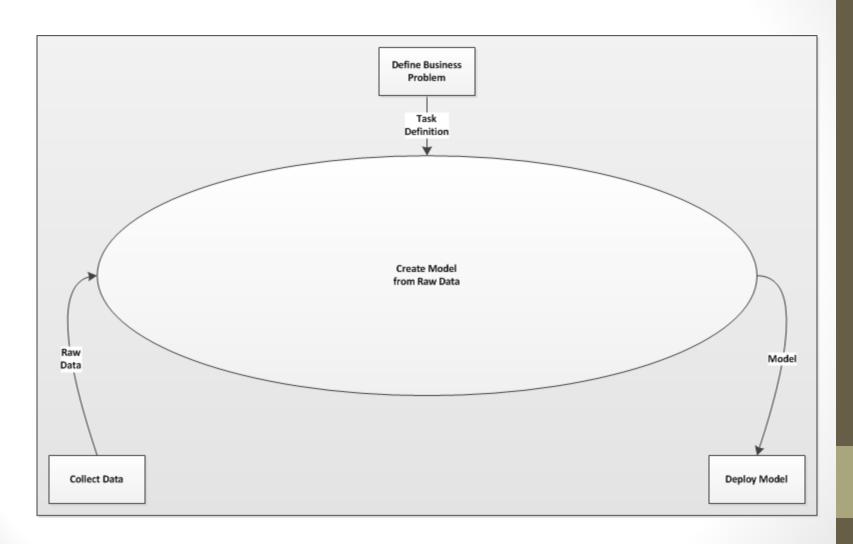
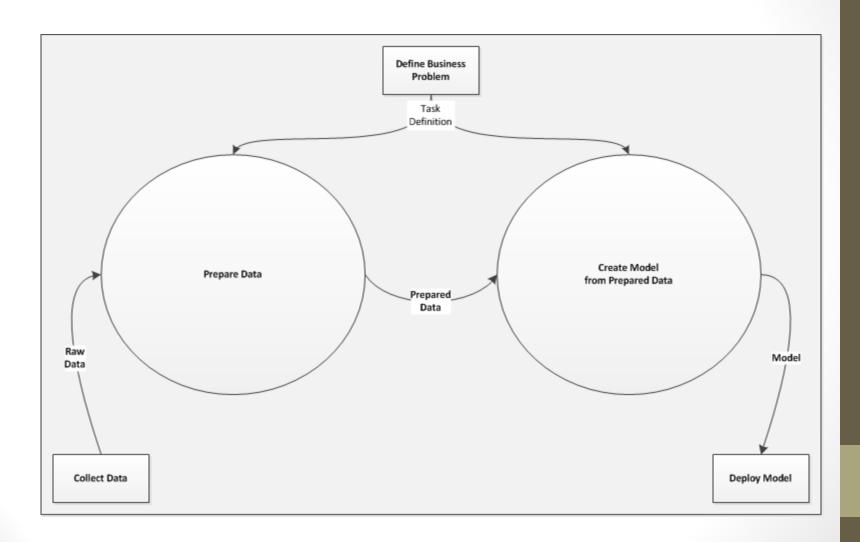
# Predictive Analytics Iterations Trap

The problem with iterative data preparation and modeling refinements

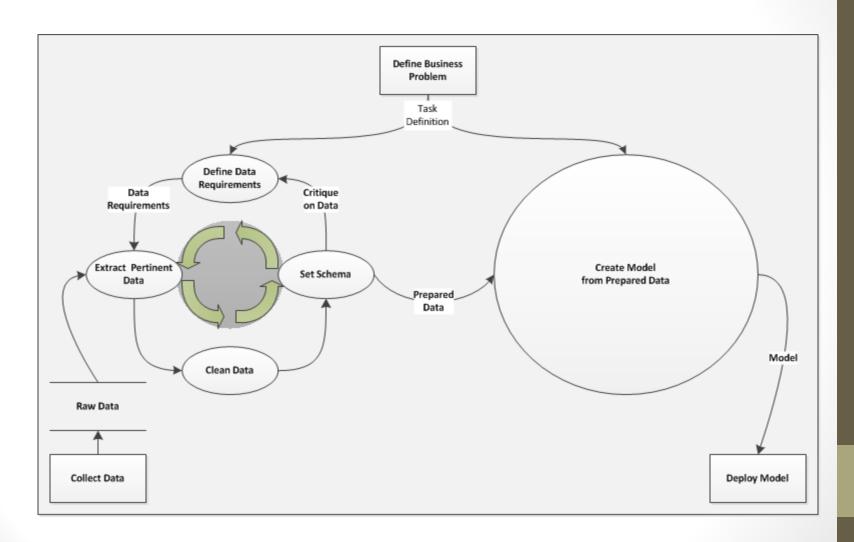
## Basic PA Data Flow (L0)



