



Lis Data Analytics Course

W13 - Dojo

Welcome to ML for Everyone!!



What does it all means?

This is about getting practice in talking with clients and professionals from other fields.

Good thing: they are very smart people!

Opportunity side: they don't know about our field!

So they need us * - *

If we are clear enough to make them understand they need us ^^'

What are we actually doing?

We are explaining to a smart / not from our field person, about something we can do.

You are basically selling one thing you have learnt to do!!

Schedule:

13:40 - 13:50: launch

13:50 - 16:00: practice, look how others do, find easier ways to explain

16:00 - 17:00: pitch/present what you are selling to the client

Explain the technology (for non DA) and the product

From the client side

What's our client doing?

- They have enough money to fund everything
- They are listening to the project to see if it's good for them
- They will evaluate if they want your project (they might ask questions)

Who's teaming up with whom?

Alma & Paulo

**Market Segmentation
with K-Mean**

José, Marina & Carlos

Client Life Value with KNN

Cedric, Suhail & Alexandre

**Recommendation System
with NearestNeigh**

Who's the Client?

Nuno Bento, CEO @ InnovTech

