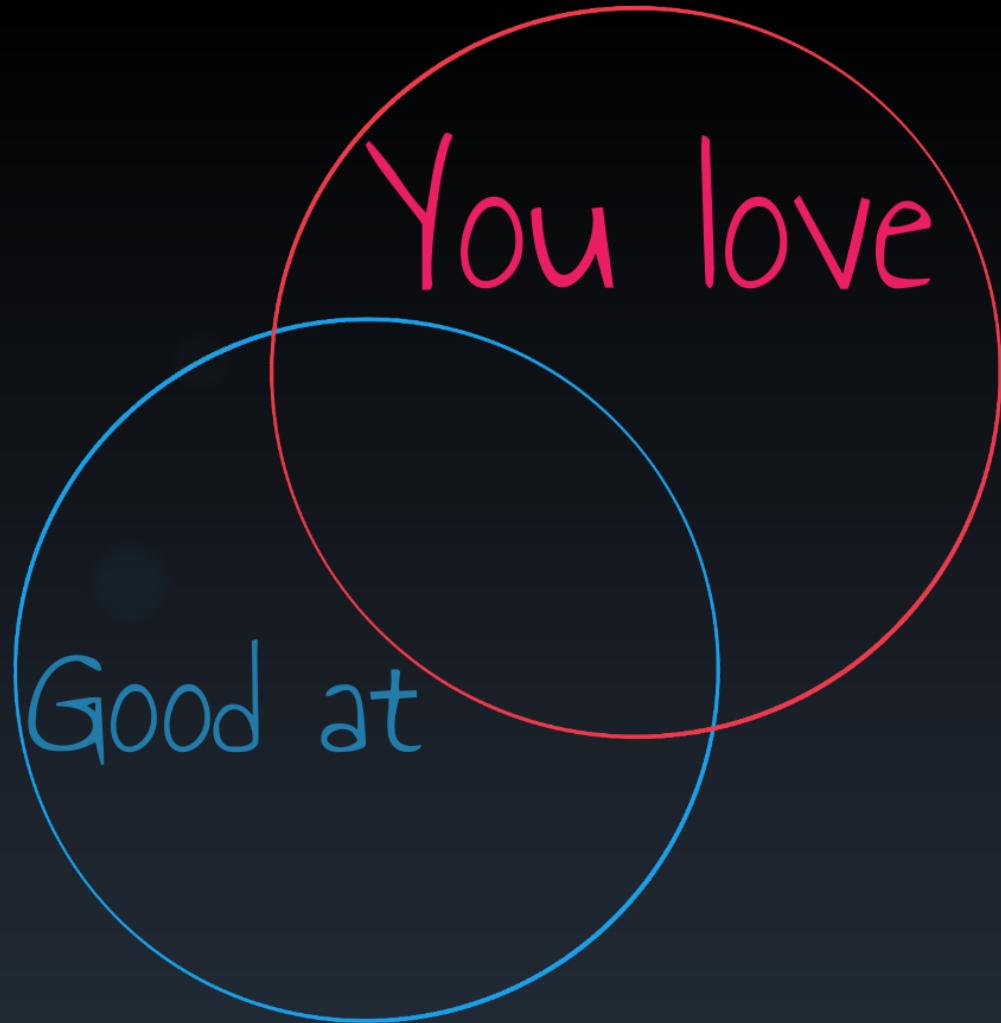
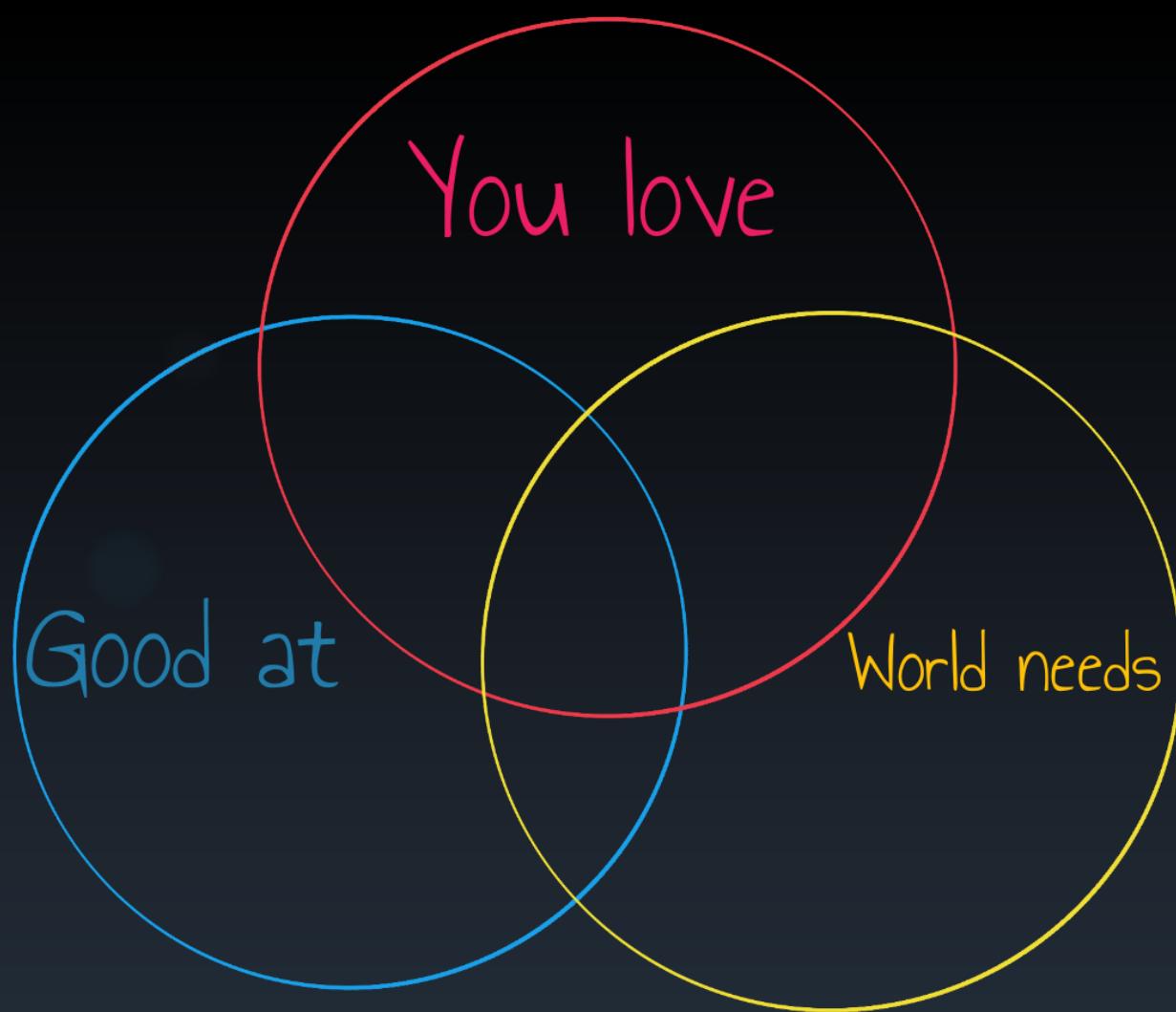


