

The Hardest Thing In Data Science



**What is the hardest thing in
data science?**

10 years ago

5 years ago

Today

It's not machine learning

It's not big data

It's not cross-validation

It's not feature engineering

It's not model selection

It's not even AI

The hardest thing in data science is

Creating Value

How do you know when you've created value?



How do you create value with data science?

Stakeholders

Data

Modeling

Engineering

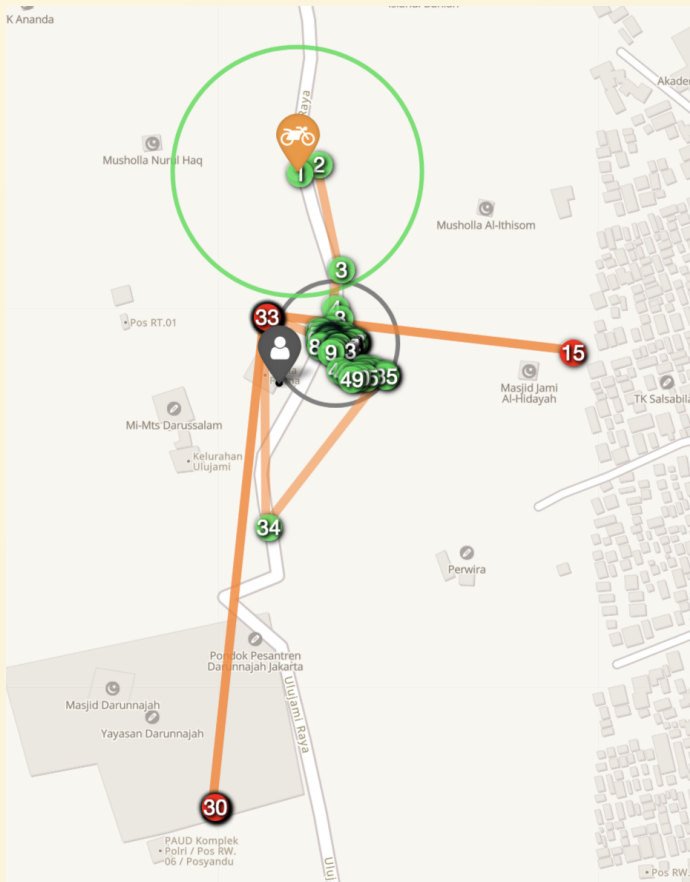
Stakeholders

Get to know them



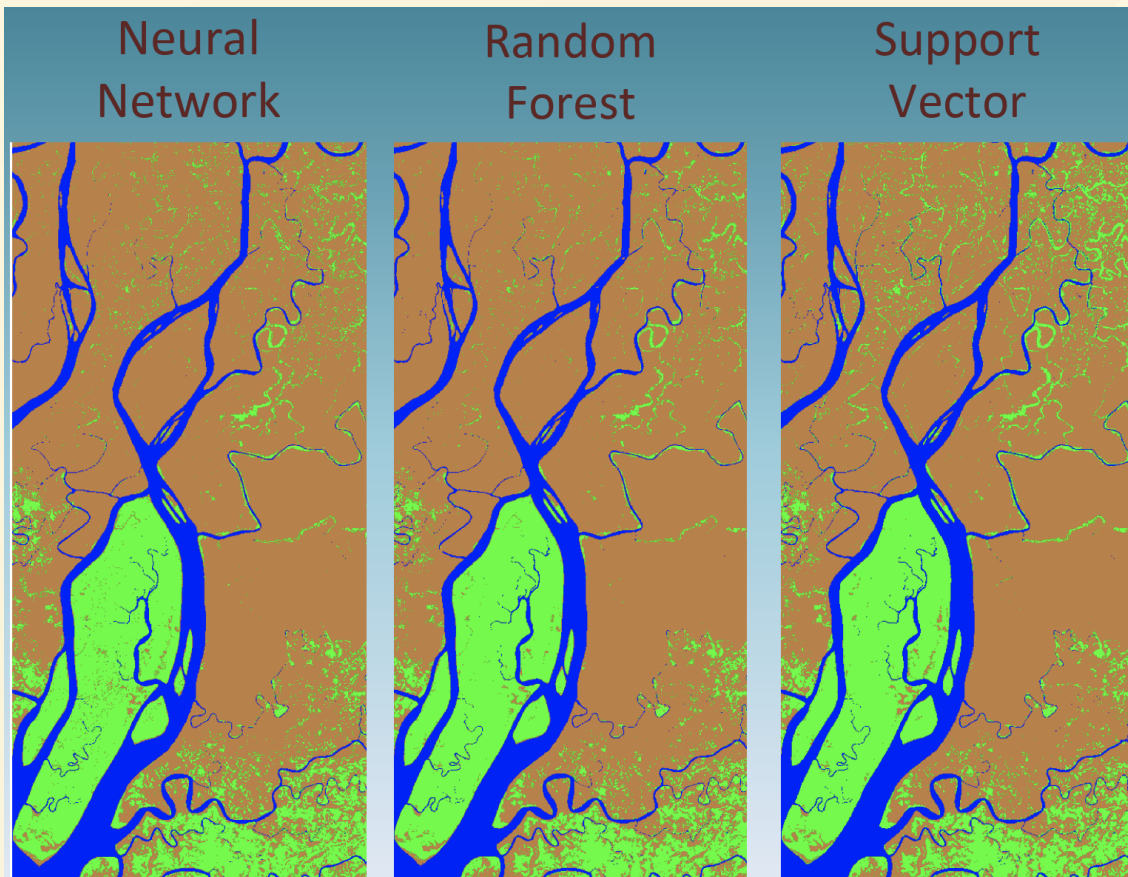
