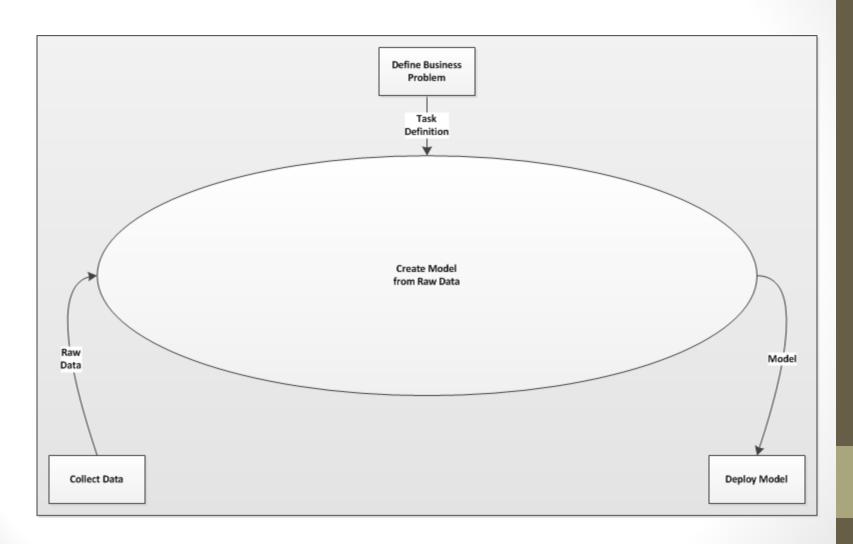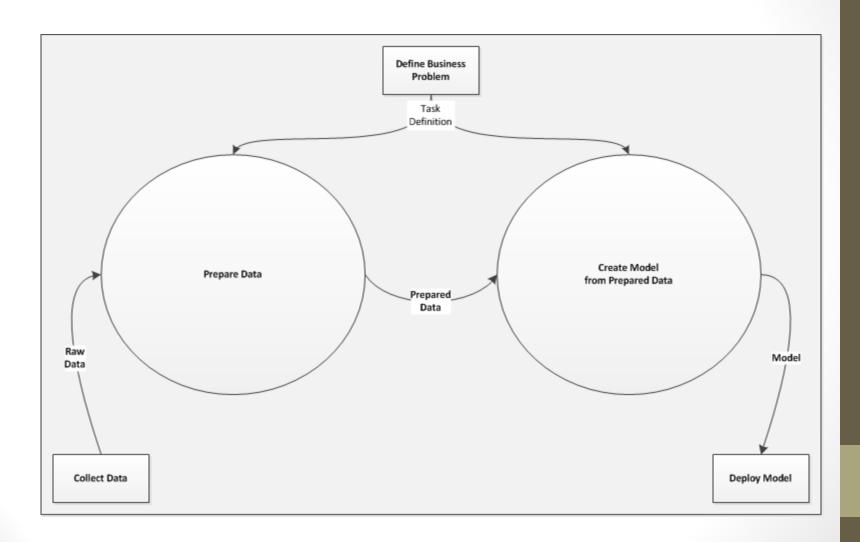# Predictive Analytics Iterations Trap

