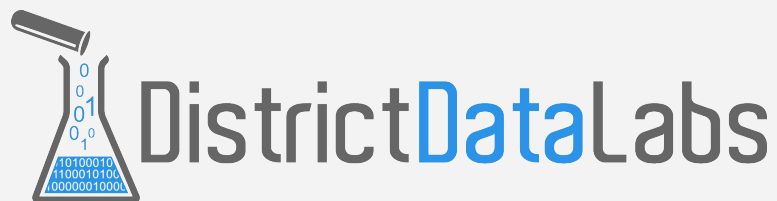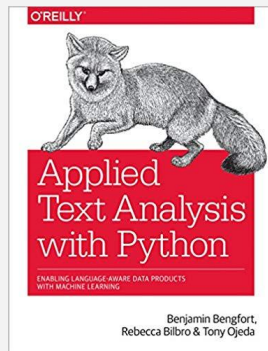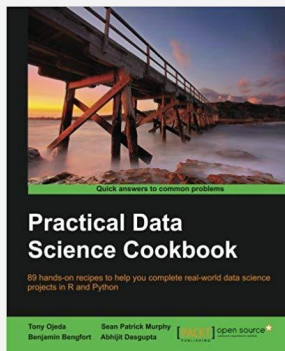# The 3 Most Useful Data Science Applications for Business

DistrictDataLabs

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
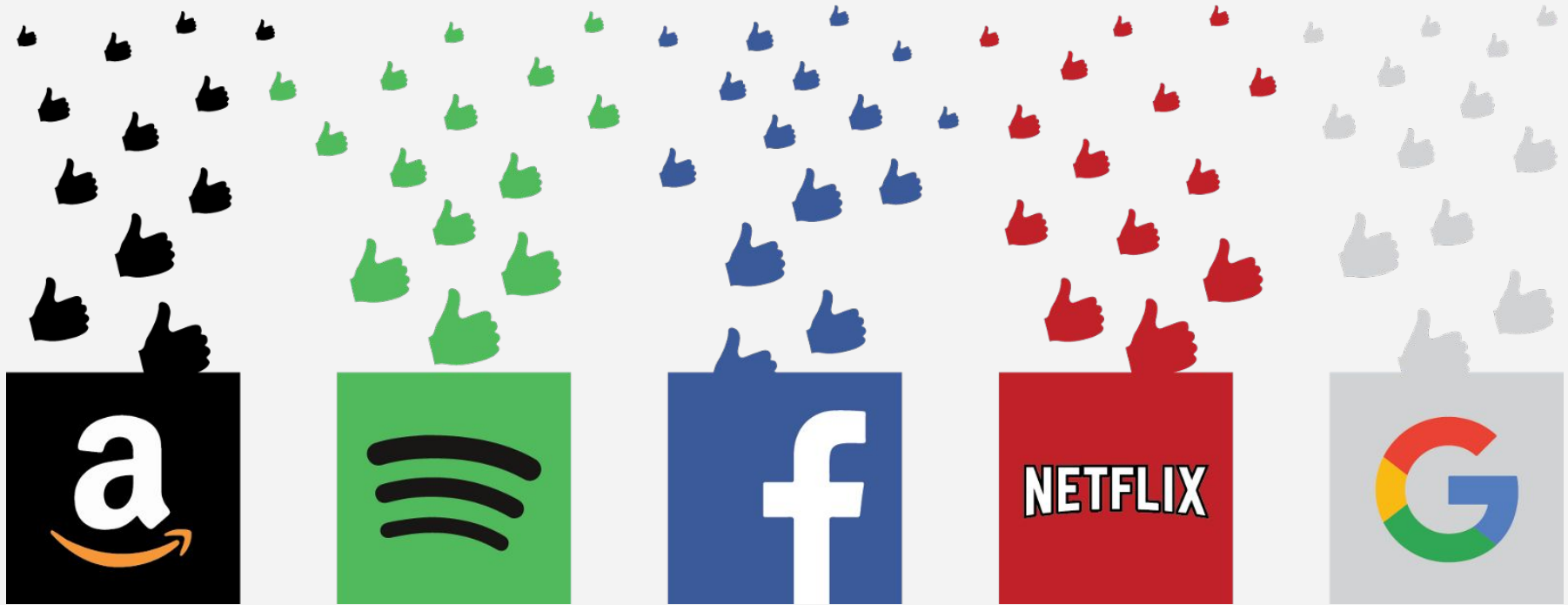
Processes
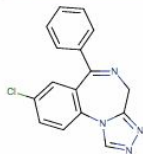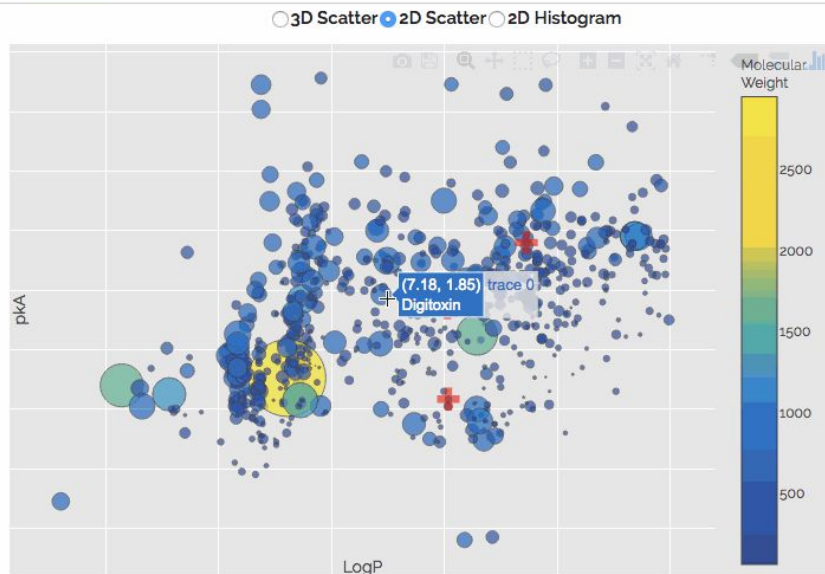
Employees

