

# Dataknobs

## Build Data Products



*The four steps in the Drivetrain Approach.*

Data products generally require validation both of whether the **algorithm works**, and of **whether users like it**.

ref: Forbes

ref: HBR

# Dataknobs

KREATE



## CREATE DATA

*Build new signals*

Build higher level datasets from raw data



## CREATE WEBSITE & VISUAL

Focus on Discovery  
Share Data, Knowledge, Insights with users



## CREATE CHAT BOT

*Ans question and complete task*

Answer User Question  
Help User Complete Tasks

AB Experiment



## Experiment with Data/AI

*Experiment to determine which*

Use Data for AI/ML Experiment



## Experiment with user - A/B Testing

*How*

Do they use new signal



## QUANTIFIABLE IMPACT

*What is the measurable Impact?*

Benefit user get from new data

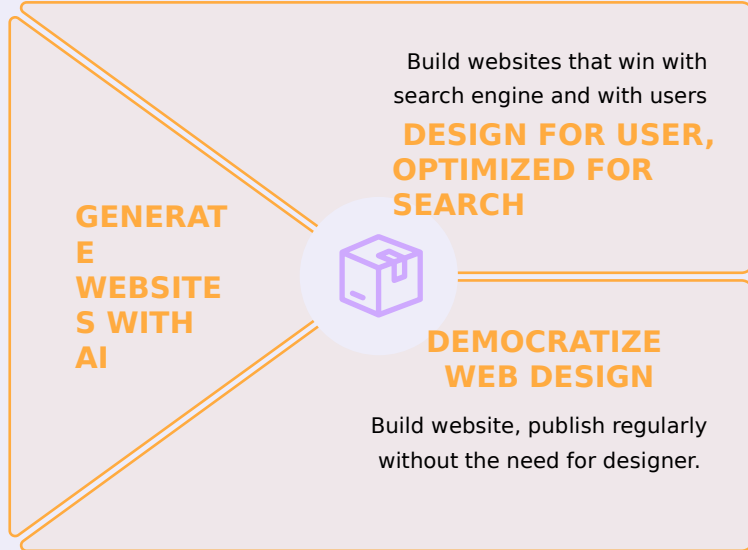


## Experiment with task closure

*Which steps led to task closure*

Determine effectiveness of task closure.

