

Klaviyo Data Science Podcast EP 40 | Platform Abuse and Misuse

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In most discussions about data science and data science features on this podcast, we make a basic, foundational assumption: the users whose data we are thinking about and customer experience we are trying to improve are, generally speaking, trying to use the platform in a way we recognize and approve of. Not all users of an application have this intention, and the data science behind detecting users who misuse a platform “and even abuse it” constitutes a complex and vast field of study. Listen along to learn about:

- Different types of human behaviors motivating platform misuse, and how that translates to different types of data
- What makes many-to-one problems so challenging
- Why keywords alone are not enough

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Featured on this episode:

- [Michael Lawson](#), Data Science Manager
- [Zach Willert](#), Senior Data Scientist
- [Francis Baker](#), Software Engineer II
- [Wei He](#), Senior Compliance Specialist
- [Shane McElroy](#), Product Manager

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