

Why data-informed beats data-driven.

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Hi. I'm Greg Reda.

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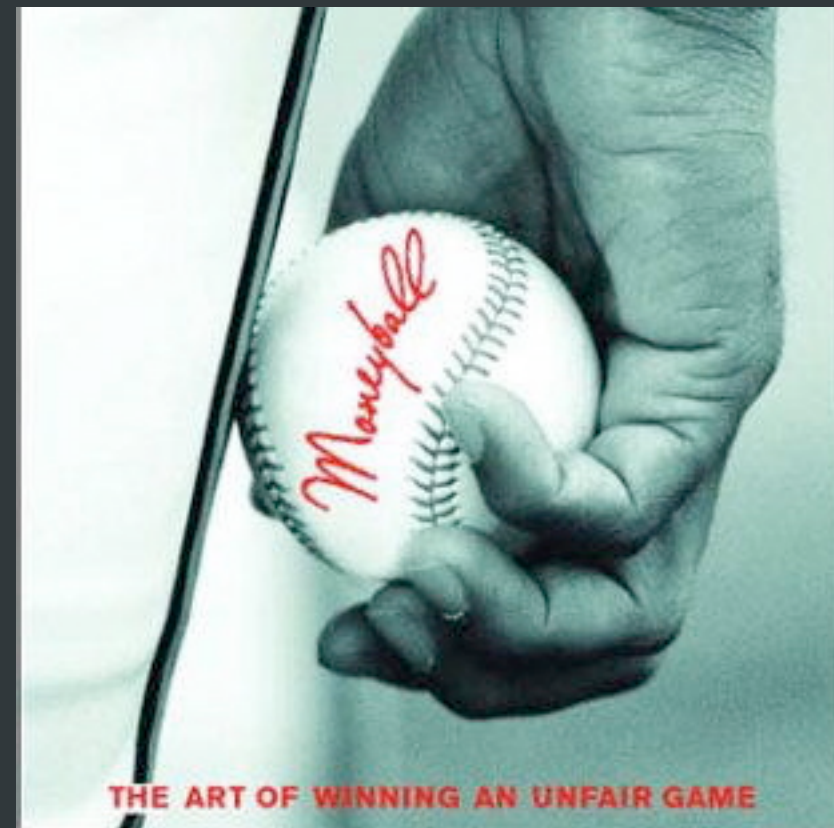
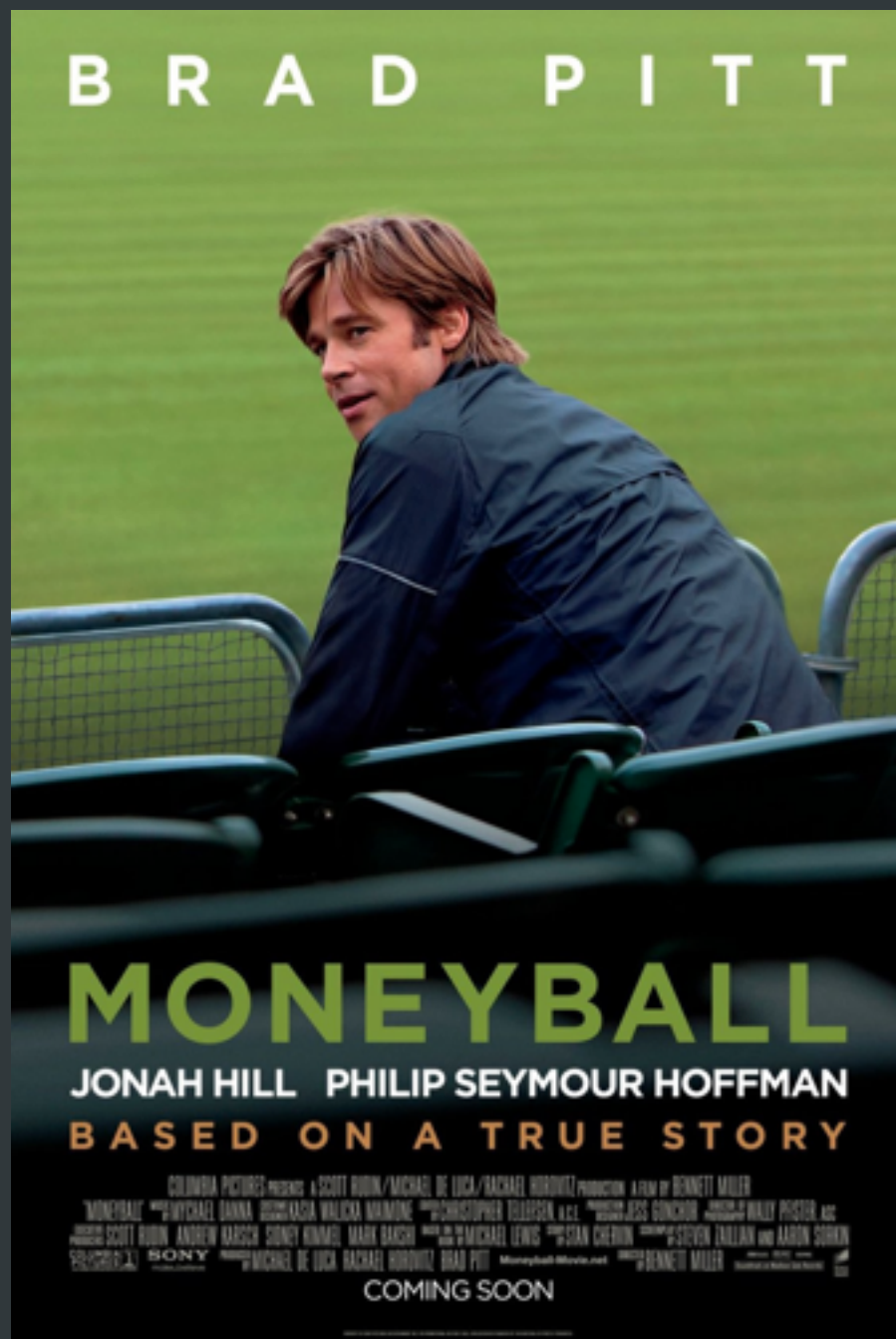
Who is data-driven?

