Asking the Right Question

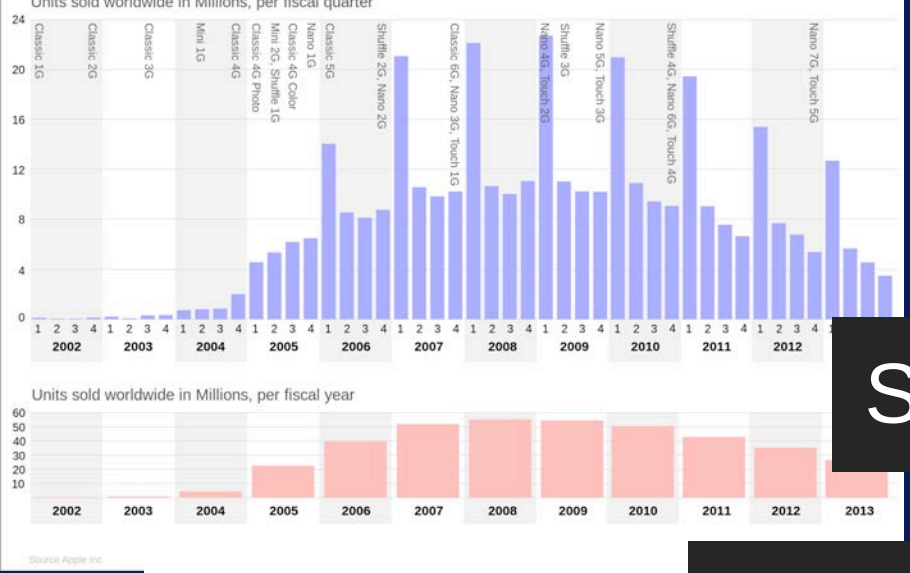
After this video you will be able to..

- Describe the ingredients to form a data science problem
- List some questions others asked to get value from their big data
- Formulate the right questions to guide your data science process.

“A problem well defined is a problem half solved.”

Charles F. Kettering

Define the Problem



Evaluate a new product

Sales figures

+

Call center logs

Detect equipment failure

Sensor data

Sensor data

Sensor data

Customer data

+

Marketing data

Better targeted marketing

1 Market Size and Growth

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Assess the Situation

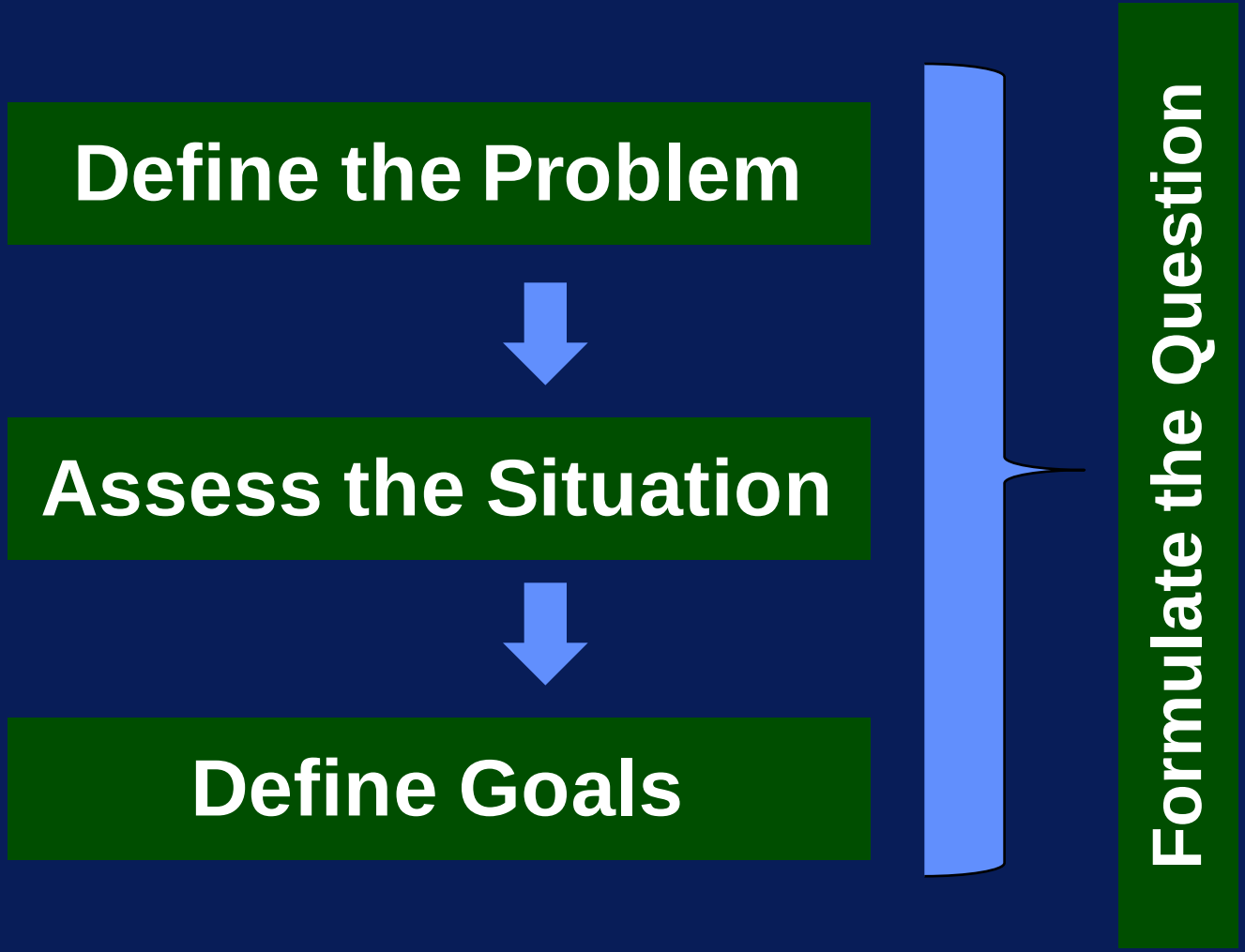
- Risks
- Benefits
- Contingencies
- Regulations
- Resources
- Requirements

Assess the Situation

Define Goals

Objectives

Criteria


Define the Problem
Assess the Situation
Define Goals
Formulate the Question