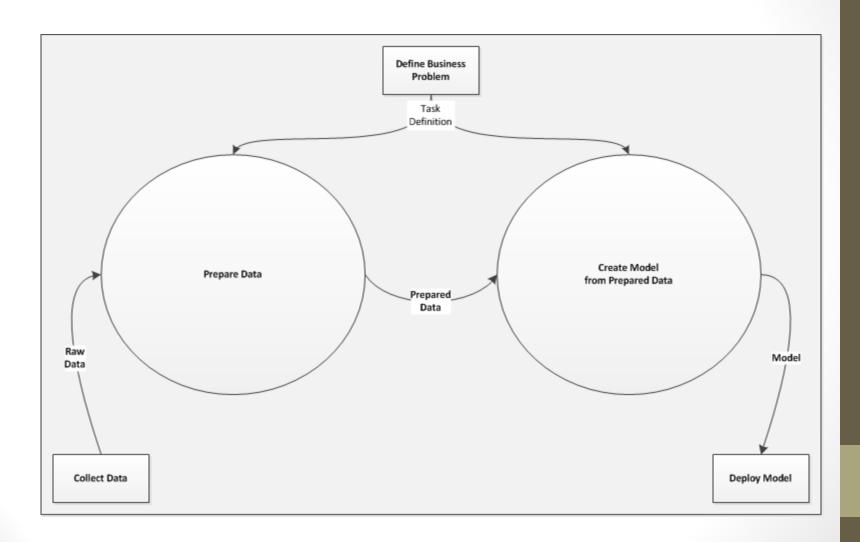
## Basic PA Data Flow (L1)



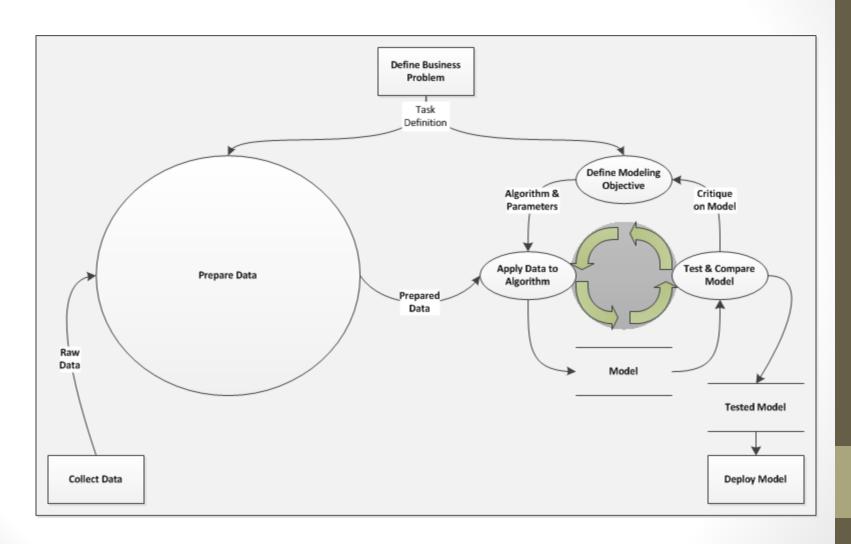
#### Data Prep is Iterative (L2)