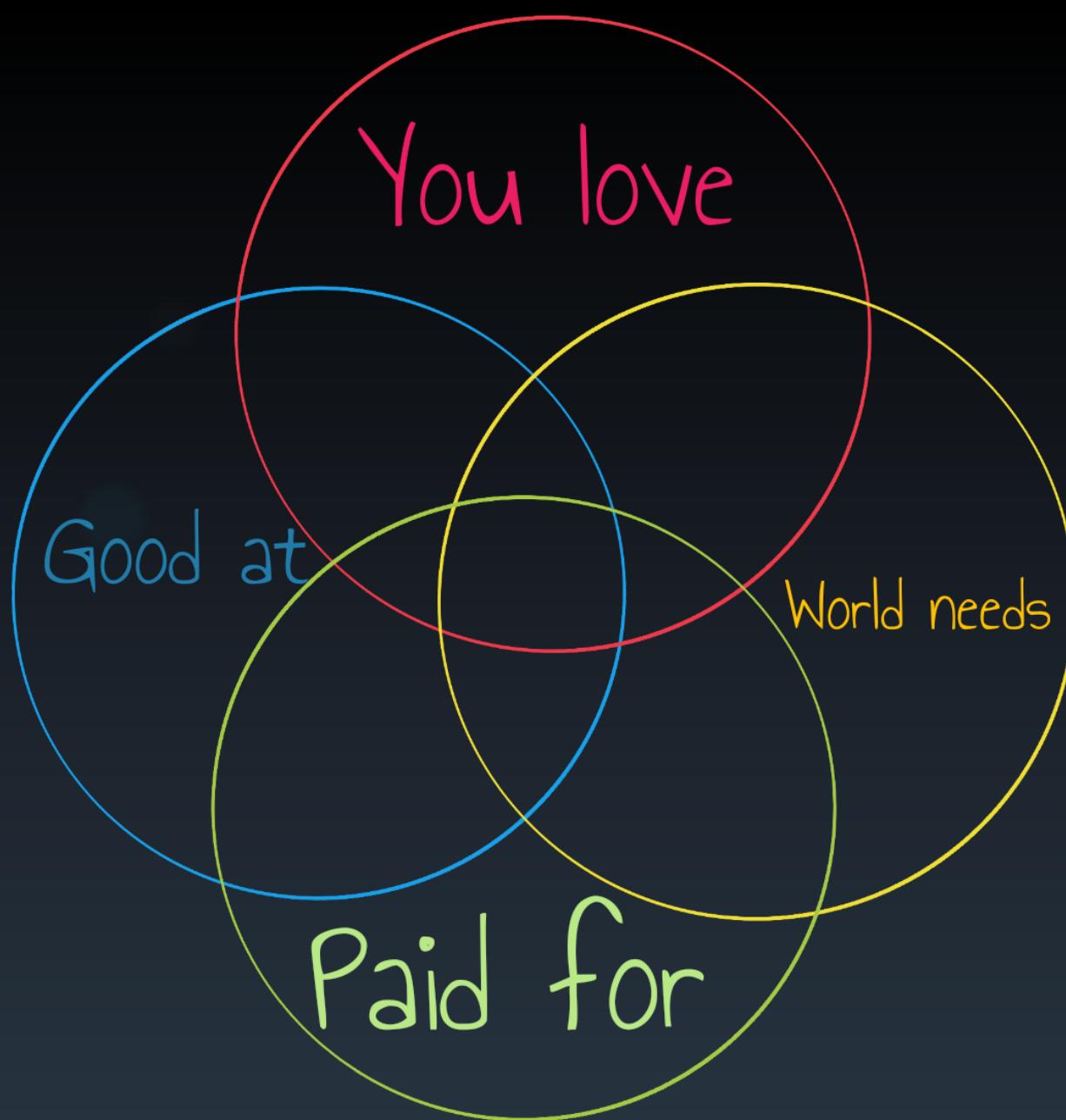
How do we know where to work?

