



MANGO
SOLUTIONS

Engaging with the Business

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Agenda



About Me



Business Impact



Data Science Radar



Being a Communicator



Skills Required



About Me



About Me

- Maths & Stats
- Statistician (SAS)
- Insightful (S+)
- Mango (R)
- RConsortium
- R in 24 Hours
- @RSSDataScience



Business Impact



Data Science & Business

- Statistics can be a “reactive” process
- Data Science and Big Data has changed how the world of “Analytics” is viewed
- “Analytics” is now a proactive activity
- It is now a strategic aim for organisations



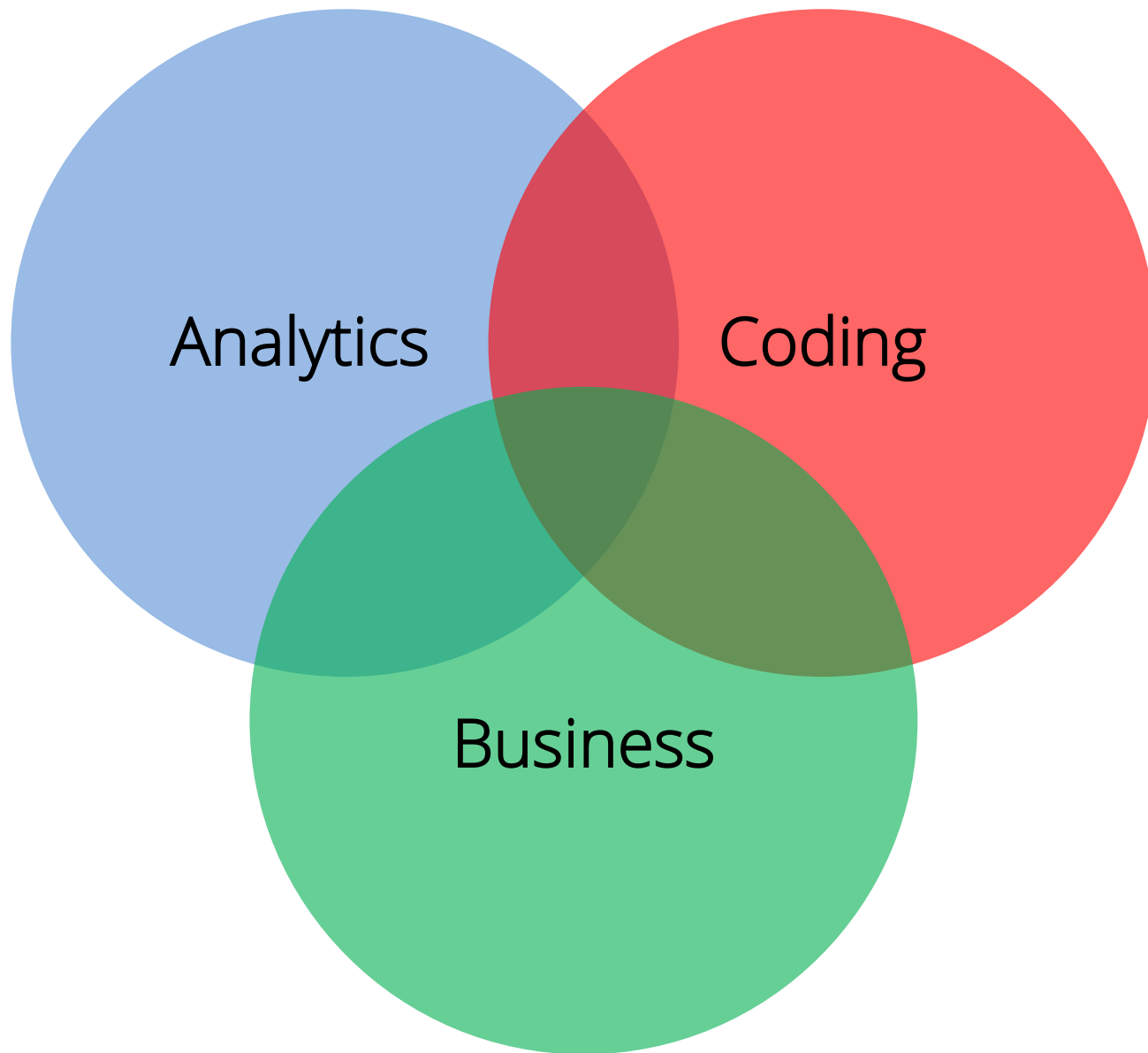
Challenges

- Business users may not understand:
 - What analytics “is”
 - What analytics “can do”
 - What analytics “can’t do”
 - That analytics isn’t a magic wand
- The “marketing machine” doesn’t help