Literally.

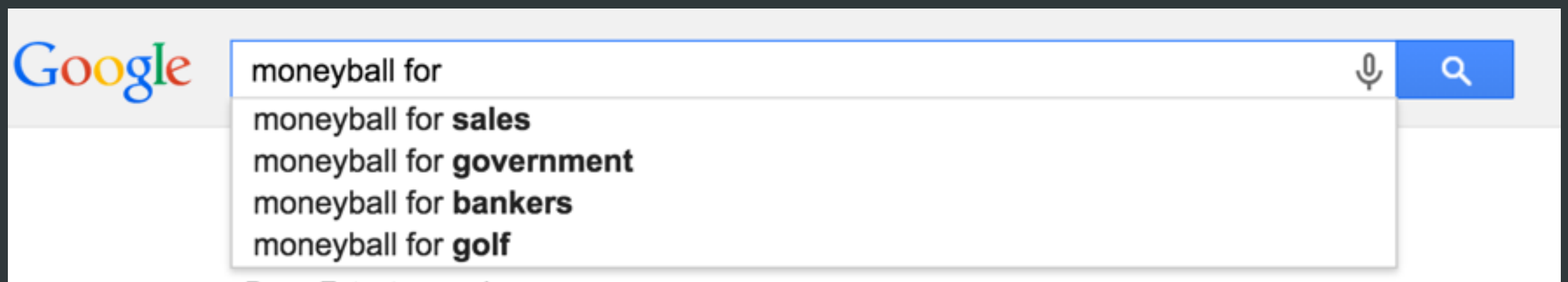
What's going on?

Why is everyone “data-driven?”

Moneyball

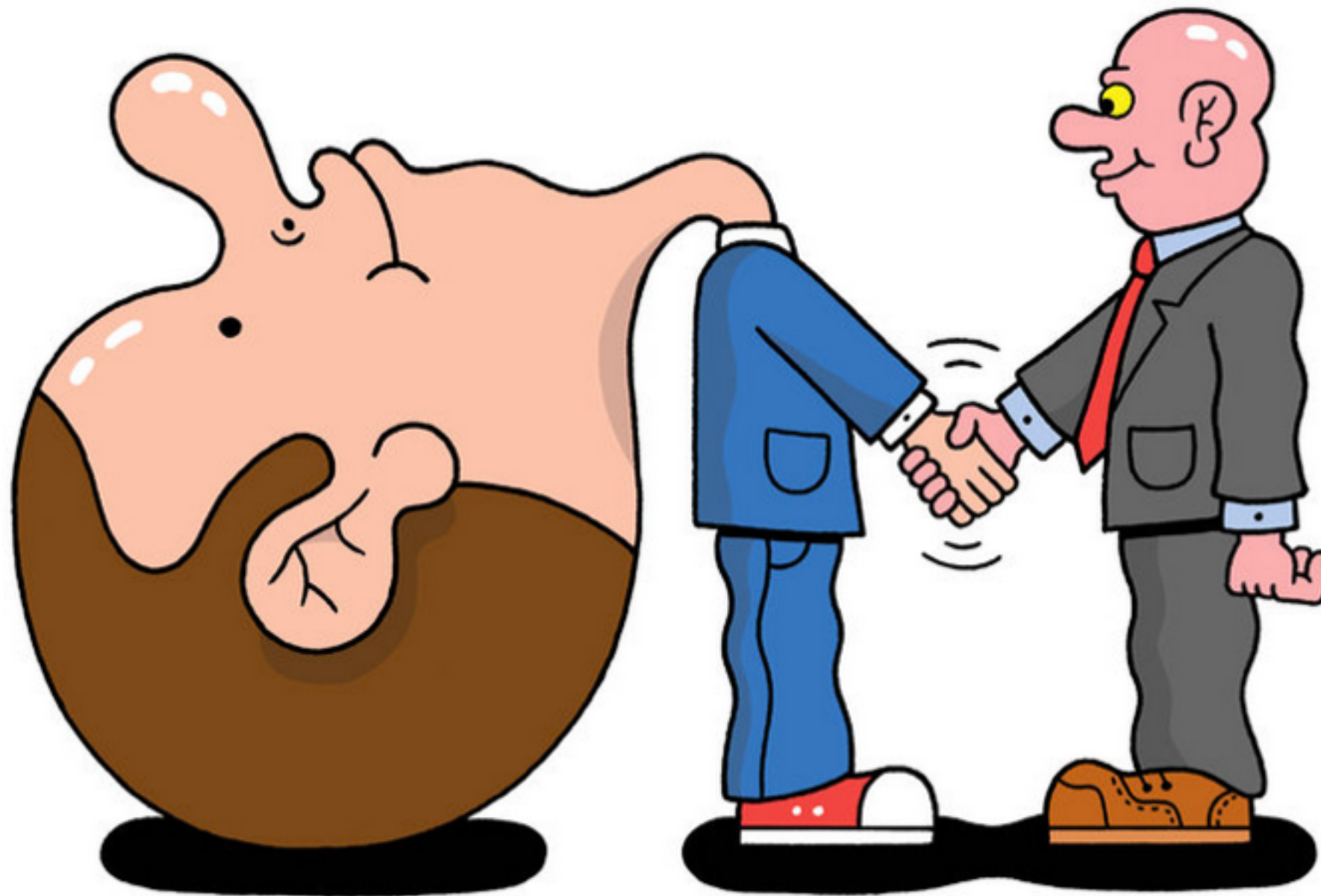


“Moneyball for ____”



