

# **Building a Data Science Environment**

PHIL BANGAYAN, MBA '03

DIRECTOR, MARKETING DATA SCIENCE AND ANALYTICS

UNIVERSAL STUDIOS HOLLYWOOD

# Organization wants to get into data science

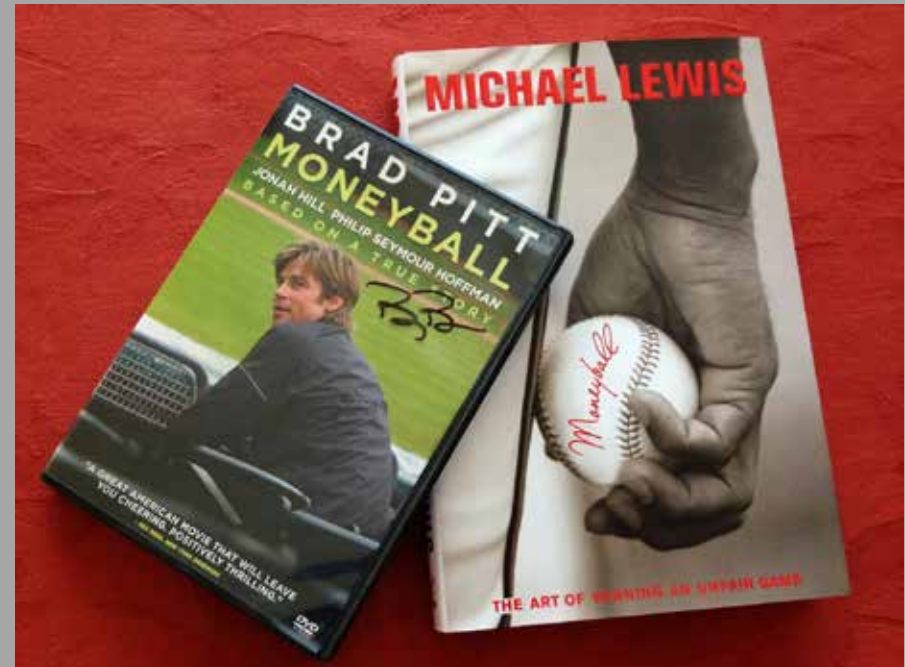
## How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target TGT -0.72%TGT -0.72%, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Charles Duhigg outlines in the [New York Times](#) how Target tries to hook parents-to-be at that crucial moment before they turn into