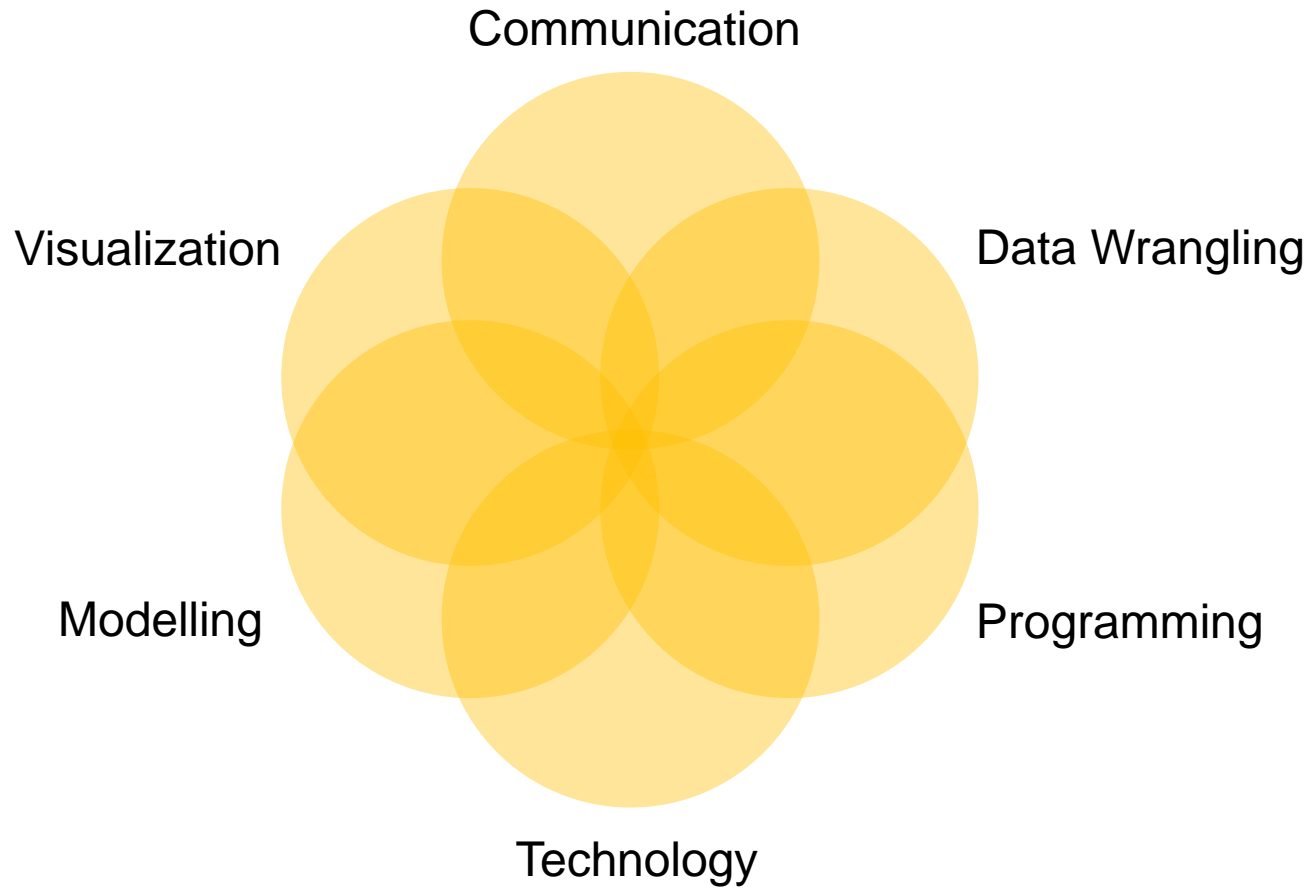


Data Science