How to start a successful data science initiative, project and team

Annie Flippo

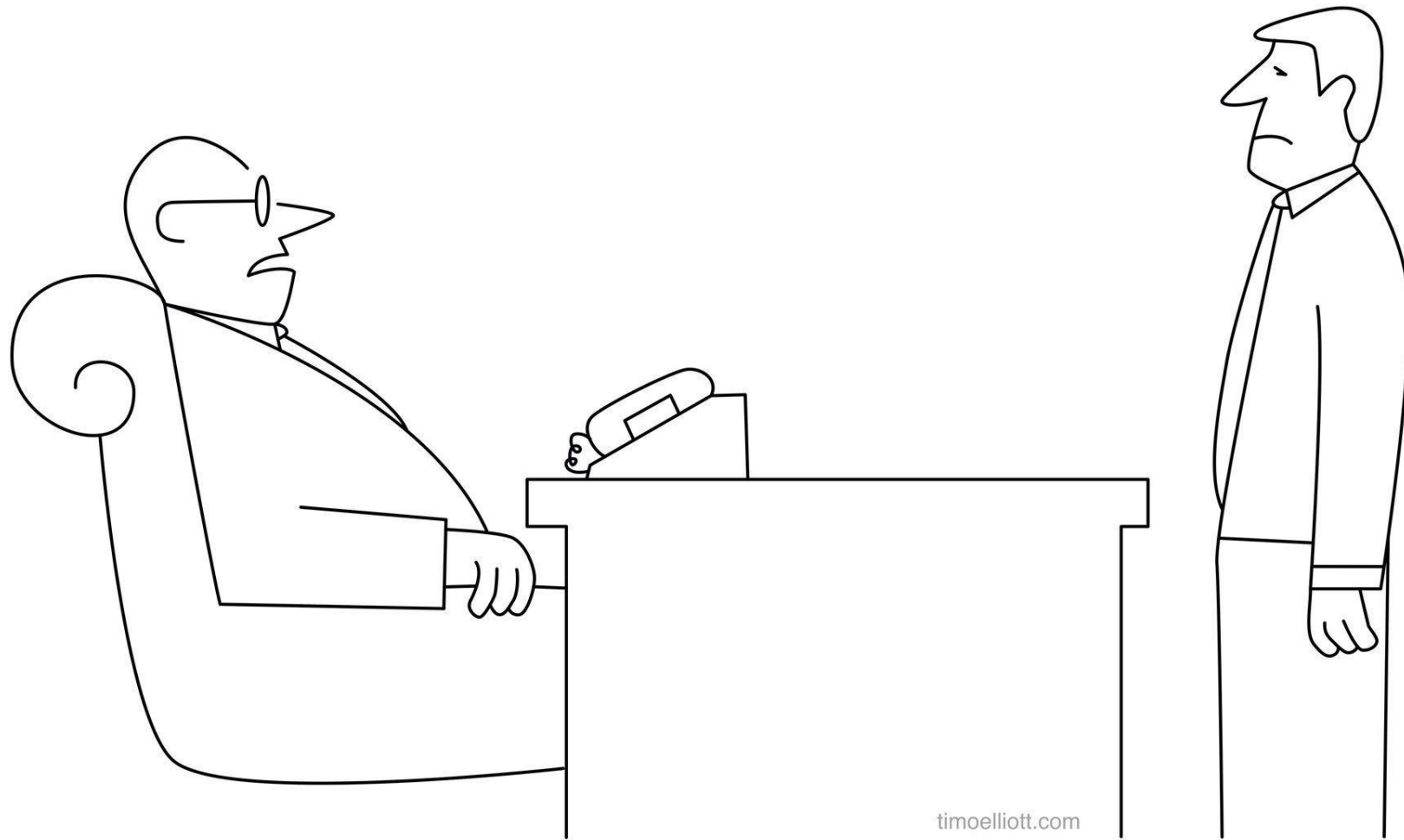PyLadies LA

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About Me

Annie Flippo

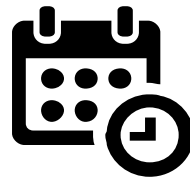Data Science Expert | Predictive Analytics | ML & AI | Skier

Annie Flippo works as the Director of Data Science & Analytics at inMarket, a mobile advertising platform. Her focus is to make data science accessible, intuitive and fun to learn for everyone. She is a tinkerer, a mentor and a robot builder in her free time.