Harvard Admissions Needs 'Moneyball for Life'

By MICHAEL LEWIS JUNE 20, 2015



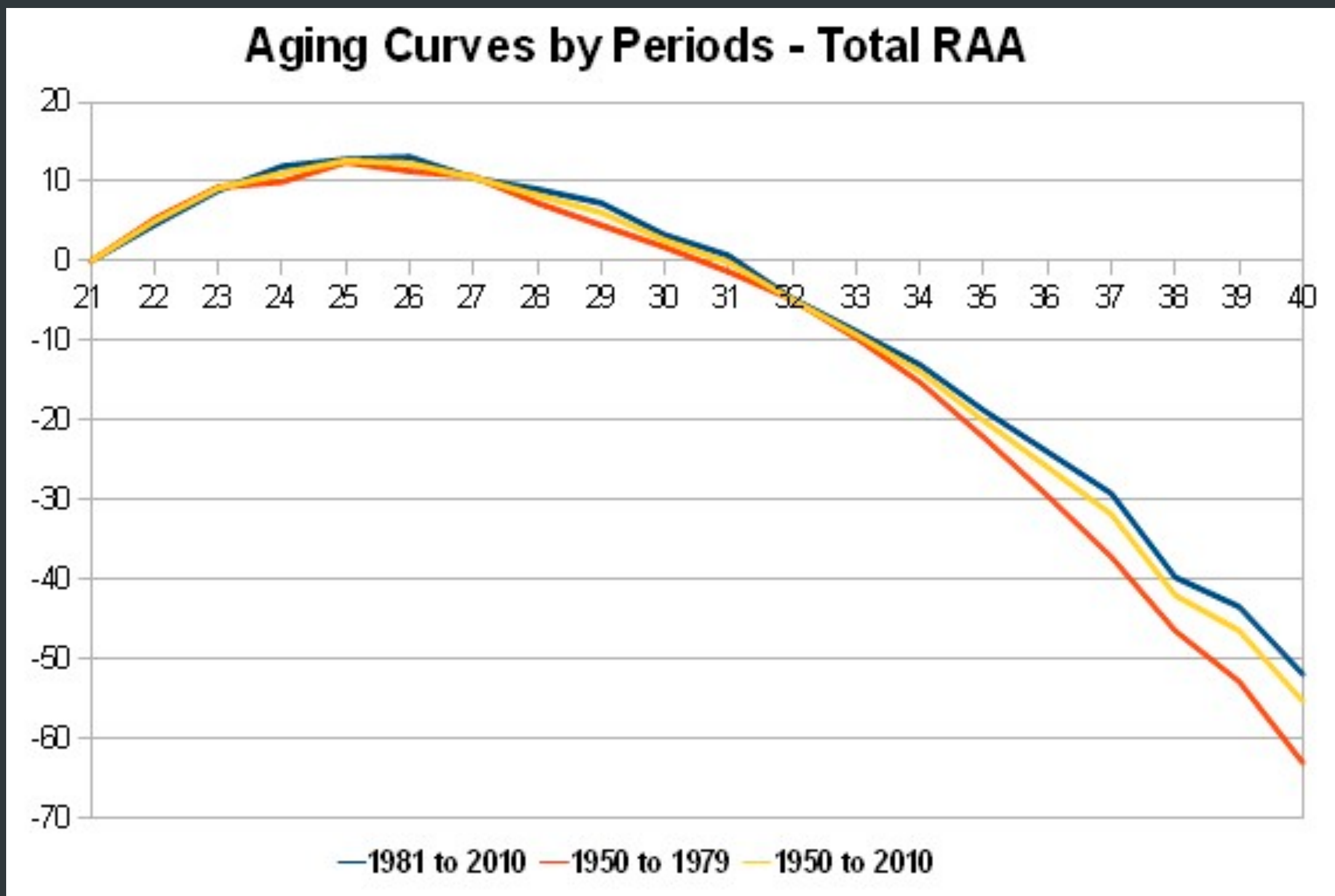
Kyle Platts

<http://www.nytimes.com/2015/06/21/opinion/sunday/harvard-admissions-needs-moneyball-for-life.html>

What they think it was about

Statheads vs. Scouts

Aging Curves



Mike Trout



What it was really about

Statheads + Scouts

Quants vs. Creatives

Sound familiar?

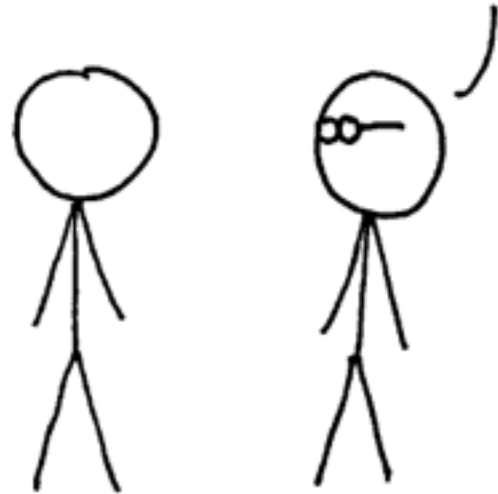
“Design is the process we undertake to solve a problem.”

- Mike Monteiro: *Why You Need Design*

Sounds familiar.

Why?

WE HAVE THIS AWESOME DATA ON {INSERT MOUTH-WATERING DESCRIPTION OF DATA}! WE CLEANED IT UP AND WE'RE RUNNING {SOPHISTICATED ANALYSIS} ON IT. WE SEE {STORY ABOUT FASCINATING PATTERNS}. ISN'T THAT COOL?!



BOOYAH! THAT SOUNDS LIKE SO MUCH FUN! WHY ARE YOU DOING IT?