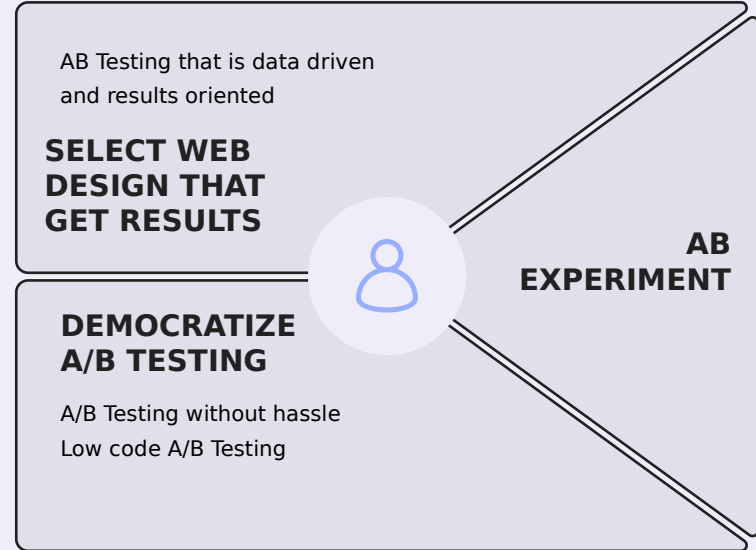
# Build Data Driven Web Experiences



**KREATE**  
Kreatewebsites.com

**Build Websites**

**Build Intranet portal**

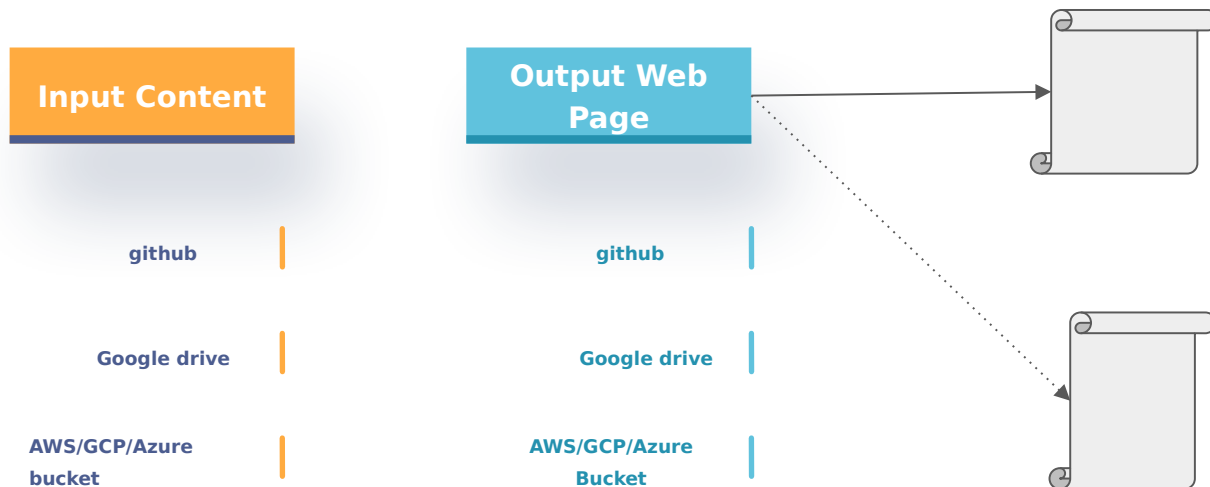


**ABExperiment**

**Run A/B testing**

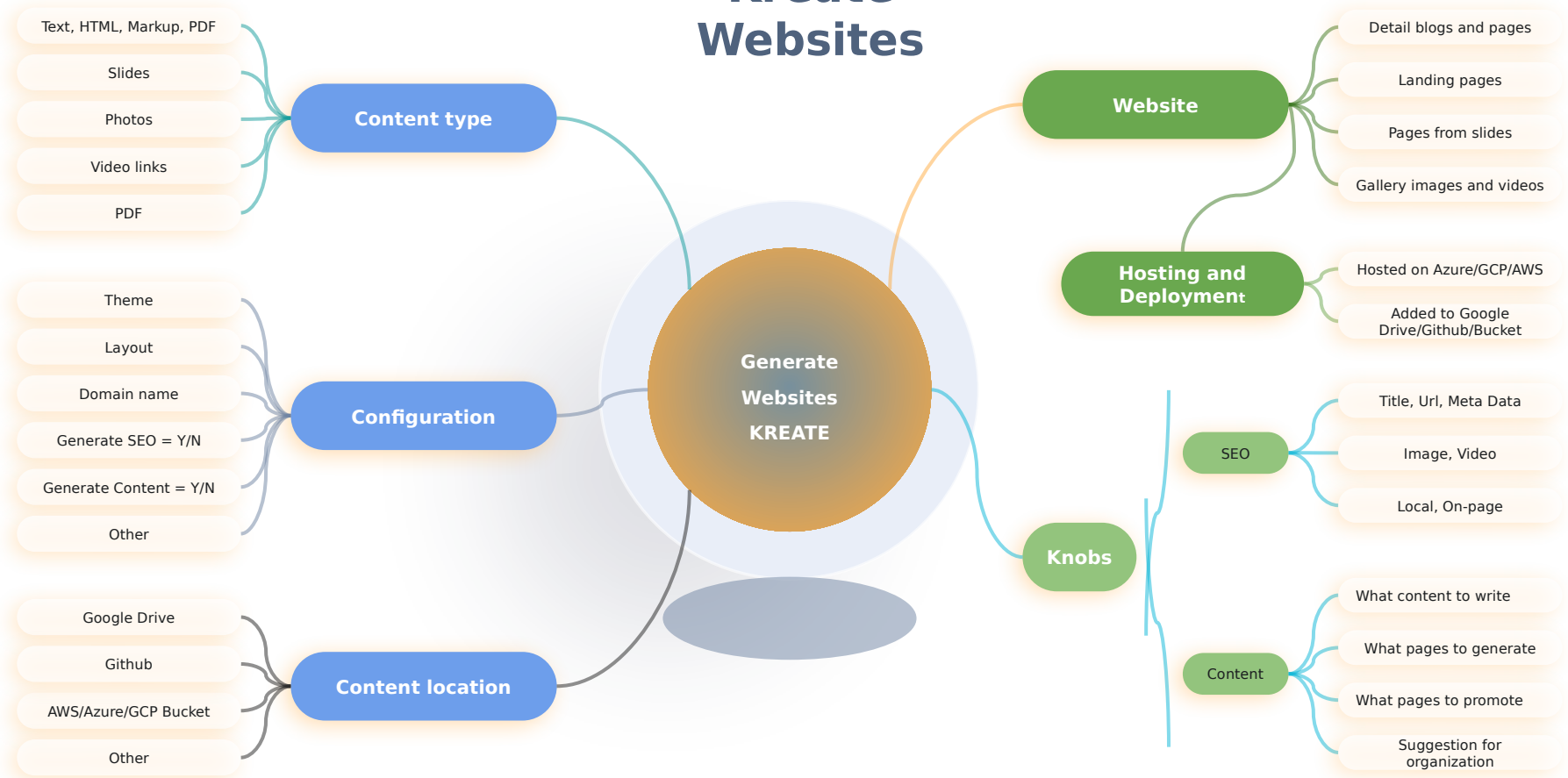
