

## #GOALS

show three things: (hey ali revise this)

1. We turn our **messy world into data** to reason about it and to inform actions
2. That's becoming a growing problem as we build systems directly out of that data
3. People respond to that; we perform for the algorithms that dictate our lives

## #GOALS

show three things: (hey ali revise this)

1. We turn our messy world into data to reason about it and to inform actions
2. That's becoming a growing problem as we build systems **directly out of that data**
3. People respond to that; we perform for the algorithms that dictate our lives

## #GOALS

show three things: (hey ali revise this)

1. We turn our messy world into data to reason about it and to inform actions
2. That's becoming a growing problem as we build systems directly out of that data
3. People respond to that; **we perform for the algorithms** that dictate our lives

## #GOALS

show three things: (hey ali revise this)

1. We turn our messy world into data to reason about it and to inform actions
2. That's becoming a growing problem as we build systems directly out of that data
3. People respond to that; we perform for the algorithms that dictate our lives

## #GOALS

show three things: (hey ali revise this)

1. We turn our messy world into data to reason about it and to inform actions
2. That's becoming a growing problem as we build systems directly out of that data
3. People respond to that; we perform for the algorithms that dictate our lives