

# 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.”**

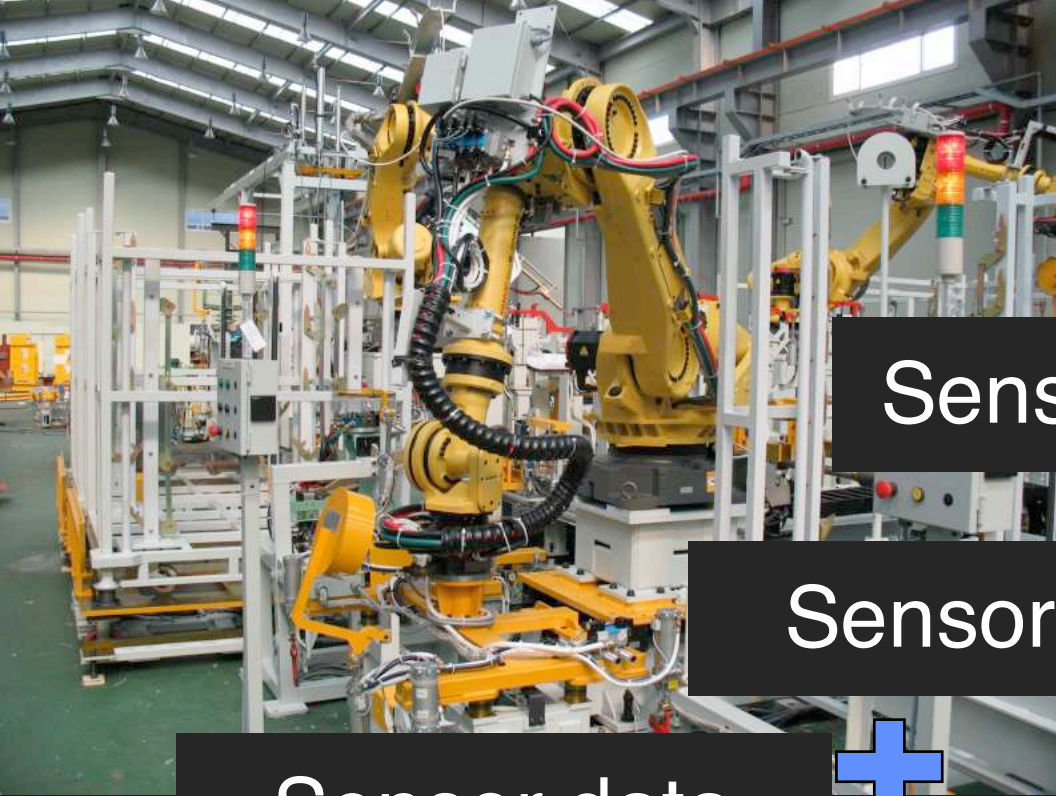
**Charles F. Kettering**

**Define the Problem**



# Call center logs



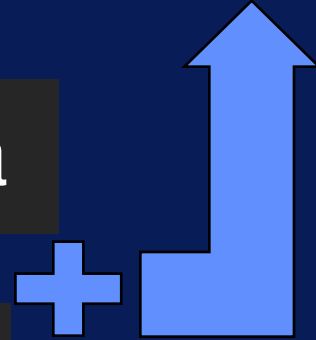


Detect equipment failure

Sensor data

Sensor data

Sensor data





Customer data

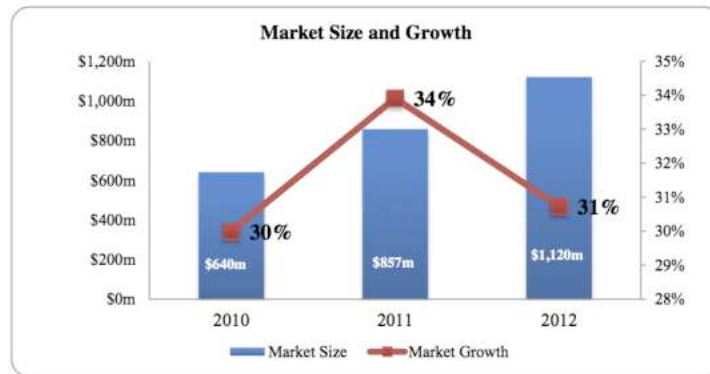


Marketing data

Better targeted  
marketing



### 1 Market Size and Growth





**Assess the Situation**



Risks

Benefits

Contingencies

Regulations

Resources

Requirements

**Assess the Situation**



# Define Goals



Objectives

Criteria

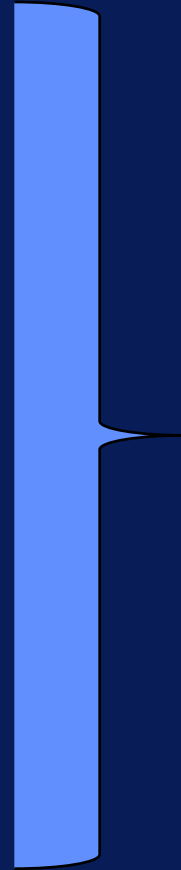
**Define the Problem**



**Assess the Situation**



**Define Goals**



**Formulate the Question**