

**What does it take for a Data  
Science Project to Succeed?**

# data

(or a way and will to get it)

**Historical**  
**Outcome/Response**  
**Reasonable Variables**

a clearly  
defined

SMART

goal

**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime Bound

# a process

**Data Scientist to:**

- **Understand problem**
- **Formulate approach**
- **Build model(s)**
- **Evaluate performance**
- **Deploy solutions**
- **Monitor/maintain**

# **patience**

**(model development is an iterative process)**