

# Embedded teams vs. dedicated groups

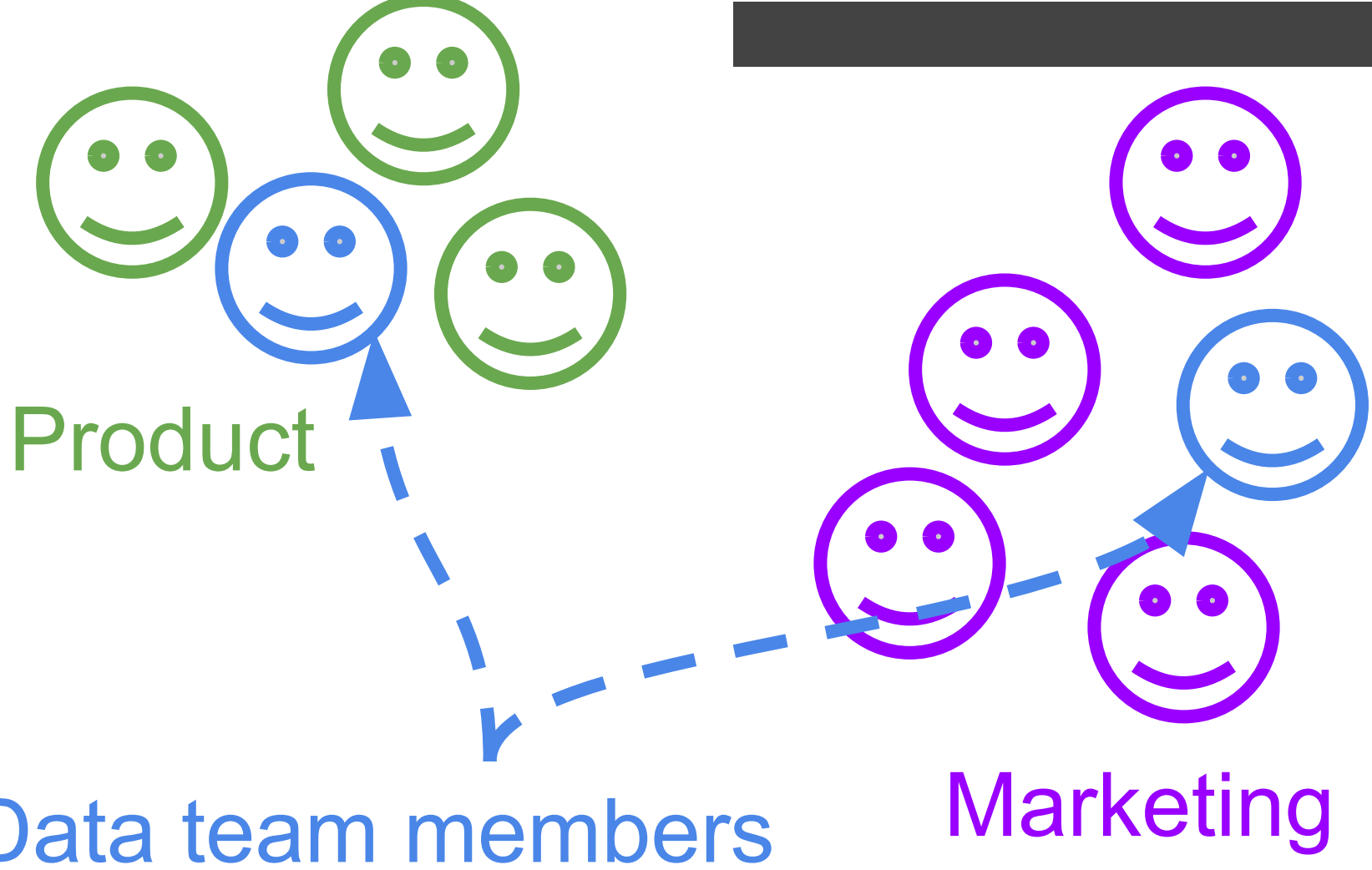
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Jeff Leek

