Value Outline

Lecture – 1 – How is data science valuable – themes of Value: Business |Human| Community – Hierarchical graph showing the inter-connected pieces of society that use and consume data – Scientific Method

Ethics, Fairness, Bias and Probability – Scale effects

Lecture 2 – Case Studies – Capital One | Bookings.com | Stichfix

Public versus Private Data

Lab: Guess Who --- New versus Old Version of Guess Who --- Create a ranked order of what questions they should ask…present the old board.

Guest Lecture – Jess and Renee –

Reinforcement – Present Ethical Frameworks and how they can be used doing DS lifecycle

Lab – Use Cathy’s ethical framework on a problem

Guest Lecture, Business CEO – Leveraging Data for a Competitive Advantage? Moneyball - Reading

Reinforcement – Something about decision making – data driven – human in the loop -

Lab – Present a case study and have them work through problems and advantages of designing a data driven business – ethical concerns – who benefits ?