



FIND THE BEST FIT FOR YOUR MODEL

2017.0312

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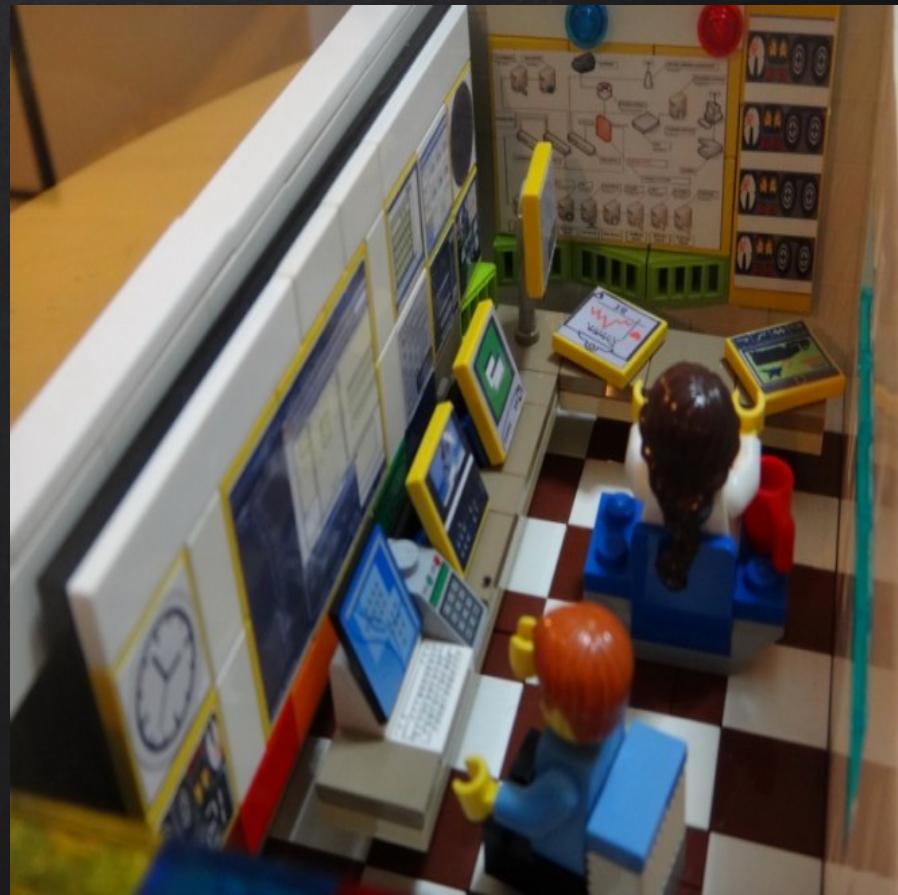
E-COMMERCE DATA MINING
TELECOM DATA ANALYTICS

★ RLADIES TAIPEI OFFICER



DATA MINING APPLICATIONS IN E-COMMERCE

- ☺ Customer Segmentation
- ☺ Telecommunication
- Equipment Analysis
- ☺ Customer Churn Prediction