**Run ML Experiment**

# Web Design Assistance



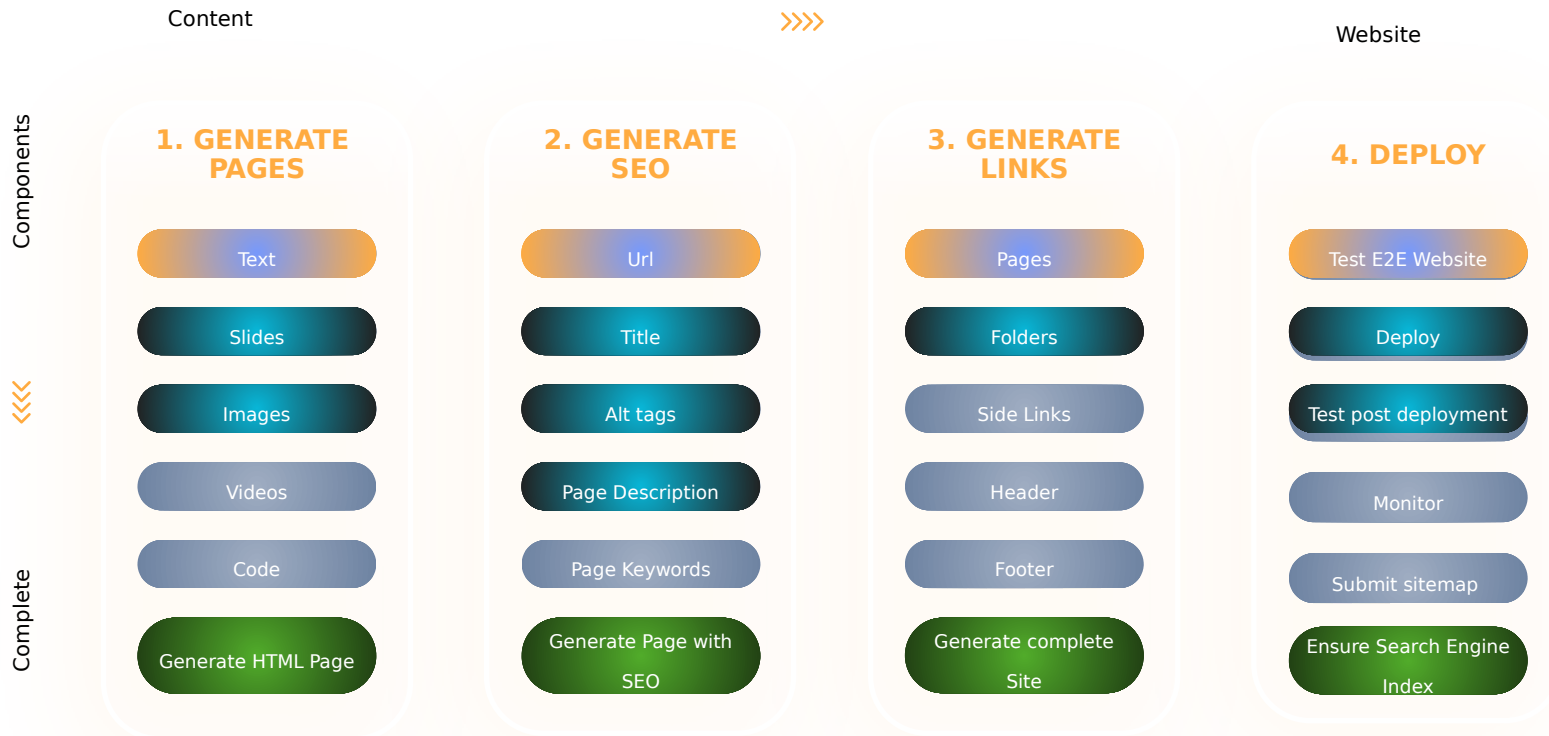
Web design assist

# Kreate Websites



# KREATE WEBSITES

**GOAL:** Generate E2E Websites from content. Democratize Web Development



# KREATE WEBSITES