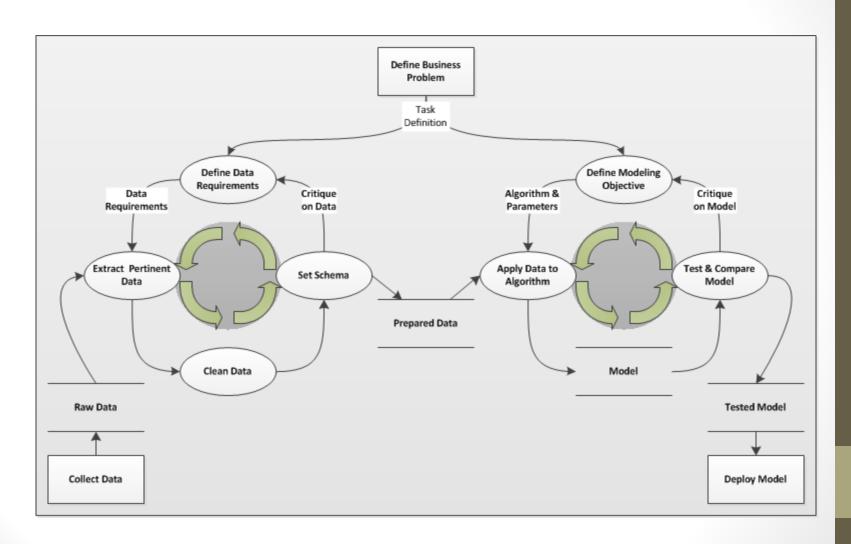
## Basic PA Data Flow (L1)



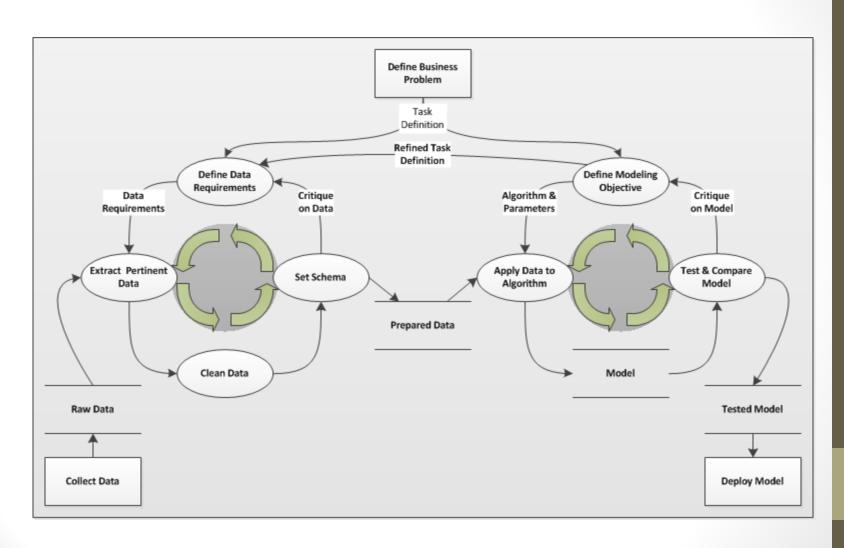
#### Modeling is Iterative (L2)



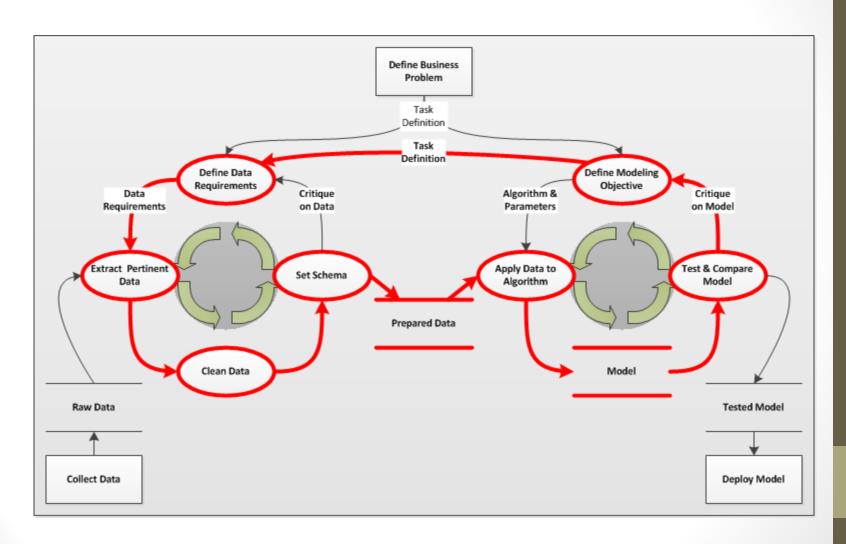
#### Data Prep and Modeling (L2)



