EA3 - Feedback from Dr. Tran's talk

Modul: Data Science - Sommersemester 2024

vorgelegt von

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Kapitel 1

Feedback, idea, summary talk from Dr. Huy Tra

1.1 Q1: *Please write your feedback, idea, or summary of the talk from Dr. Huy Tran.*

1.1.1 Summary of the talk

The title of Dr. Huy Trans' talk was "Navigating Data Science - a pathway for effective collaboration "Dr. Huy Trans is the Data Science Lead and Manager at Tamara, a payment platform headquartered in Saudi Arabia. The inspiration for the talk came from the book "Data Science: Create Teams That Ask the Right Questions and Deliver Real Value " by Doug Rose.
The talk began with three main challenges:

1. When should we call data scientists for help?

2. When should we engage data scientists?

3. How do we use data science to solve problems?

After that, it was about a fictitious data science problem and asking the right questions and talking to the right people in the company. The problem in the conversation was: We want to improve revenue by running a coupon campaign. This is a typical problem or question from business stakeholders.

Dr. Huy Trans then asks the students how to get started and explains that it is important to start by asking questions of the stakeholders and also look at historical data, costs and ask how the campaign can be successful. So we discussed this topic and came to the question of who could answer this question. After some discussion, we came to the point that data analysts and project management need to answer this question.

Then we were supposed to have historical data and ask the question, what can we see in this data? The students' answer to this question was: age, coupon amount, pickup rate, seasoning, geolocation, coupon return, target audience. Dr. Huy Tran summarizes this to the well-known RFM (recency, frequency and monetary) value of the customer, known in the e-commerce sector. Apart from the data we discussed, that data analysts, business analysts and business intelligence analysts would analyze this historical data.

Another question that arose from the presentation was that after analysis we found statistically/historically that customers with attribute F are likely to be suitable for coupon campaigns.

And then someone suggested that attribute G might be better => What should we do? The answer was to test (A/B test) with a small subset of customers.

We ended the discussion by asking where data scientists fit into this scenario and concluded that they would fit in if the analysts found some patterns. And that the coordination of the campaign would be done by project management and the marketing team as campaign management.

The last part of the talk was about the atomic team, which can be divided into four groups:

1. Business. For the hypothesis part.

2. Data Analysis. For the research part.

3. Project Management. For the implementation.

4. Data Engineer/Devops. For preparing the data and setting up the tools.

1.1.2 Feedback

The talk was very well prepared and left a lot of room for discussion so that you could apply the basics you had already learned. I especially liked the fact that Dr. Huy Tran gave us the opportunity to participate as much as possible. This allowed us to play out a real-life scenario. I also really enjoyed getting a glimpse of a real team structure with the Atomic Teams slide.

1.2 Q2: *Are you willing to share this feedback to the speaker?*

Yes

Anhang A

Link zur Datei in Overleaf (LaTeX)

https://www.overleaf.com/read/qmjgvvtbqspf#2d48bb