The problem with iterative data preparation and modeling refinements
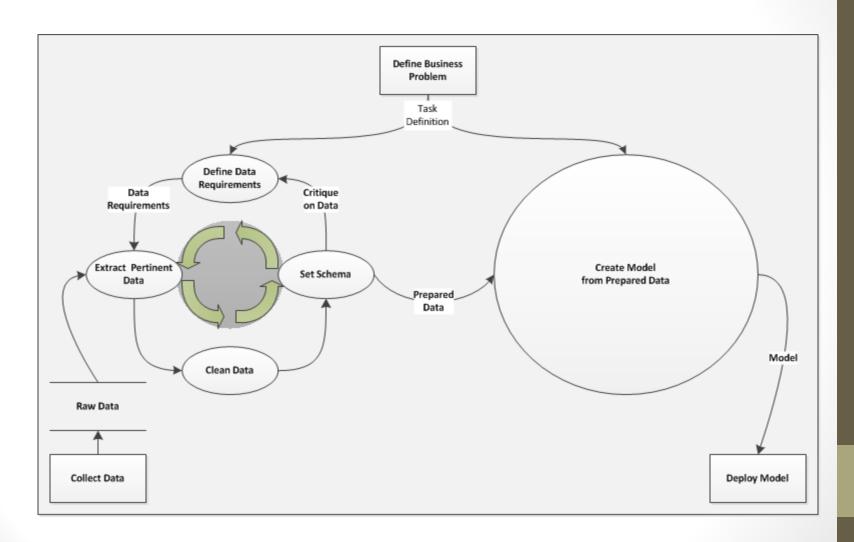
Basic PA Data Flow (L0)
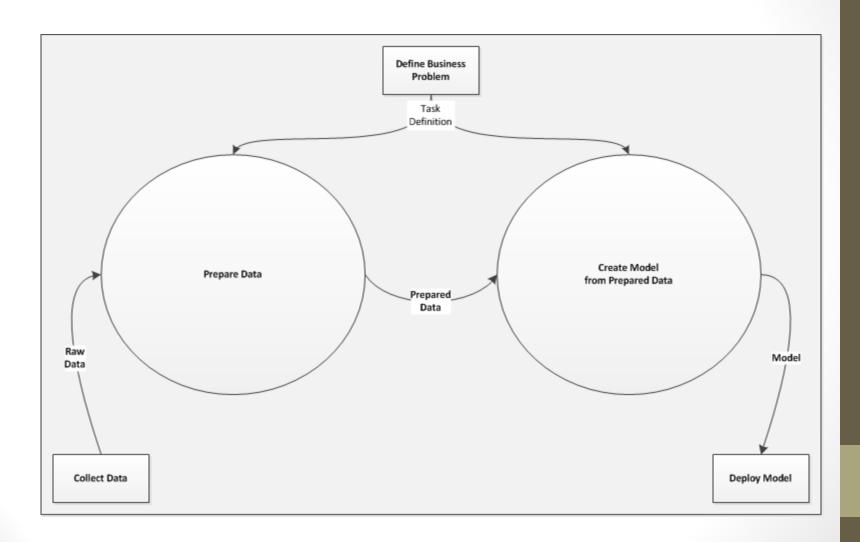
Basic PA Data Flow (L1)
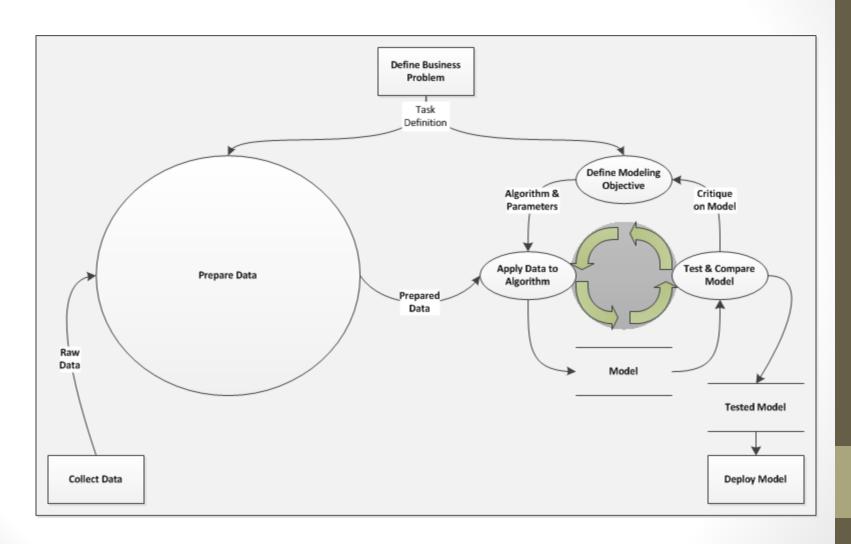