Backwards Design in Data Science

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Approach to planning data science projects

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- (Though backwards design isn't unique to DS)

Goals:

- Minimize wasted effort

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Goals:

- Minimize wasted effort
- Make sure you develop explicit goals
    - Not get lost in your tools and data

Backwards Design

Start with where you want to end up, then work backwards

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1. Determine Problem / Topic Area

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2. What *question* are you seeking to answer?

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4. What variables do you need to generate that answer?

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2. What *question* are you seeking to answer?
3. What does an answer to your question look like?
4. What variables do you need to generate that answer?
5. What data contains those variables?

Step 0: Define the Problem / Topic

Why are you doing this project?

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What motivates your investigation?

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What motivates your investigation?

Examples:

- We don't know how to reduce mass incarceration
- My business can't identify potential customers
- We can't diagnose Alzheimers

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$\Rightarrow$ The MOST important part of your project

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- if you can't define the question you are seeking to answer, you'll find yourself lost in your data, or worse
- after finishing your project, you'll realizing the question you answered doesn't help solve the problem that motivated you.

$\Rightarrow$ Invest in this stage of your project *before* you dive into the data!

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A critical feature of a good question is that it is *tractable* and *answerable* in a data science project.

- If your question does not directly imply a course of action in your data science project, it's too vague.

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Not answerable:

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Answerable:

- Does the availability of grand juries result in longer sentences?
- What attributes are common to the customers who buy the most from my business?
- Are there lab results common to patients diagnosed (post-mortem) with Alzheimers not common to patients without Alzheimers?

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How do I know if my answer is answerable / tractable?

1. Can you hypothesize an answer to your question?
   i.e. Can you state what you think might be the answer to your question?
2. Can you imagine what the answer to your question looks like?

Step 2: What does an answer to your question look like?

Write down what the answer to your question will look like!

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- A dataset with predicted values

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- A table or regression
- A dataset with predicted values

$\Rightarrow$ Ask yourself: if I gave that to my stakeholder / put it in a paper, would people be pleased?
(OK, they might want robustness, and extensions, but at its core, is this an answer?)

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- **Business:** A table showing the performance of a machine learning model that predicts (past) customer behavior using pre-purchase data on customer website interactions (and model parameters).
- **Alzheimers:** A regression showing a strong correlation between certain test results and receiving a positive diagnosis of Alzheimers in (post-mortem) testing.

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But it's not enough to imagine *one* answer. You should be able to imagine what an answer to your question looks like if your hypothesis is true and the if your hypothesis is false.
Otherwise your question isn't falsifiable!

Write down what your answer looks like if your hypothesis is true, *and* if it's false!

Step 3: What do you need to generate that answer?

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...Though probably not the part that will take up the majority of your time.

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So you now have in mind a table you want to generate. What data and variables do you need to create that result? For each variable, specify:

1. What do you need the variable to measure?
2. For what population do you need the variable defined?

Step 4: Where can you get those variables?

1. Where can you get those variables?, and
2. How will you relate your different datasets?

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People who don't use this, in my experience, tend to flail.

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In teams of *up to* three people, you will have to develop *your own project idea* from scratch using this model.

- Just as the last project emphasized all the data tasks *before* analysis,
- The goal of this is to emphasize all the things you do *before* you touch your data!

If you're looking for a model... look back at the write up of your assignment for the mid-semester project!

In Class

You have been approached by a campaign to reduce teen vaping.

Over the past year, they've tried several different pilot programs in several cities.

They just got a huge donation, and want to know what they should do with it.