WE'RE NOT SURE YET, BUT IMAGINE THE POSSIBILITIES! THIS HAS TO BE VALUABLE!

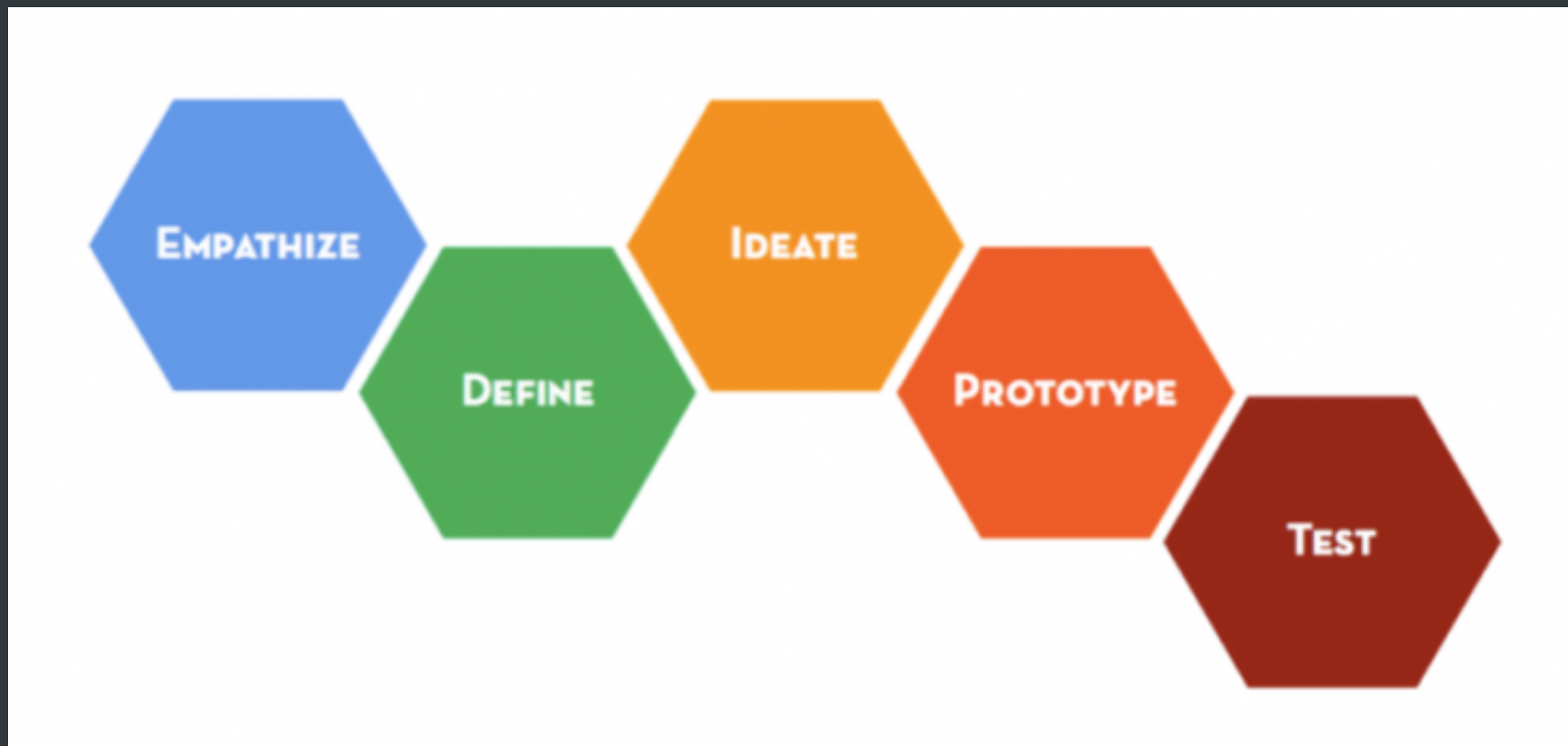


FACEPALM



Data science is about
answering questions &
solving problems

Design thinking & data science



The Netflix Prize

“Improve our recommendations algorithm by 10%.”

The Netflix Prize

“Improve our recommendations algorithm by 10%.”

“We can’t use it.”

Data Science vs. User Research

Data Science vs. User Research

It's a trap!