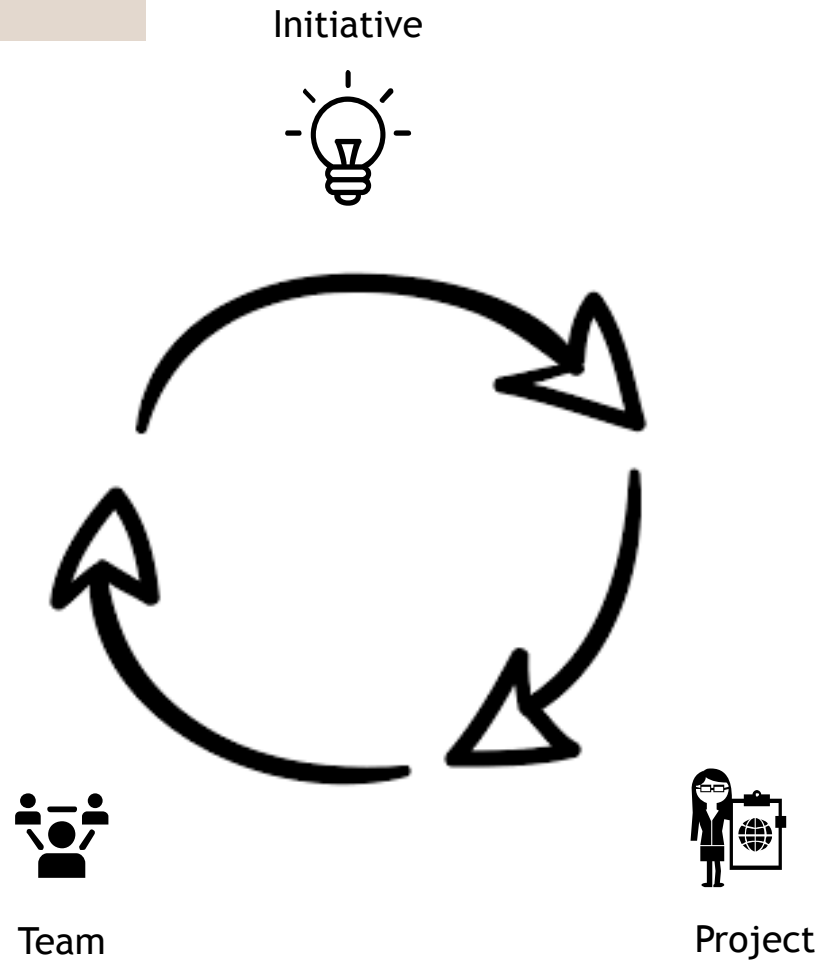*" The only Data Science letters I care about are the four Ms – Make Me More Money!"*

Initiative

Project

Team

Endeavor

Initiative

Team

Project

Initiative

- *Brainstorm big ideas*

- *Make new qualitative research*

- *Want to solve problems using data*

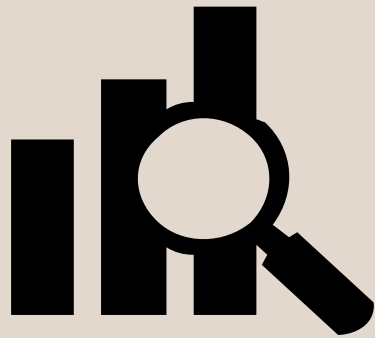- *Improve products, services or processes systematically with data*

Opportunity Cost

The cost is what you give up in order to engage in some activity over all other activities

Comparative Advantage

The ability to produce a better product or service than anyone else

Initiative: Climb The Highest Mountain

Mountaineering company: want to show off our touring packages

Project

- *Realization of the initiative*

- *Define what you're trying to solve and less on how*

- *Include stakeholders, executive sponsors, product managers, financing, analysts, engineers, QA, support & more*

- *Deliverables*

- *Timelines*

- *What does success/failure look like?*

Project: Climb Mount Everest

What does success look like?

Success?

Is this what we have in mind?

Did we spell out the metric for success?

Are we done?

On Everest Summit

Success

Climb to the summit was implied

In retrospect, everyone can agree
this is the measure for success

Image reference: summitclimb.com

Failure

Failure 1

Know when to turn around &
make a change

Image reference: vancouversun.com

Failure 2

A much harder failure

Team

Team behind the team

Image reference: Royal Geographic Society/National Geographic

Team

Team is divided into different focuses:

Data

- *Where & what is the data?*

- *Generated or purchased*

- *Data Engineers*

- *Cloud / DevOps / Security Teams*

Analytics / Modeling / Prediction

- *Data Analysts*

- *Data Scientists*

Production

- *Software / Machine Learning Engineers*

- *Operations Team*

Build & Grow

Existing member
Train & Grow

There will be existing members in the group, how to engage them?

