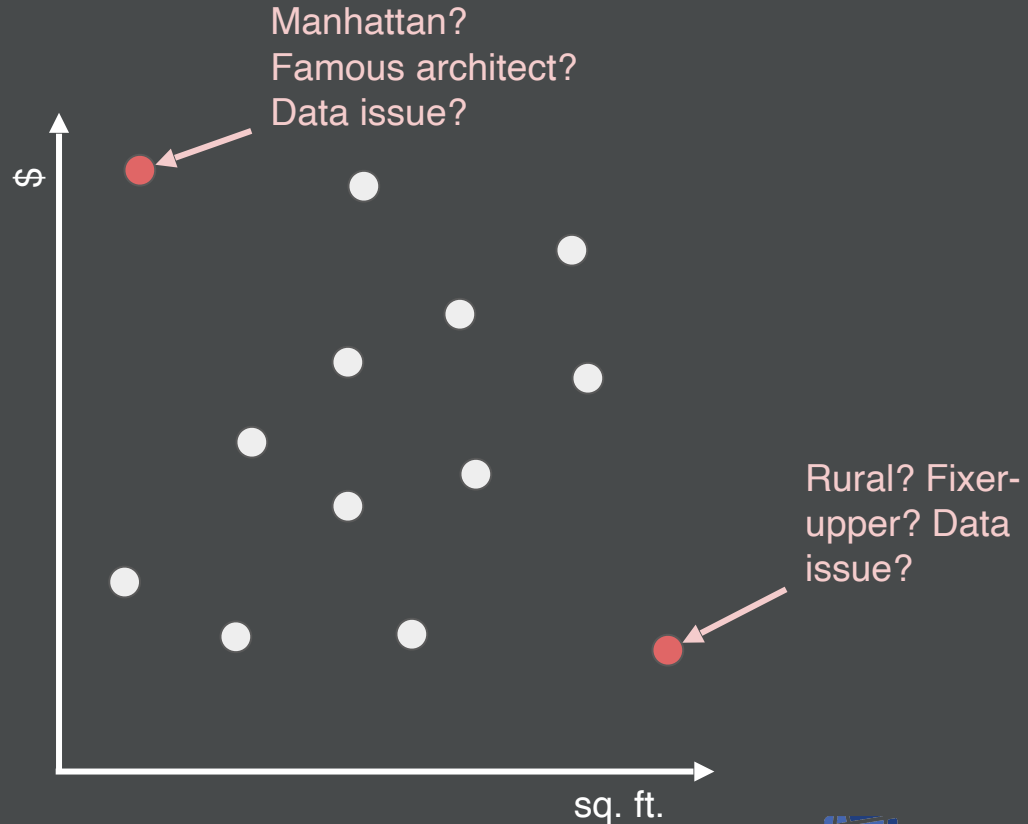




# Outlier Detection

*Outlier detection helps you find items that don't seem to belong or abide by the apparent rules of your data.*

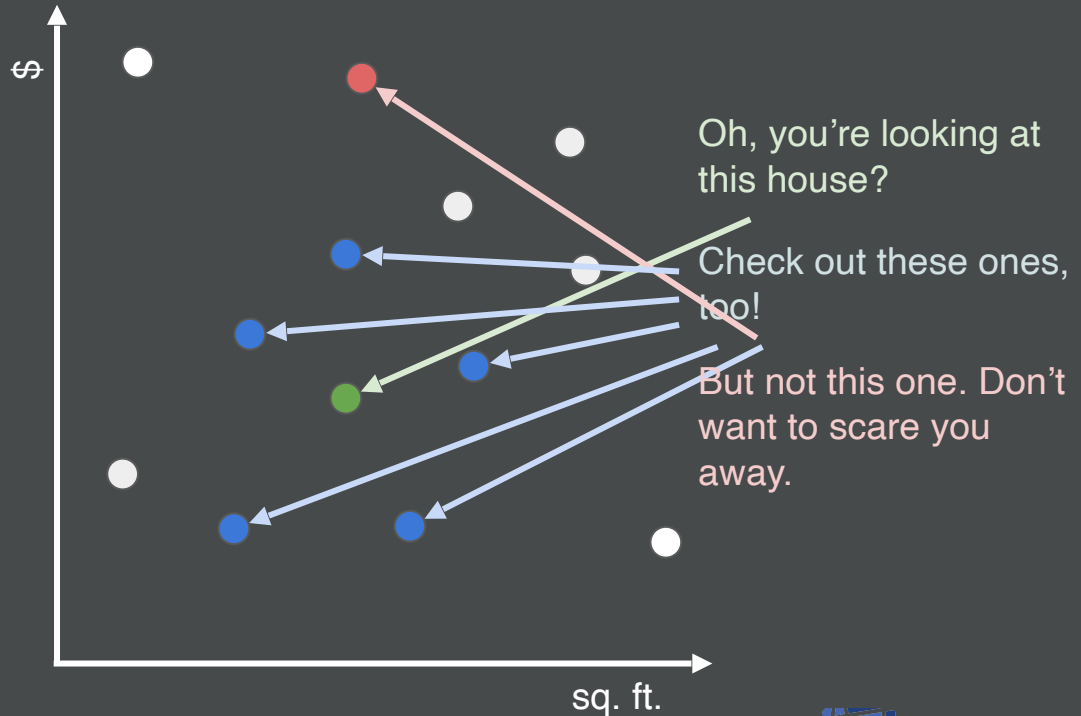
*Think quality assurance, financial fraud, national security.*



# Recommendation

*Recommendation helps  
you ... recommend stuff.*

*Think online retail, social  
media,*



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# “Meh. I can do that on a whiteboard.”



This kitten image has ~9M dimensions

This quote has exactly 🙋 dimensions

“What's in a name? That which we call a rose  
By any other name would smell as sweet”



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# About Fama

Fama is an AI-based solution that identifies problematic behavior among potential hires and current employees by analyzing publicly available online information.

## Key Facts:

1. Founded in 2015 in Los Angeles, CA
2. \$8mm in VC funding, led by Bullpen Capital, Crosscut Ventures, Amplify.LA, Miramar Ventures and more...
3. Partner with over 600 companies in 18 countries
4. 85% of the global background screening market

# Your Industry expert: Antoine Gargot

## Senior Data Scientist

- Paris, France → Chicago, IL → Los Angeles, CA
- Education:
  - Master of Computer Science & Electronics, ESEO France
  - Master in CS specialized in Data Science, IIT, Chicago
- Career
  - Digital Project Manager → Data Science at FAMA!!!
  - Always wanted to work in innovative technologies
- Challenges:
  - Working as a foreign students in a competitive market.
  - Innovative ways to solve problems → personal project.



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# What about the project?

- The data
- Goals
- Schedule
- Teams