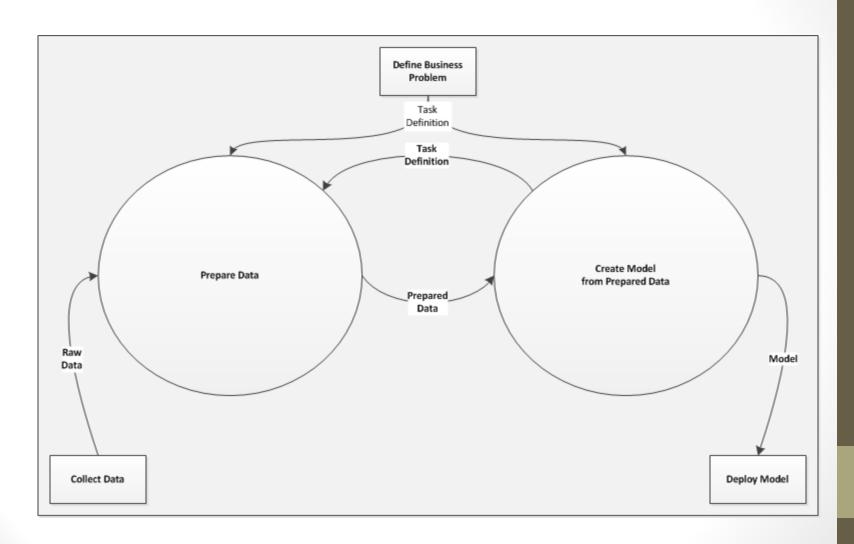
## Model Changes Objectives (L2)



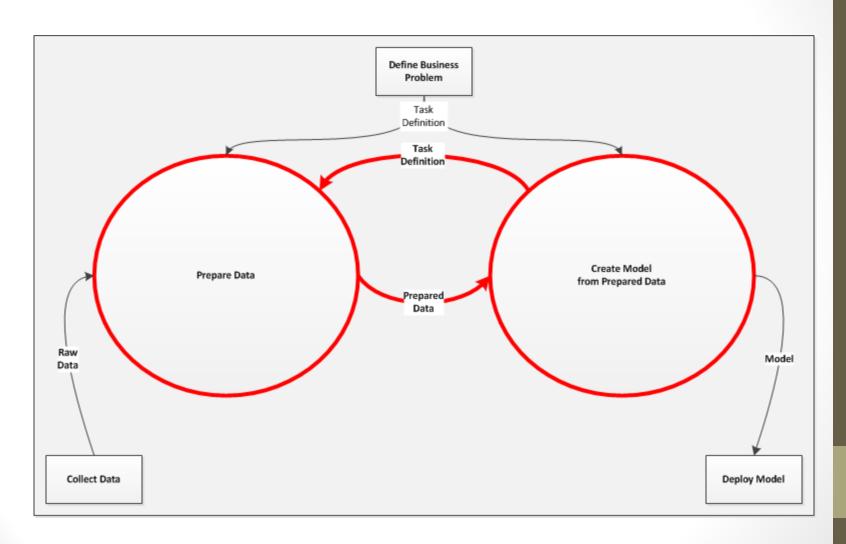
### Caught in a Loop (L2)



#### Revised Objectives (L1)



## Caught in a Loop (L1)



#### More Engineering Principles

- Keep Diagrams Simple (Dilbert)
  - http://www.youtube.com/watch?v= HOUs9cF5uo

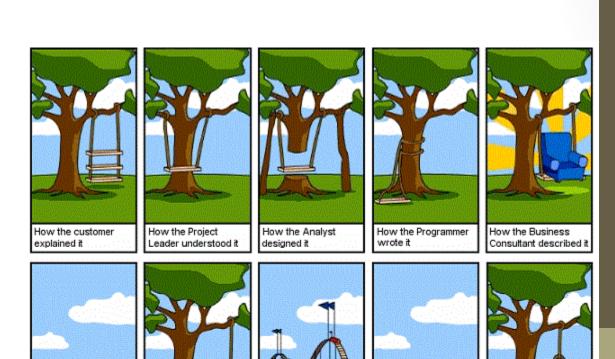
## More Engineering Principles

What operations

installed

How the project

was documented



How the customer

was billed

How it was supported

What the customer

really needed

# Predictive Analytics Iterations Trap