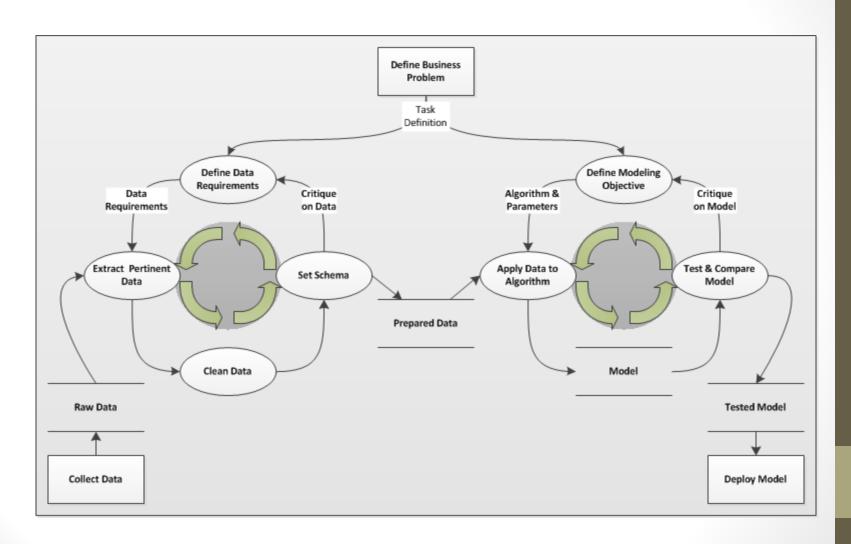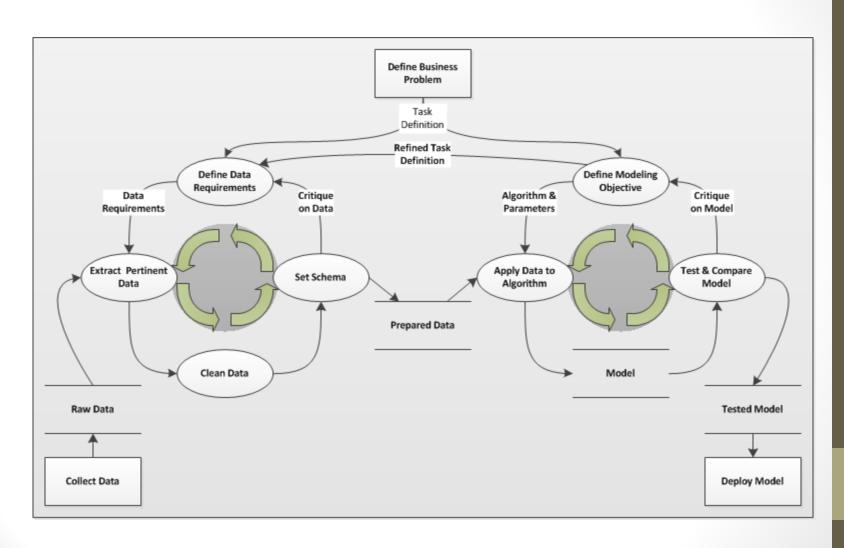
Data Prep is Iterative (L2)
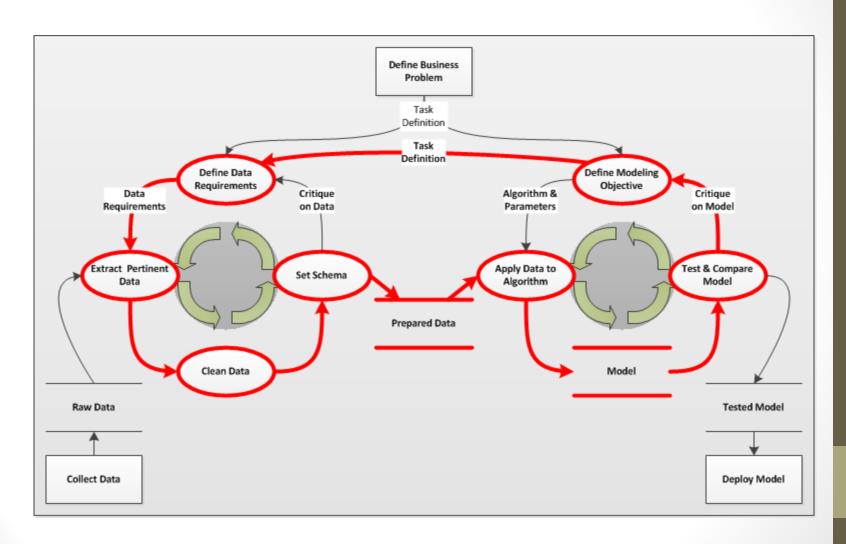
Basic PA Data Flow (L1)
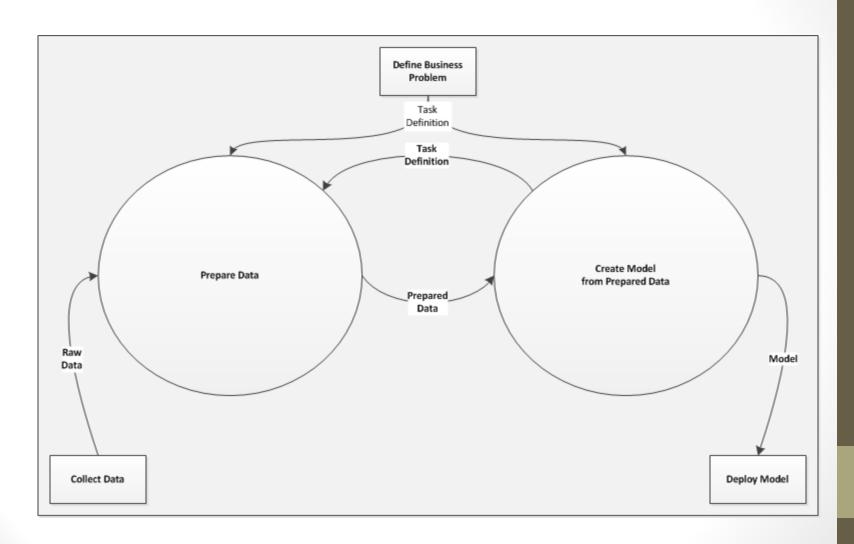
Modeling is Iterative (L2)