@jtleek

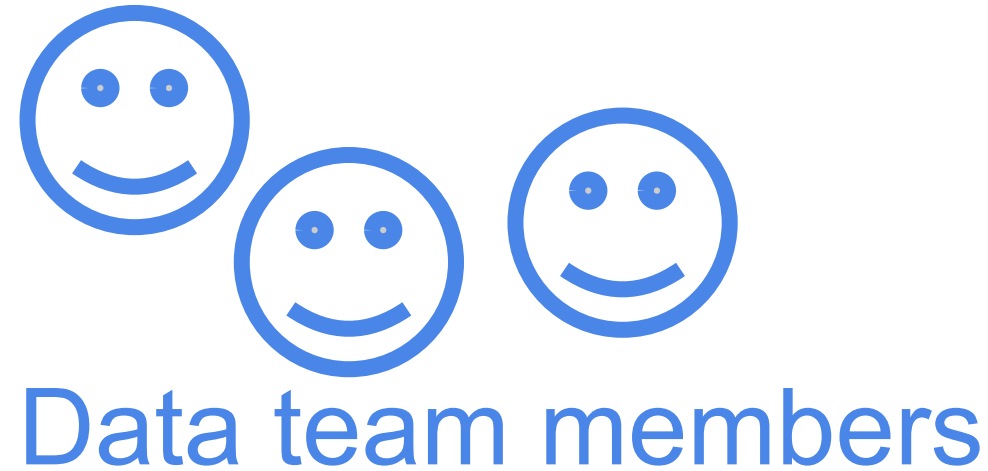
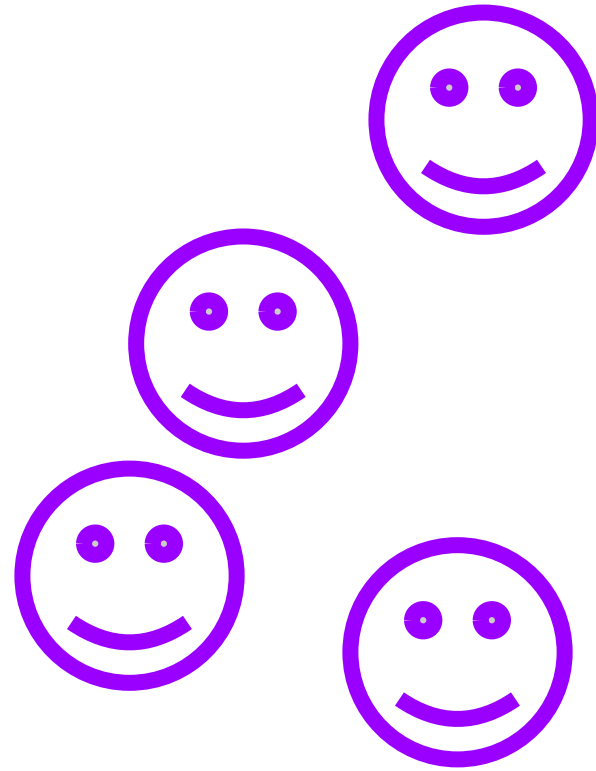
[www.jtleek.com](http://www.jtleek.com)

**Embedded data scientist**  
**Sits with a diverse team**



Dedicated group data scientist  
Sits with a group of data scientists

When do you need data  
science?



Marketing

# Keys

Close communication

Support

Empowerment




Communication  
Support  
Empowerment



**Close communication**

**Know what the problems are**

**Know the quirks of the data**

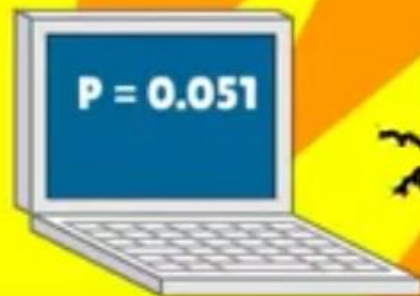
A black and white portrait of a man with dark, curly hair, smiling. He is wearing a light-colored button-down shirt. The background is blurred, showing what appears to be an office or indoor setting with other people in the distance.

Drew Conway... advocated that asking good questions is the most critical element in a data science project. And the ability to ask good questions requires domain understanding.

Support

Data science is frustrating

Access to knowledge/advice



**Empowerment**

**Data is not political**

**Supported to report accurately**

DEFENSE

Report: Analysts claim US military...