Transfers from other team
Re-train & Grow

There will be members on other teams who will want to work on your projects?

Hiring new member
Process to Hire Well

You will need to hire new staff. Hire to fit your needs now but also future needs.

Retention
Keep What You've Got

Now, you have a well functioning team, how do you retain your talent?

Succession
Who Will Come After
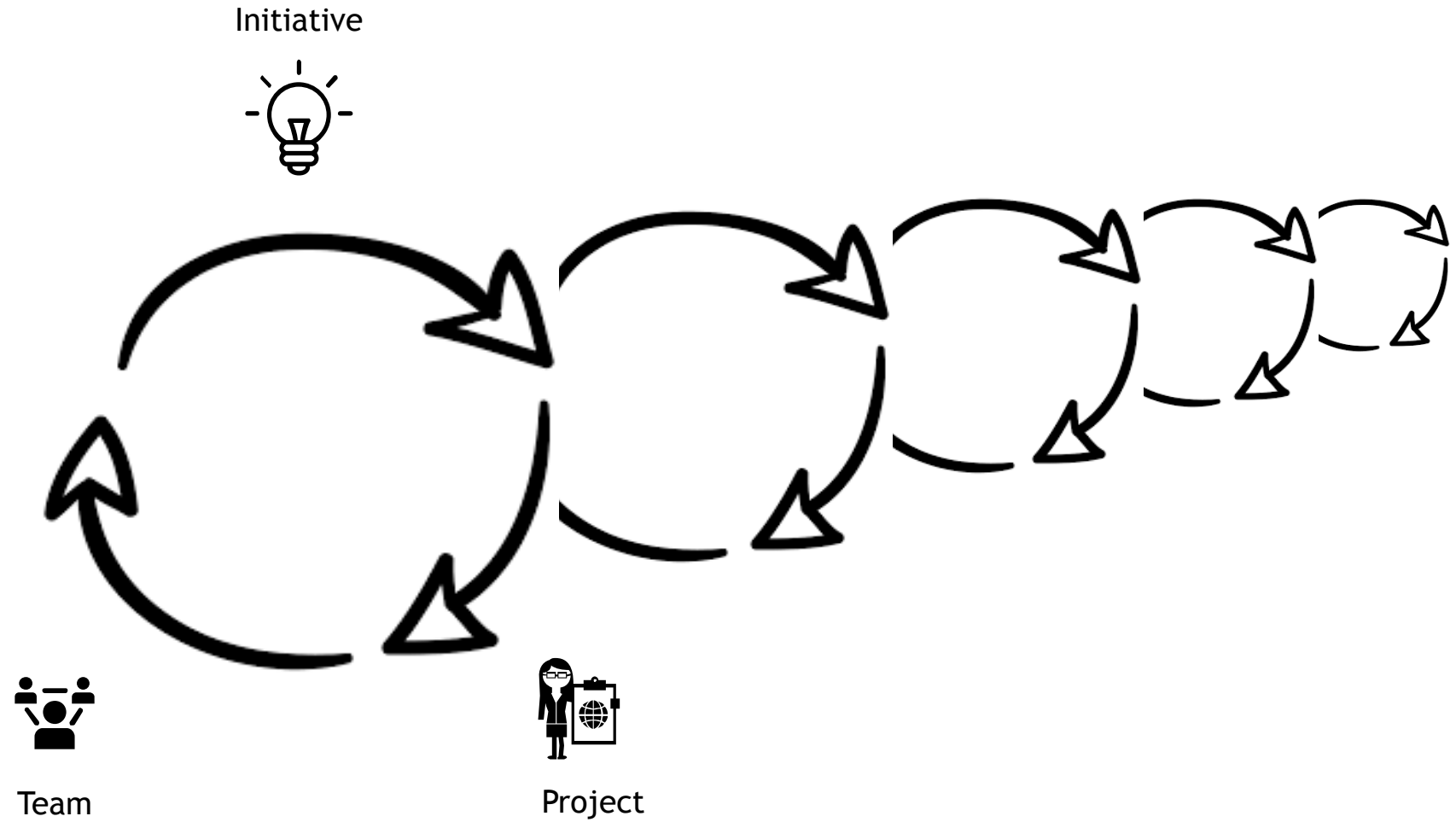
Who will take your place when you moved on?

Team Management Life Cycle
Prepare for Anything

Have a strong pipeline of colleagues. Start an internship program.

Endeavors

Initiative

Team

Project

Thank You

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