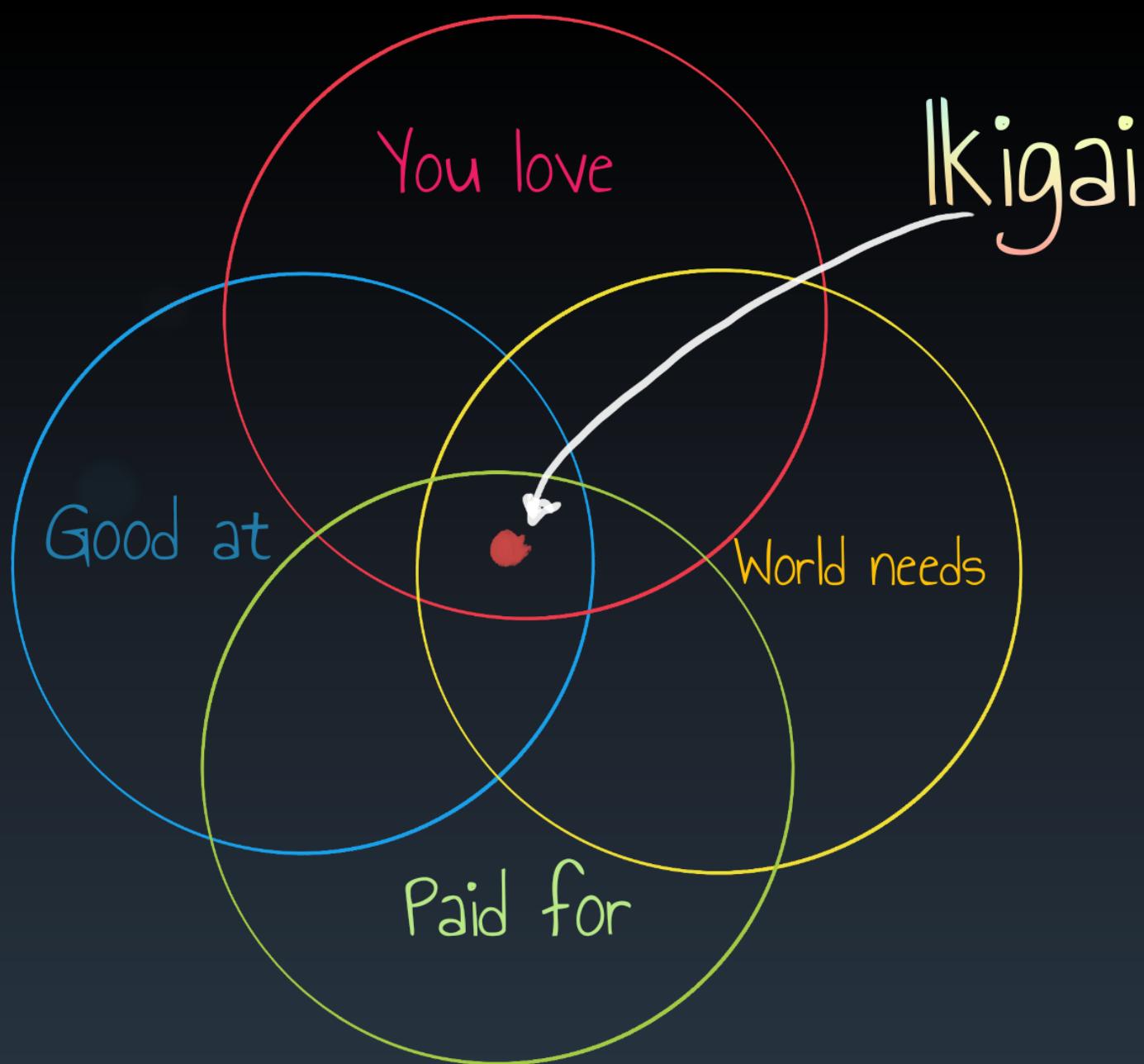


Good at









<

Ikigai

“ Ikigai (生き甲斐, lit. 'a reason for being') is a Japanese concept referring to something that gives a person a sense of purpose, a reason for living.

”

Wikipedia, the most reliable source of valid data

DE, DS, and others

Find your Ikigai

Jodie Burchell
Pasha Finkelshteyn

What is Big Data?

- Data that won't fit a single node
- Data that scales on 3V
 - Velocity
 - Variety
 - Volume
- Data on which we can make reliable business decisions

Who works with data?

Who works with data?

Of course, data scientists!



Who works with data?

Of course, data scientists! (not only)



Reality is

Nobody should or even can do everything

Responsibilities should be distributed

Some responsibilities can be "outsourced" to SaaS's

