BA/DS不需要做开发创新，写出新的功能等。因为数据分析工具/模型是现成的，做数据科学的项目，20% of time 定义这个问题，70%时间清理、处理数据，10% 几行代码，e.g.logistic regression喂入我们处理好的数据，调参。大部分模型是成熟的。

**Case Study-A/B test**

In Internet companies, how to upgrade products through A/B test? How to use data to form decisions?

**Case:**

At YouTube, recently we’ve conducted a research and found that video playtime negatively correlates with observed latency of the loading page. What’s your recommendation to the product team?

**Framework:**

1. Clarify context

2. Make hypothesis

3. Design experiment

4. Make recommendation