THE DATA SCIENCE
HIERARCHY OF NEEDS

LEARN/OPTIMIZE
AI, DEEP LEARNING

A/B TESTING, EXPERIMENTATION, SIMPLE ML ALGORITHMS

AGGREGATE/LABEL
ANALYTICS, METRICS, SEGMENTS, AGGREGATES, FEATURES, TRAINING DATA

EXPLORE/TRANSFORM
CLEANING, ANOMALY DETECTION, PREP

MOVE/STORE
RELIABLE DATA FLOW, INFRASTRUCTURE, PIPELINES, ETL, STRUCTURED AND UNSTRUCTURED DATA STORAGE

COLLECT
INSTRUMENTATION, LOGGING, SENSORS, EXTERNAL DATA, USER GENERATED CONTENT

@mrogati