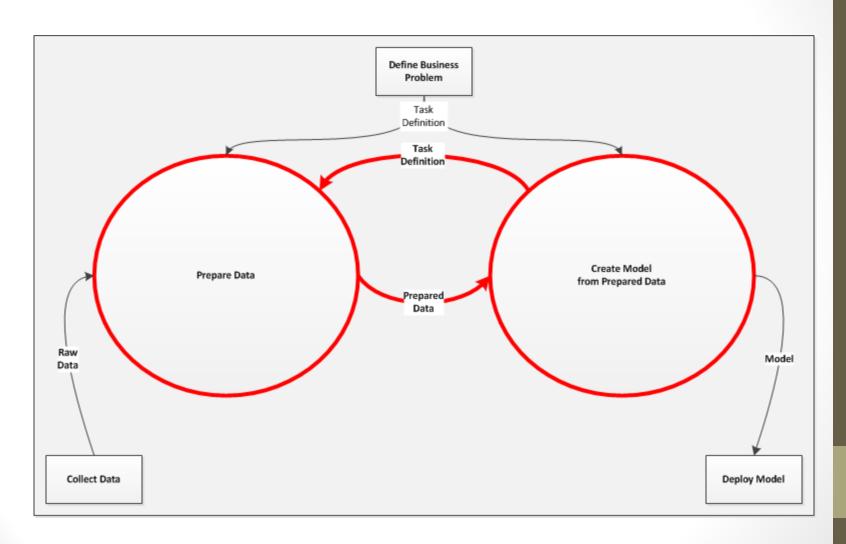# Data Prep and Modeling (L2)

Model Changes Objectives (L2)

Caught in a Loop (L2)

Revised Objectives (L1)

Caught in a Loop (L1)

More Engineering Principles

- Keep Diagrams Simple (Dilbert)
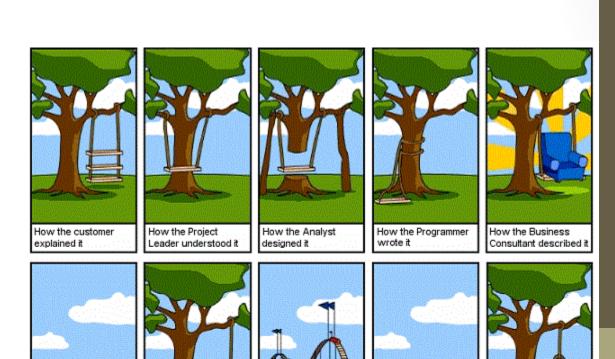 - http://www.youtube.com/watch?v=_HOUs9cF5uo

More Engineering Principles

Predictive Analytics Iterations Trap