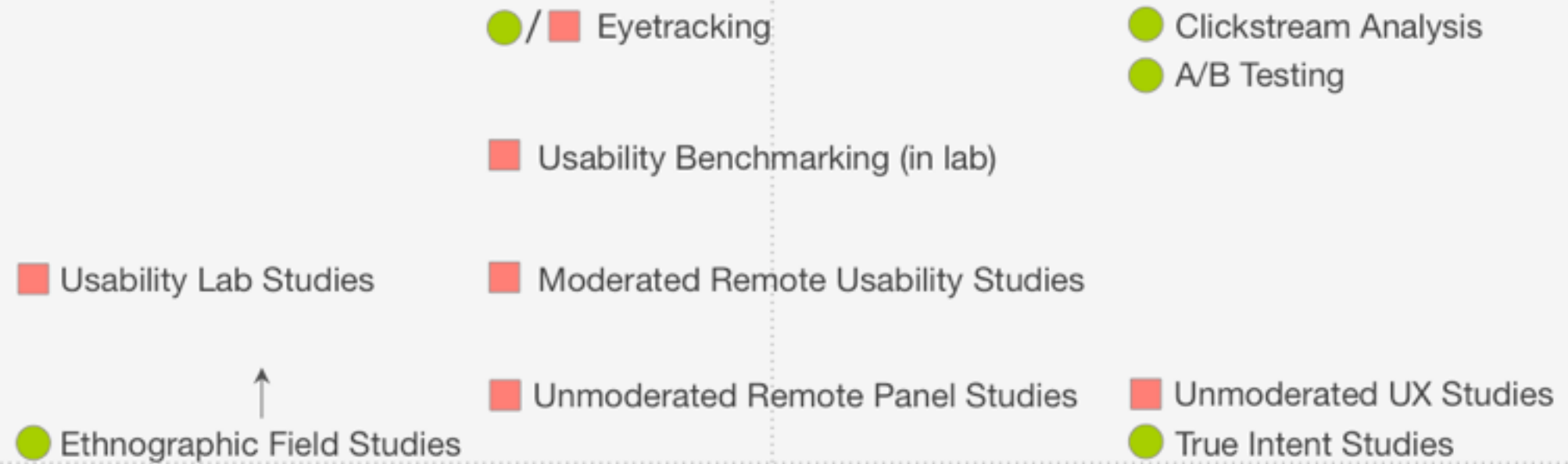


Reality

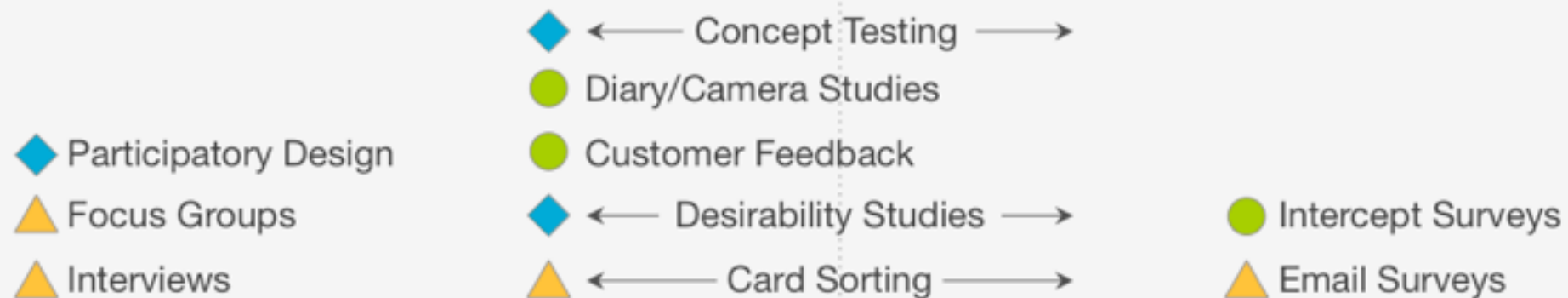
Do both.

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



ATTITUDINAL



QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

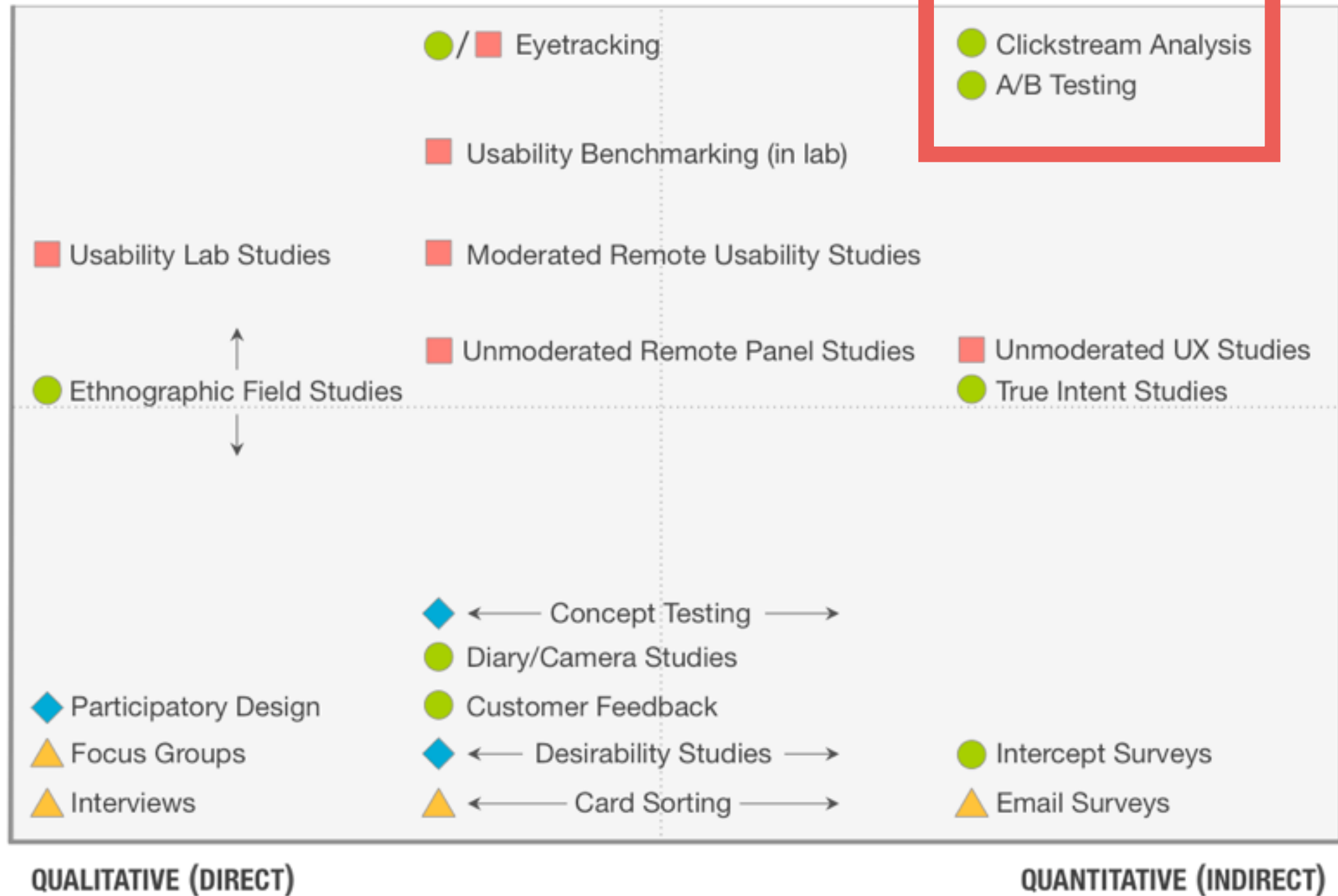
KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- ▲ De-contextualized / not using product
- ◆ Combination / hybrid

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User Research Studies

Narrow(ish) but deep.