Example?

Setup: Large fashion e-com (*Sapando*?)

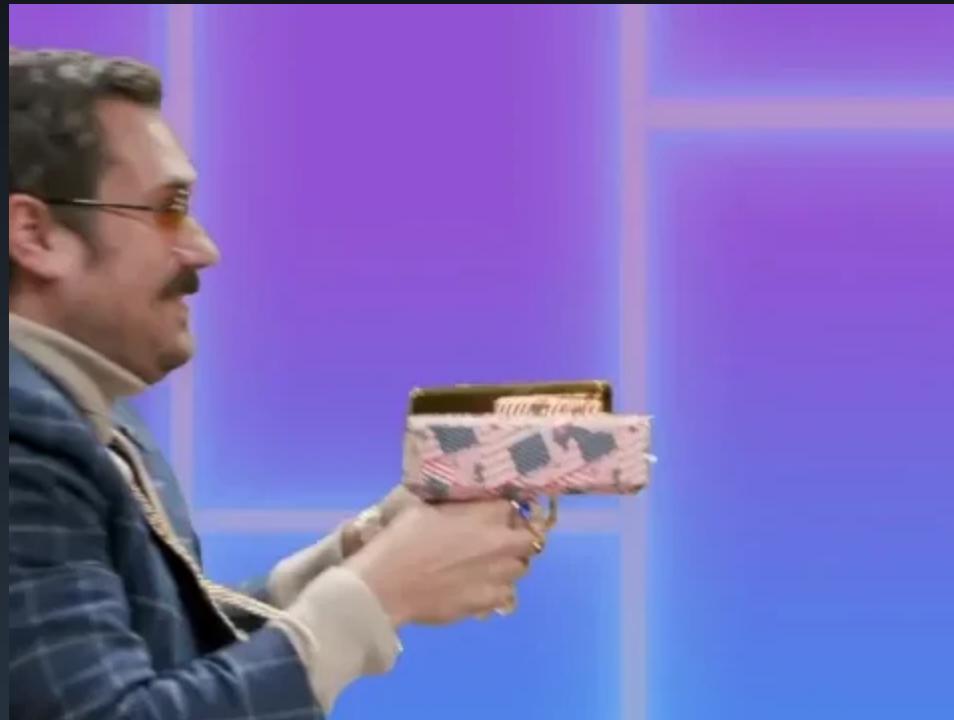
Task: recommender system

What business says:

- Increase retention
- Reduce cost of acquisition

What business means?

Clients be like



What business means?

- Customers and even potential customers should return earlier
- It should be easier to convert non-customers to customers

Technical constraints

- Lots of simple events (clicks, scrolls, interactions)
- Backend is in Scala, but Data Science team works with Python



Approach

1. Define business questions
2. Define required data
3. Prepare data
4. Research models
5. Productionise model
6. Monitor

People involved

draw diagram here:

analysts+dss+des inside, other engineers, stakeholders outside