

1 of 3 5/8/2018, 7:53 PM

15 of 35

Mashup Culture

- Using open data sources
- Combining disparate ways of describing something into a new creation
- Example: health-inspection scores for San Francisco restaurants
 - This allows us to look at how health-inspection infractions occur in relation to neighborhood and cuisine.
 - Writing a blog post then creates an artifact that describes a narrative around the data set.



21 of 35

Dashboards and Reporting

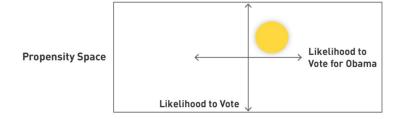
- Ongoing perspective on product metrics
- Reliability and transparency
 - Creates a sense of visibility into the system structure
- Effective way to communicate about the internal state of the system

2 of 3 5/8/2018, 7:53 PM

29 of 35

One-Off Propensity Modeling

Example: Obama campaign's effort to get out the vote



- You do not have to scale (i.e., bespoke).
- Assign each individual a score in order to prioritize your targets.
- Look for people who are on the margin but with a high propensity.

35 of 35

Machine Learning Data Products

- Scalable
- Complex in terms of engineering, source records, and techniques
- Helpful for making predictions about consumers' propensity in a scalable way
- Time-consuming
- High leverage

3 of 3