*Target has got you in its aim*



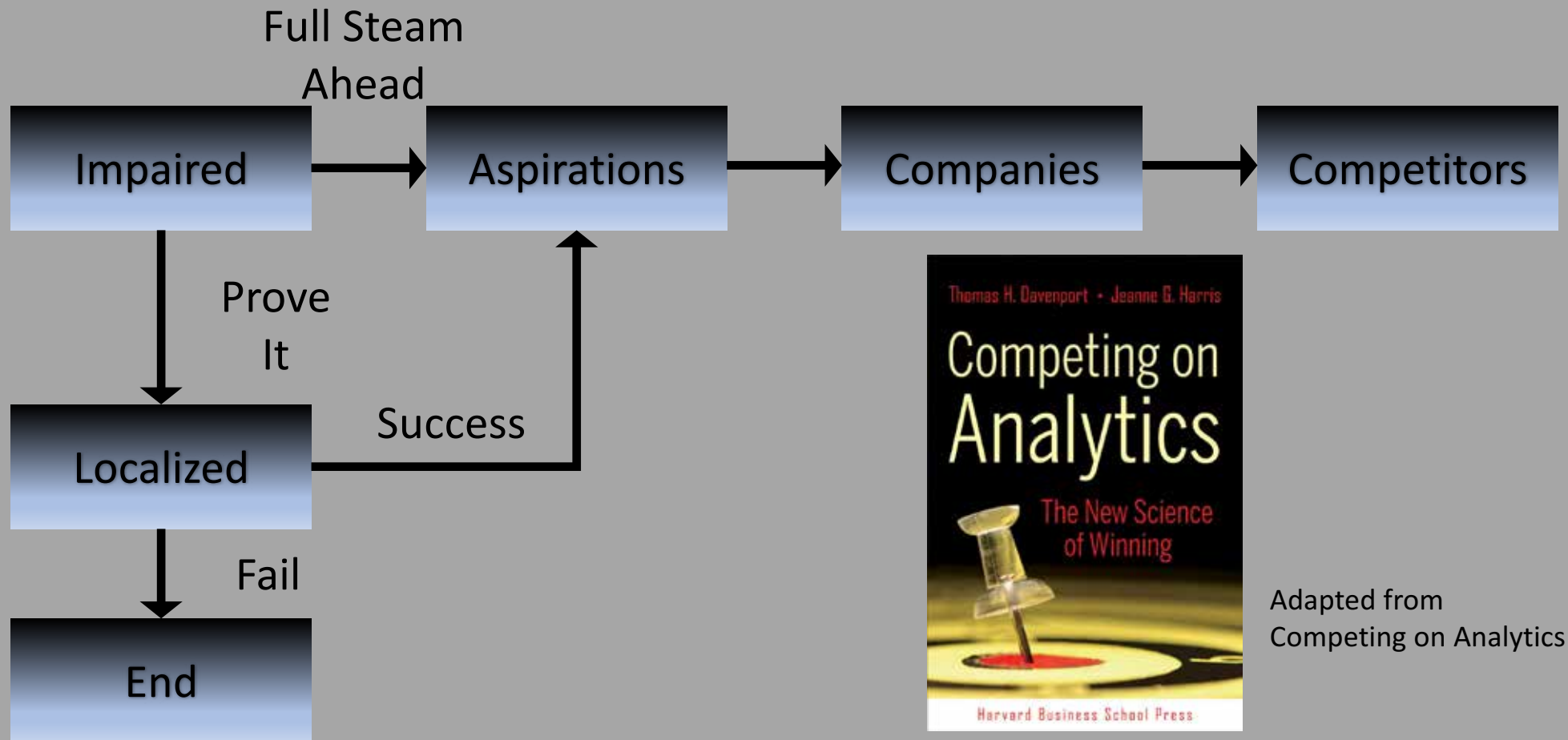
Sources: forbes.com, pixshark.com

# Assess current situation and end goal



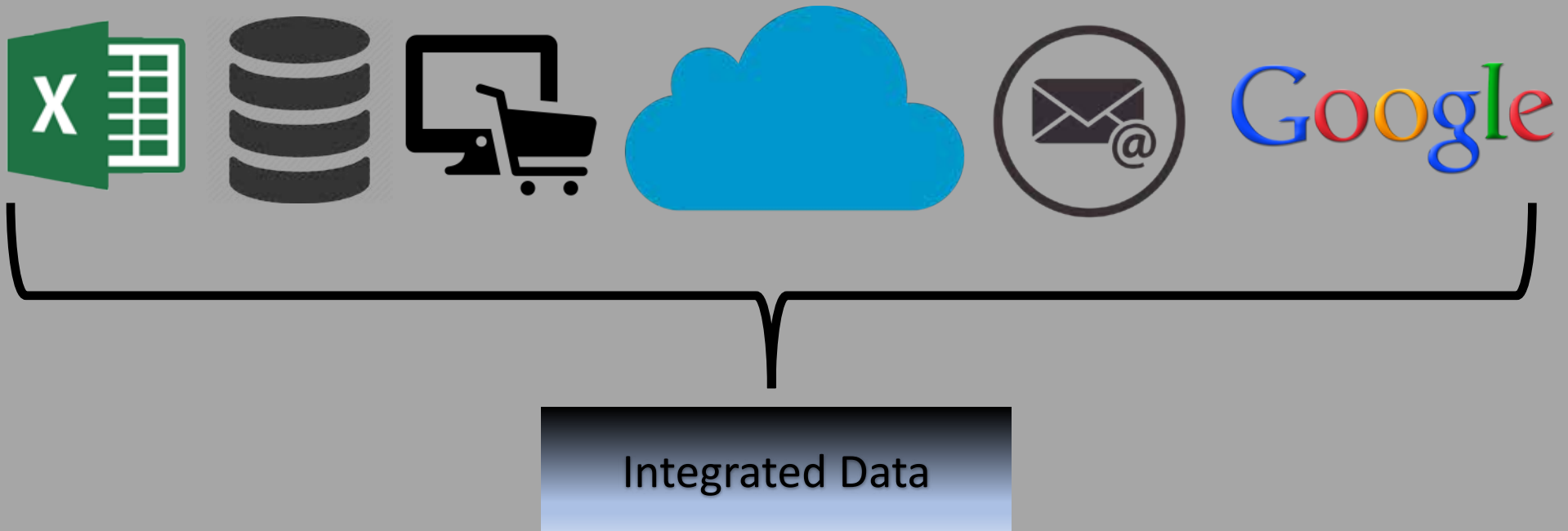
Source:  
rosebt.com

# Steps on getting there



# Answer a question of interest for quick win

- Example: gain insights into attendance
- Steps include creating single source of truth, visualizing and modeling



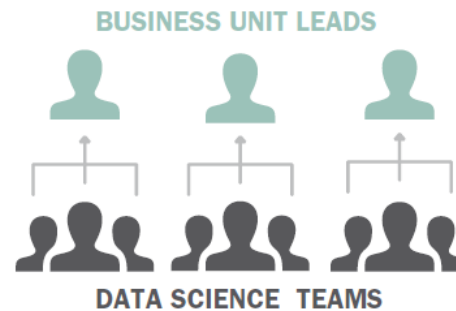
# Next step: consider organization structure

## Centralized



*Business units bring their problems to a centralized data science team, overseen by a chief data scientist.*

## Diffused



*Data science teams are fully embedded in business units and report to individual business unit leaders.*

## Deployed



*Data science teams are overseen by a chief data scientist and forward deploy to business units.*

Source: Booz Allen Hamilton