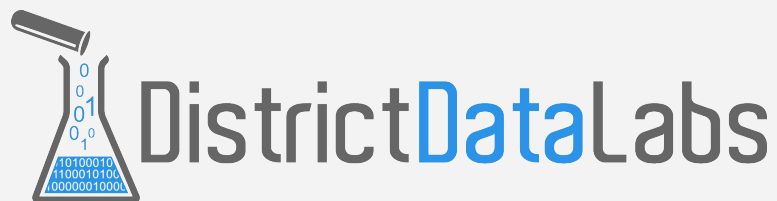
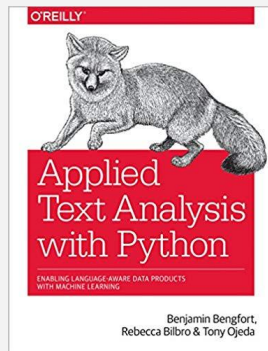
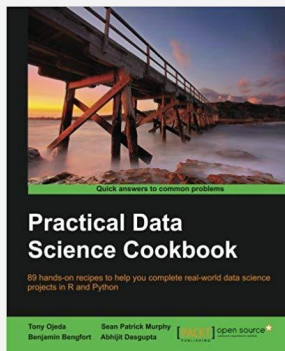


# The 3 Most Useful Data Science Applications for Business



# About Me: Tony Ojeda

- Founder of District Data Labs
  - Data Science Consulting & Training.
- 15 Years in Analytics
- Co-author of two books:



# Data Science Application

A way to apply *data science*  
to *some component* of a business  
in a way that *generates value*.

# Common Components of Every Business



Customers



Products/Services



Processes



Employees

# Recommender Systems

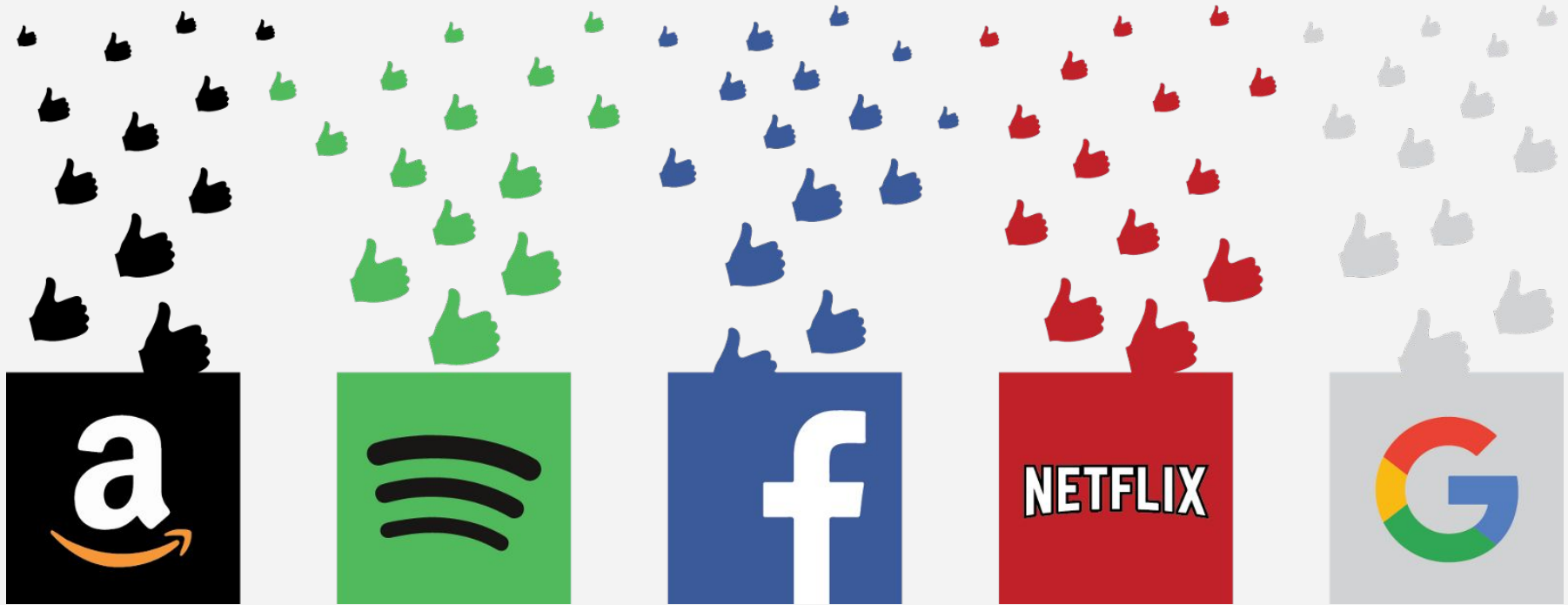
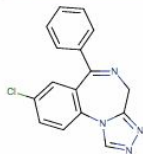