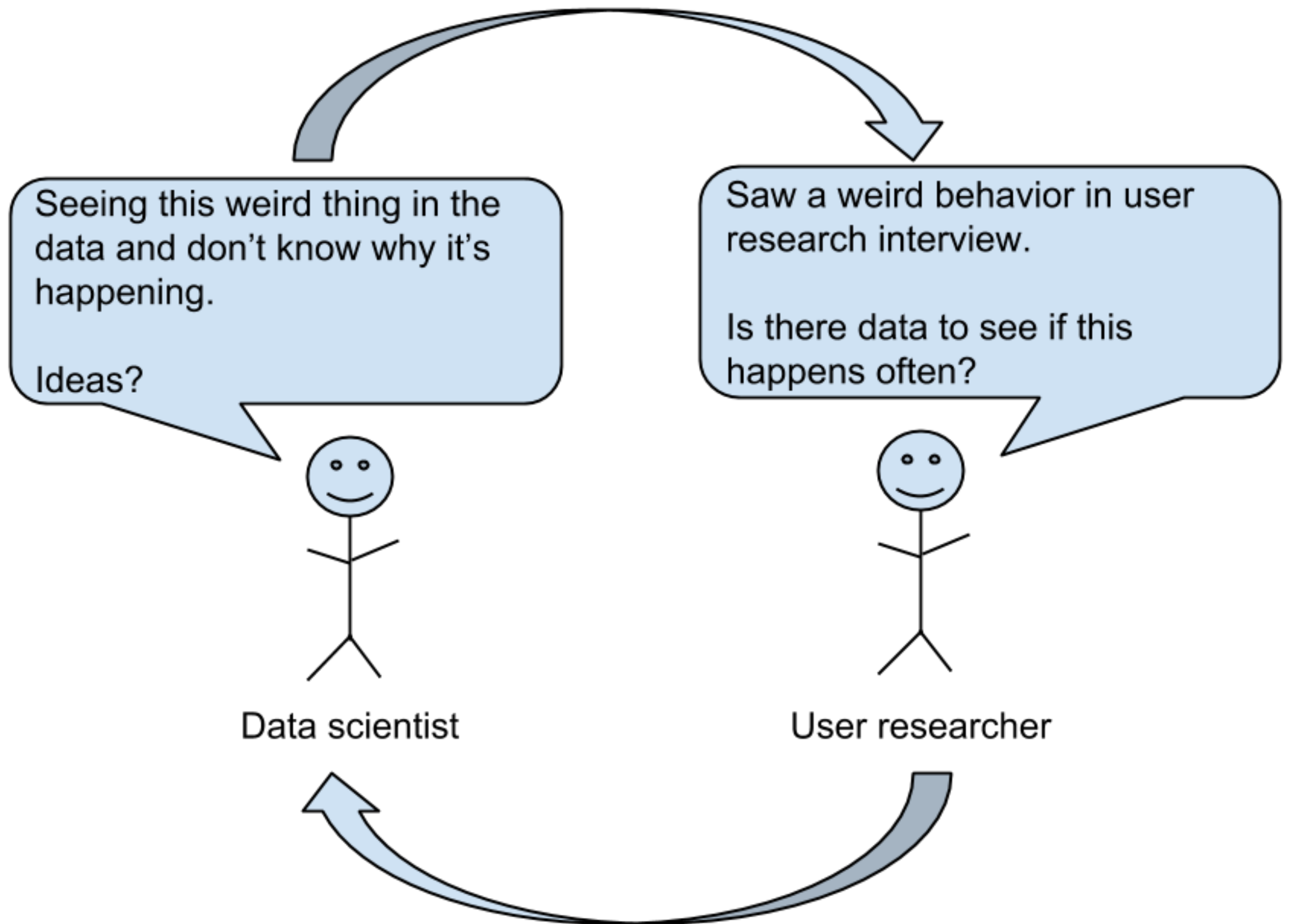
Data Science & Analysis

“Why?”

Causality is hard.

Shallow(ish) and wide.