Data

Never trust it



Modeling

The easy part



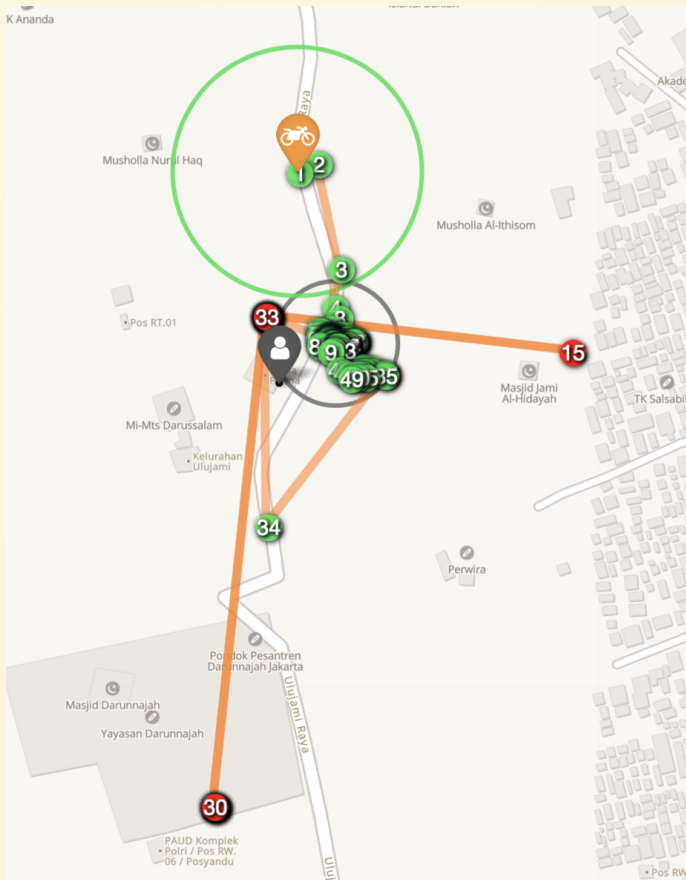
Engineering

Actually, do this before the modeling



Simplest Useful Model (SUM)

Like MVP but for Data Science



The Opportunity

Stakeholders

Data

Modeling

Engineering

How are we creating value with Data Science @ GO-JEK?

24 data scientists spread across Jakarta, Singapore, Bangalore tackling problems in all areas of the GO-JEK business from food recommendations to driver allocations to ETA predictions to surge pricing

Go create value...