Recommender Systems

Benefits of Recommender Systems

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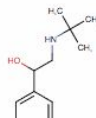- Good recommendations lead to increased revenue.

Interactive Visualization
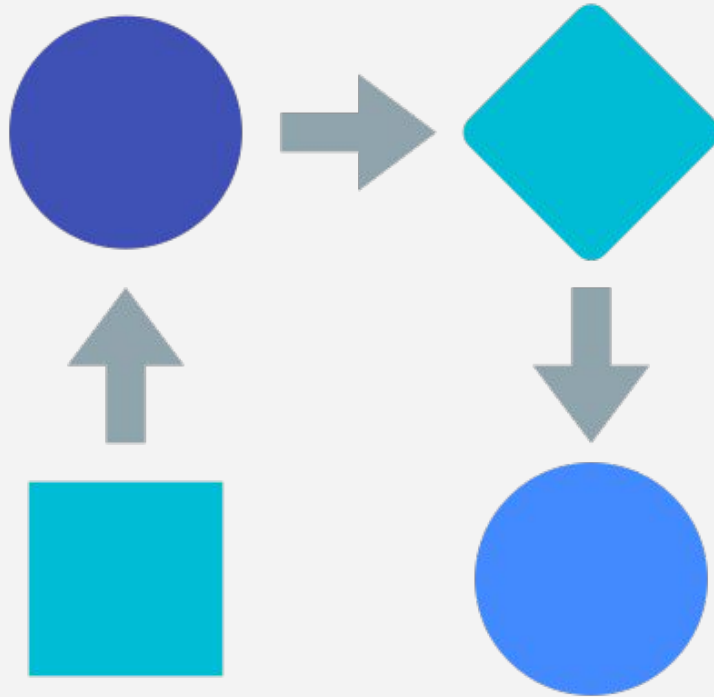
Benefits of Interactive Visualization

- 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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