Photo credit: [http://thedata scientist.com/wp-content/uploads/2018/05/recommender\\_systems.png](http://thedata scientist.com/wp-content/uploads/2018/05/recommender_systems.png)

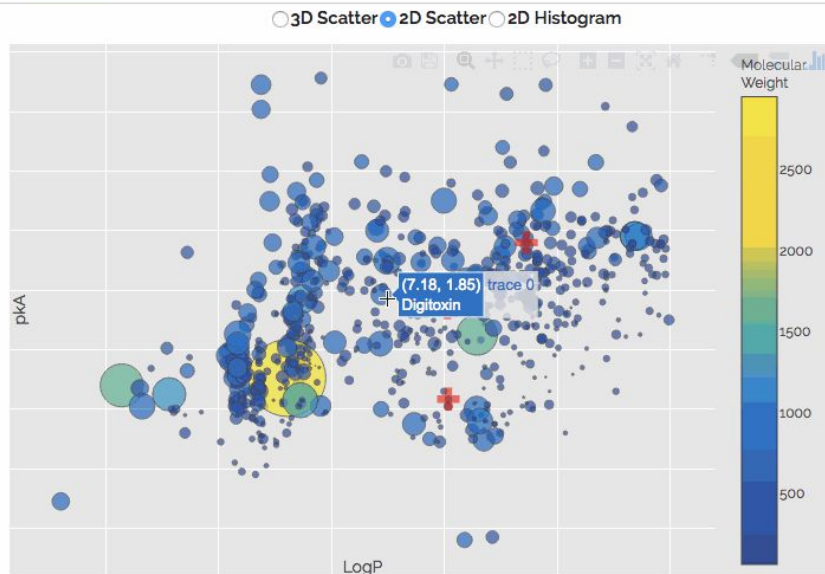
# Benefits of Recommender Systems

- Discover more granular, customer-specific insights.
- Recommend products/people/content to customers.
- Personalize customer experience at scale.
- Good recommendations lead to increased revenue.

|   |                 |   |            |   |             |
|---|-----------------|---|------------|---|-------------|
| x | Levobupivacaine | x | Salbutamol | x | Ganciclovir |
|---|-----------------|---|------------|---|-------------|



A benzodiazepine with anticonvulsant, hypnotic, and muscle relaxant properties. It has been shown in some cases to be more potent than diazepam or nitrazepam. [PubChem]



Salbutamol

Datasheet

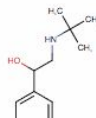
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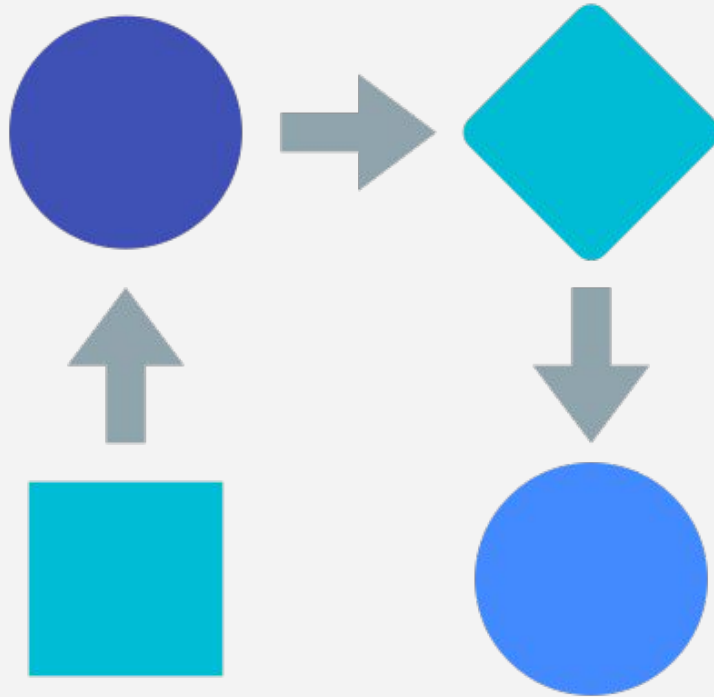
Photo credit: <https://plot.ly/products/dash>

# Benefits of Interactive Visualization

- Dig deeper into the data.
- Faster analysis and insights.
- They look cool and are fun to play with.



# Process Automation



# Benefits of Process Automation

- Get things done faster and cheaper.
- Increase accuracy and consistency.
- Enforce data-driven decision-making.
- Promote employee development.

Demo Time!

# Our Example

- Online Grocery Company
  - 1,000 Customers
  - 452 Products
- Goals
  - Better understand the customers and products.
  - Explore customer and product data.
  - Automatically generate personalized product recommendations for each customer.

# Takeaways

- Recommender Systems - personalized customer experience.
- Interactive Visualization - more + faster insights.
- Process Automation - save money & operate more efficiently.

# Thank You and Stay in Touch!

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