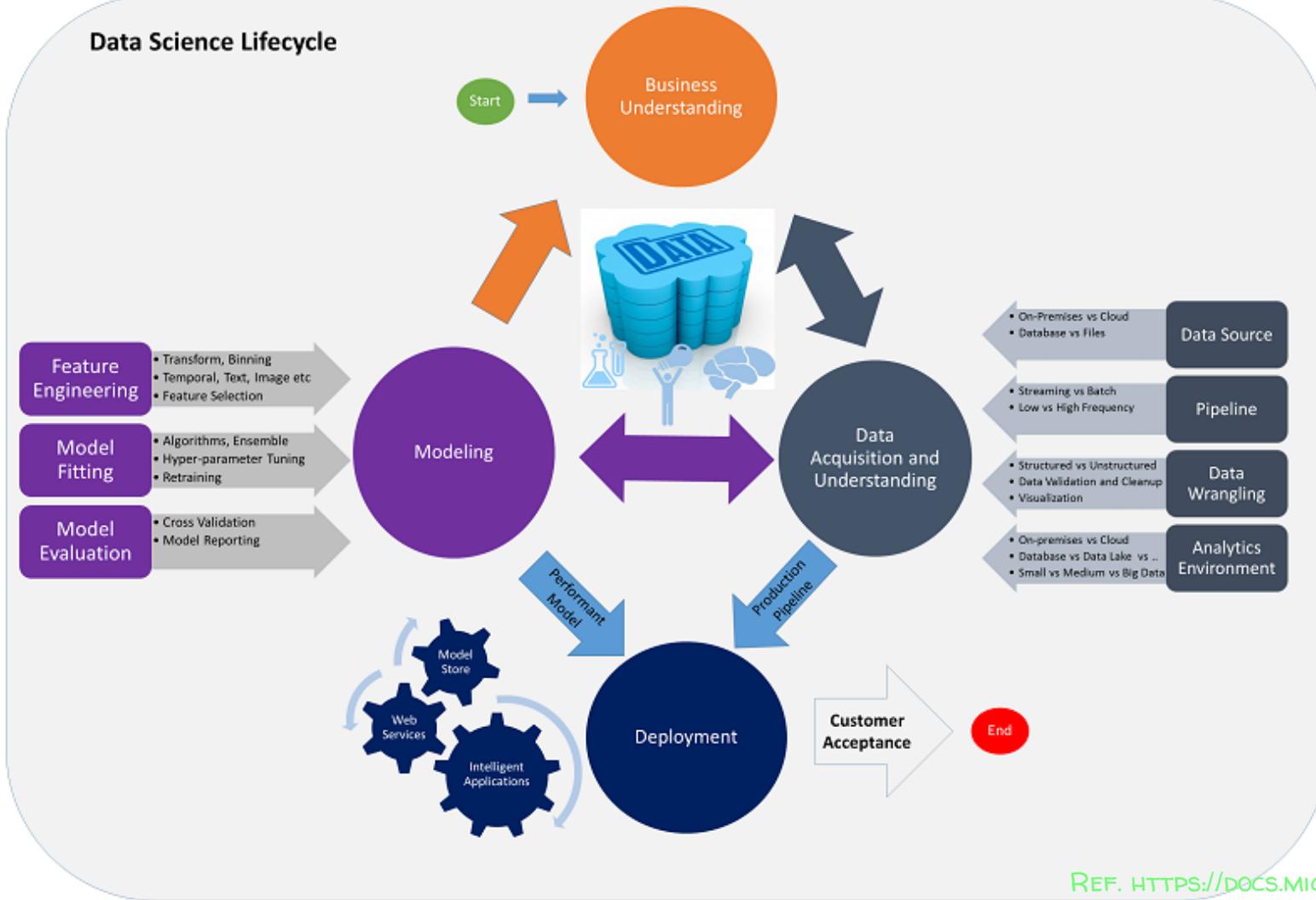


DATA ANALYSIS IN TELECOMMUNICATION INDUSTRY

- ☺ Recommendation
- ☺ Customer Behavior
- ☺ E-mail Marketing
- ☺ Fraud
- ☺ Inventory Optimization



Data Science Lifecycle



1

BUSINESS UNDERSTANDING



DEFINE YOUR QUESTIONS

- ✓ Must begin with the right question
- ✓ Questions should be clear and concise

2

DATA ACQUISITION AND UNDERSTANDING



SET CLEAR MEASUREMENT PRIORITIES

- ✓ Decide what to measure
- ✓ Decide how to measure it
- 💡 What factors should be included?



EXPLORATORY DATA ANALYSIS

- ✓ Maximize insight into a data set
- ✓ Uncover underlying structure
- ✓ Detect outliers and anomalies

3

MODELING



ANALYZE DATA

- ✓ Feature Engineering
- ✓ Model Training



FEATURE ENGINEERING

- ✓ Feature engineering is the process of using domain knowledge of the data to create features that make machine learning algorithms work.



MODEL TRAINING

- ✓ Training dataset
- ✓ Test dataset

4

DEPLOYMENT

5

CUSTOMER ACCEPTANCE



FOR REGRESSION'S NOTE

✓ DATA TRANSFORMATION

- ✗ skewed right
- ✗ skewed left
- ✗ Other



FOR REGRESSION'S NOTE

- ✓ Domain know how





THANKS!

Any questions?