08:18am

INTERNATIONAL

China flexes tech muscle with Seattle forum

05:34pm

IN THE KNOW

R.E.M. blasts Trump for using their song

08:27pm

CYBERSECURITY

10M customers exposed in Blue Cross hack

08:02am

BLOG BRIEFING ROOM

Murdoch backs Bush on taxes

09:57am

HOME | NEWS

# Democrats turn on Nate Silver



610



275



9



COMMENTS 439

By Alexander Bolton - 03/24/14 08:57 PM EDT



Jessica Taylor, editor

Freight rail rides on steel, wood and

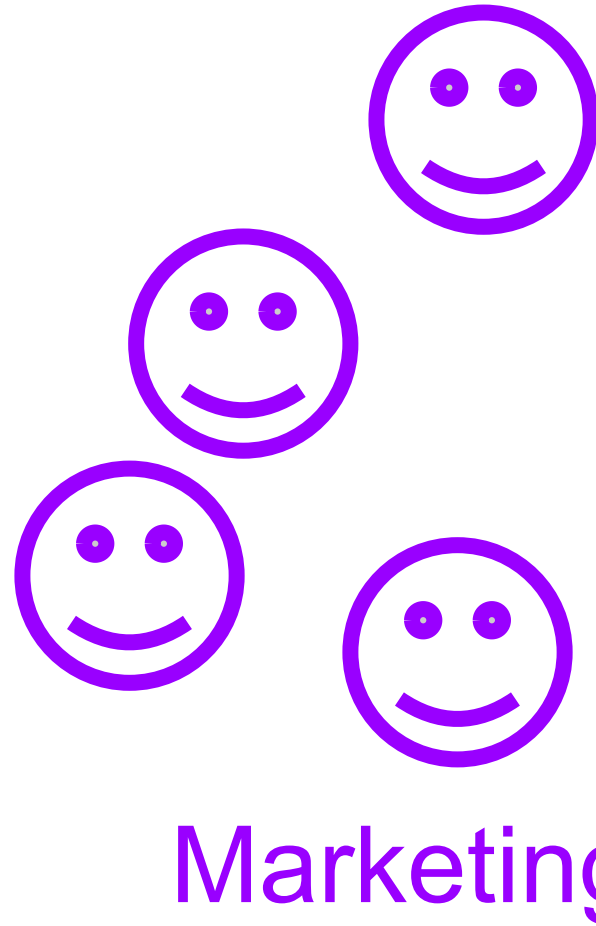
LASER BEAMS

REALLY? ▶

**Optimal compromise**

**Sits with manager and team**

**Regular meetings with “clients”**



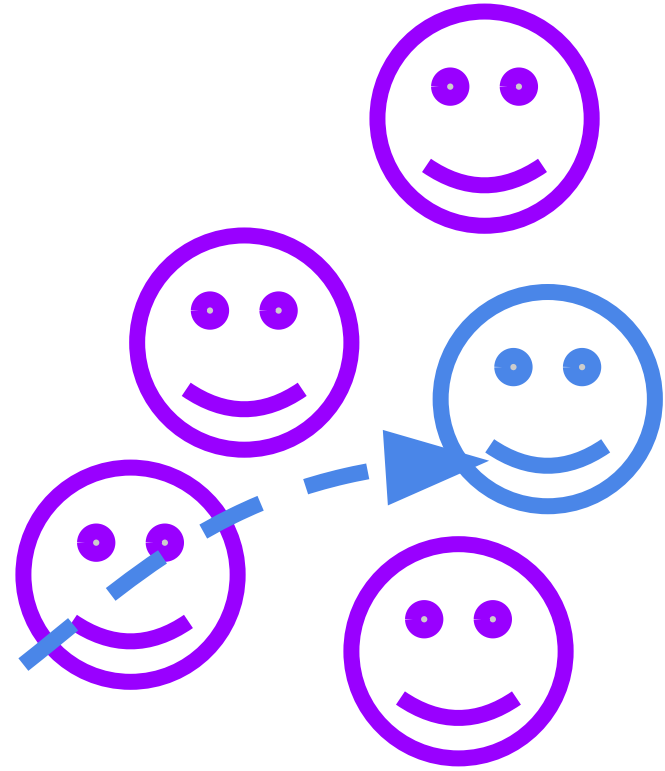




Product



Data team



Marketing