The Feedback Loop



They're complements

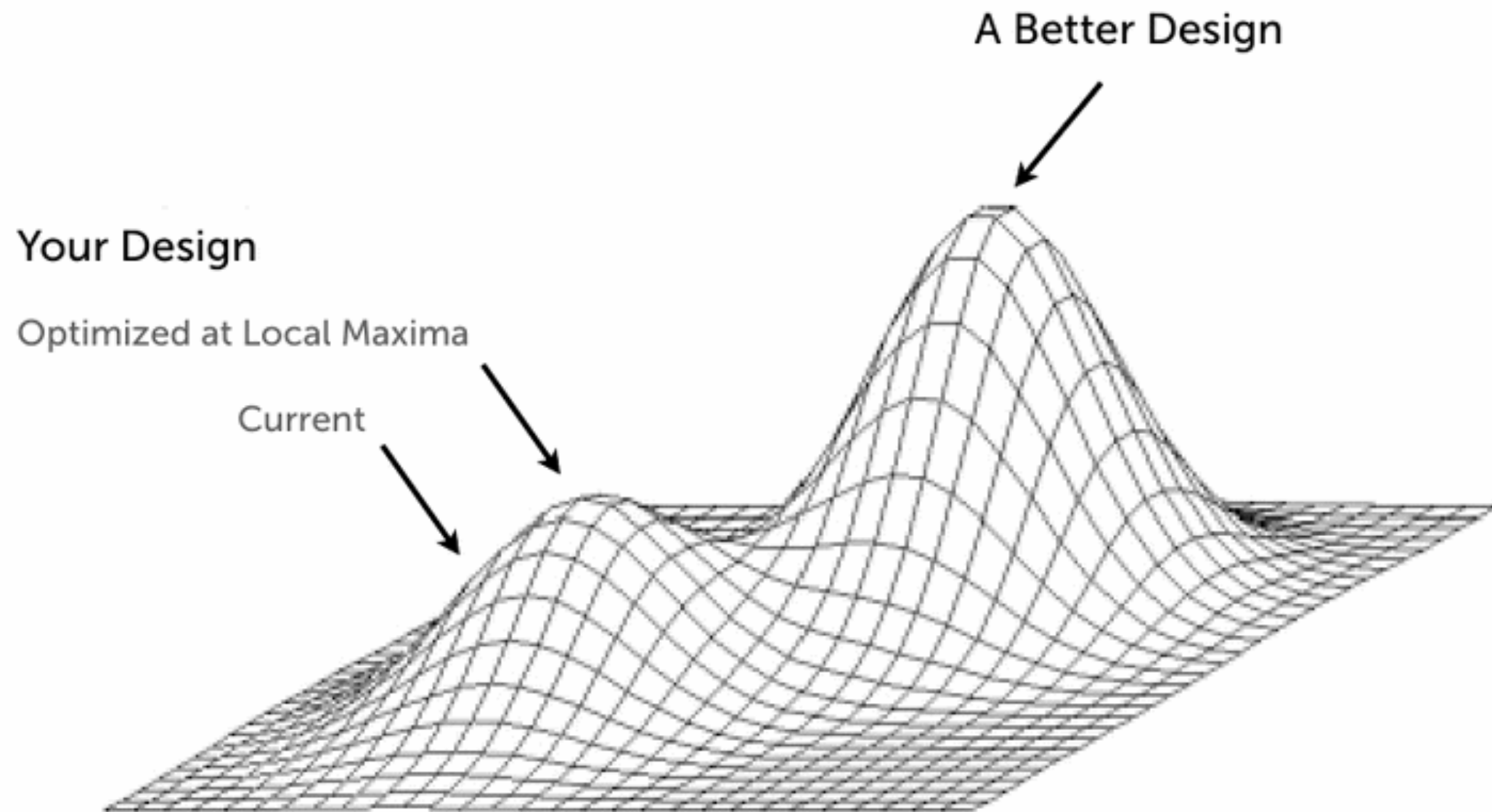
Where data science falls short, user research excels.

And vice versa.

A/B Testing

The dreaded local optima.

Hill climbing



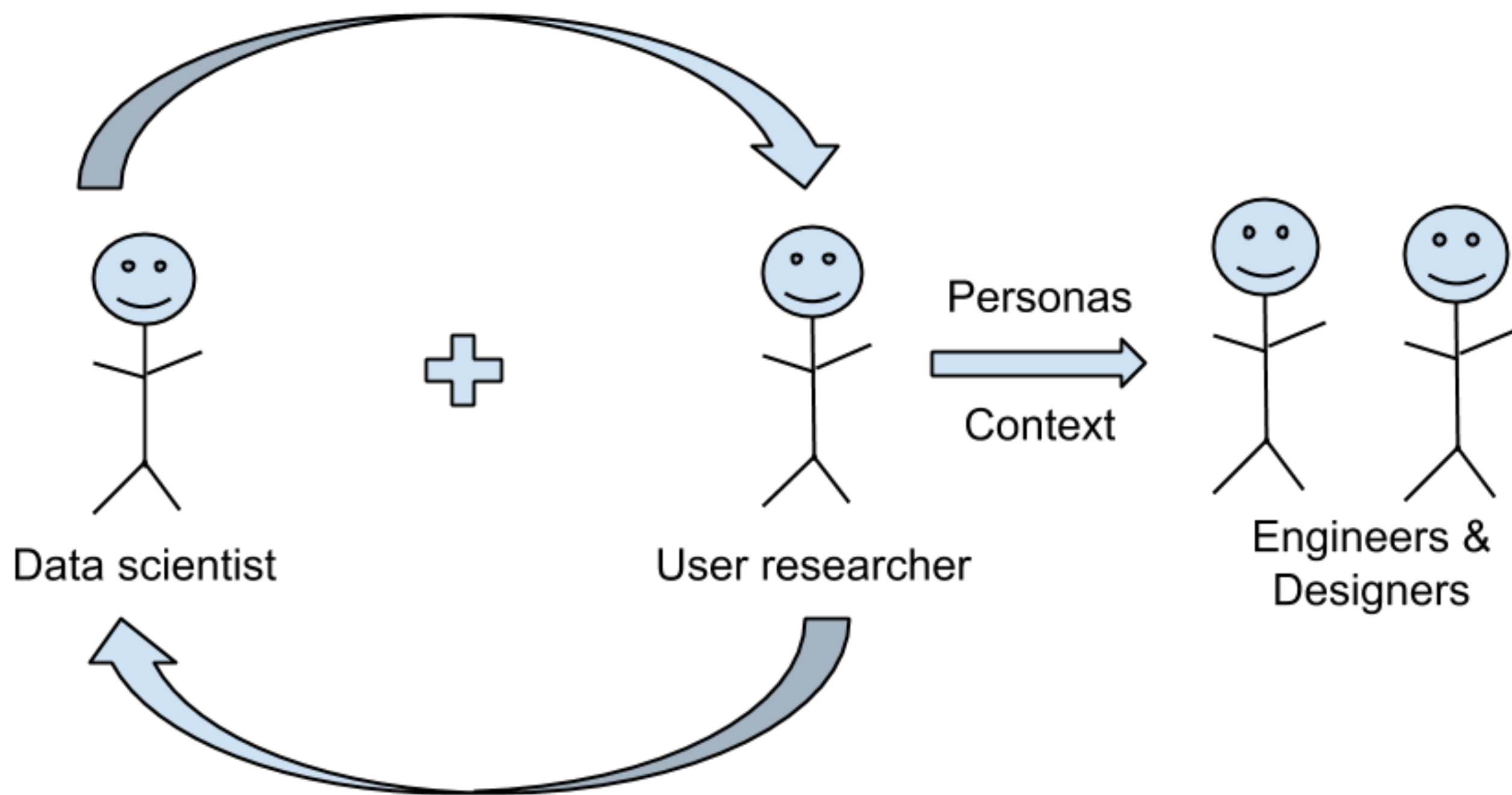
Creatives: our randomness

Jump to new points on the landscape.

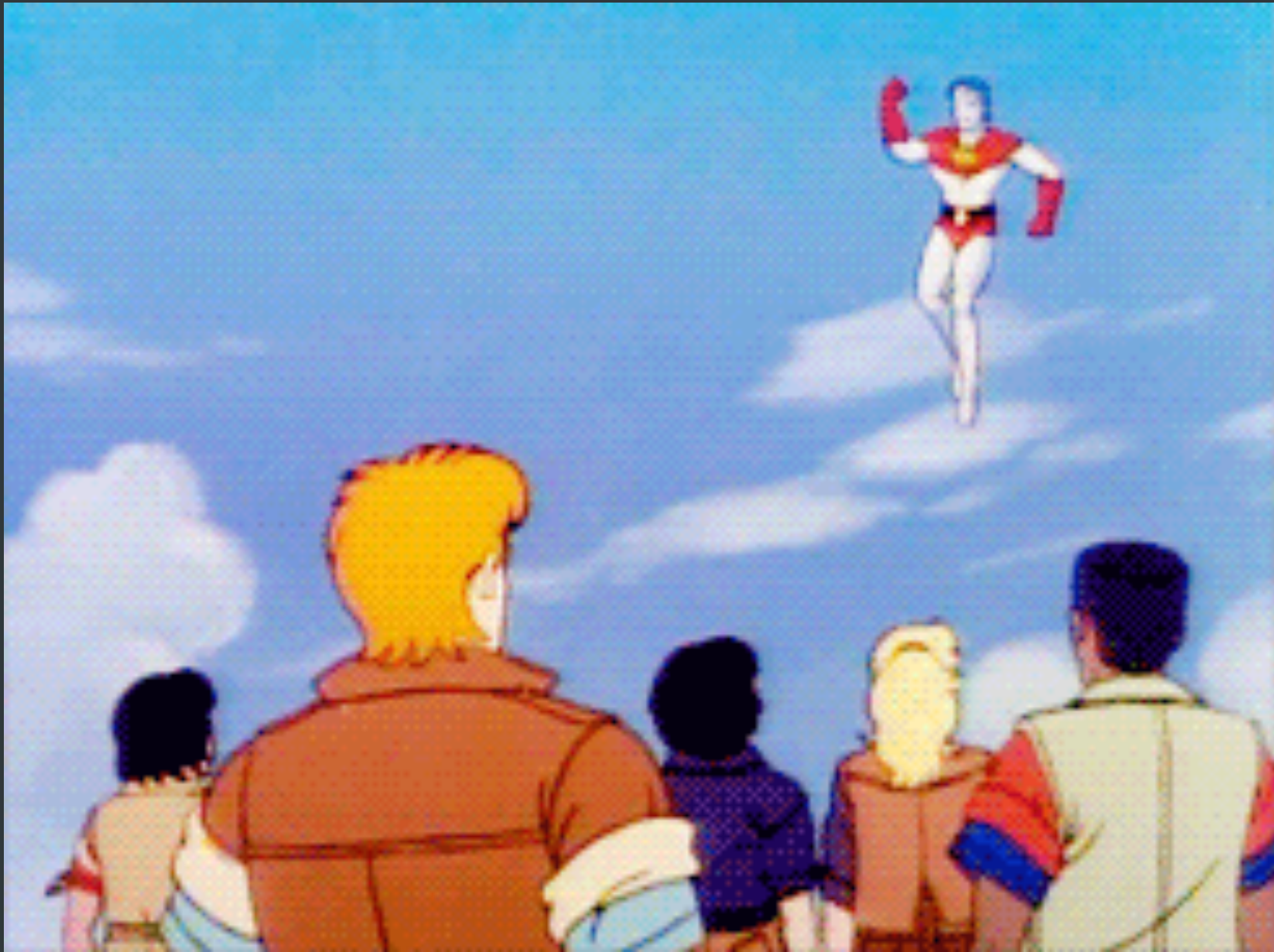
Team work makes the dream work.

Our analysis can help pinpoint UX problems.

Our work informs design, UX, and engineering.



"Superpowers"



Make experiences

Not metrics.

Data is powerful

But not something to be “driven” by.

“The key to making a good forecast,
... is not in limiting yourself to
quantitative information. Rather, it’s
having a good process for weighing
the information appropriately.”

- Nate Silver: *The Signal And The Noise*

Good Reads

How Not to Drown in Numbers [NYT]

Creative Thinking And Data Science [Datascopes]

Why? Why? Why? [Datascopes]

How to Solve a Problem In 3 Steps ... [Entrepreneur]

Recommendation Engines Aren't For Maximising Metrics, They

Are For Designing Experiences [Mike Dewar]

The Signal and the Noise [Nate Silver]

Thank you.

Questions?