Radar

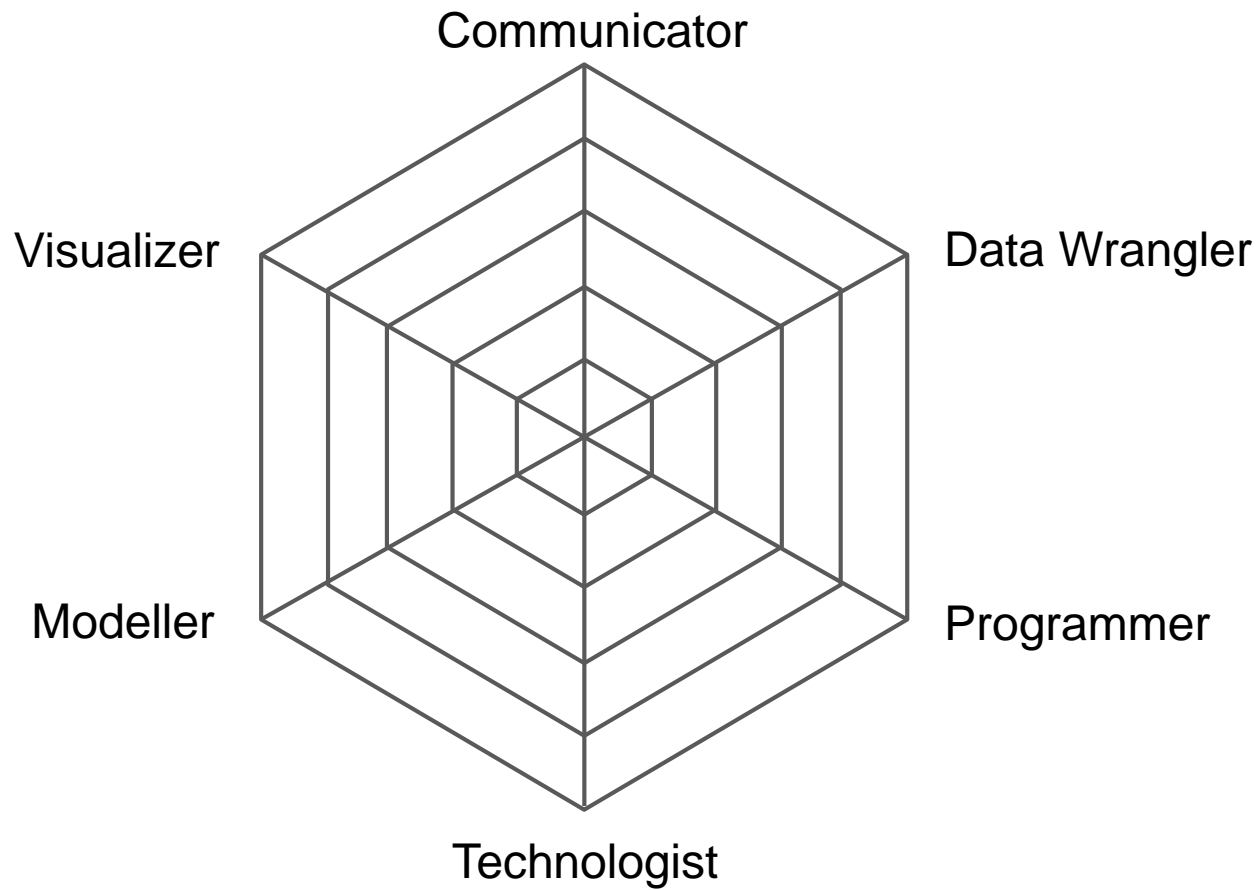




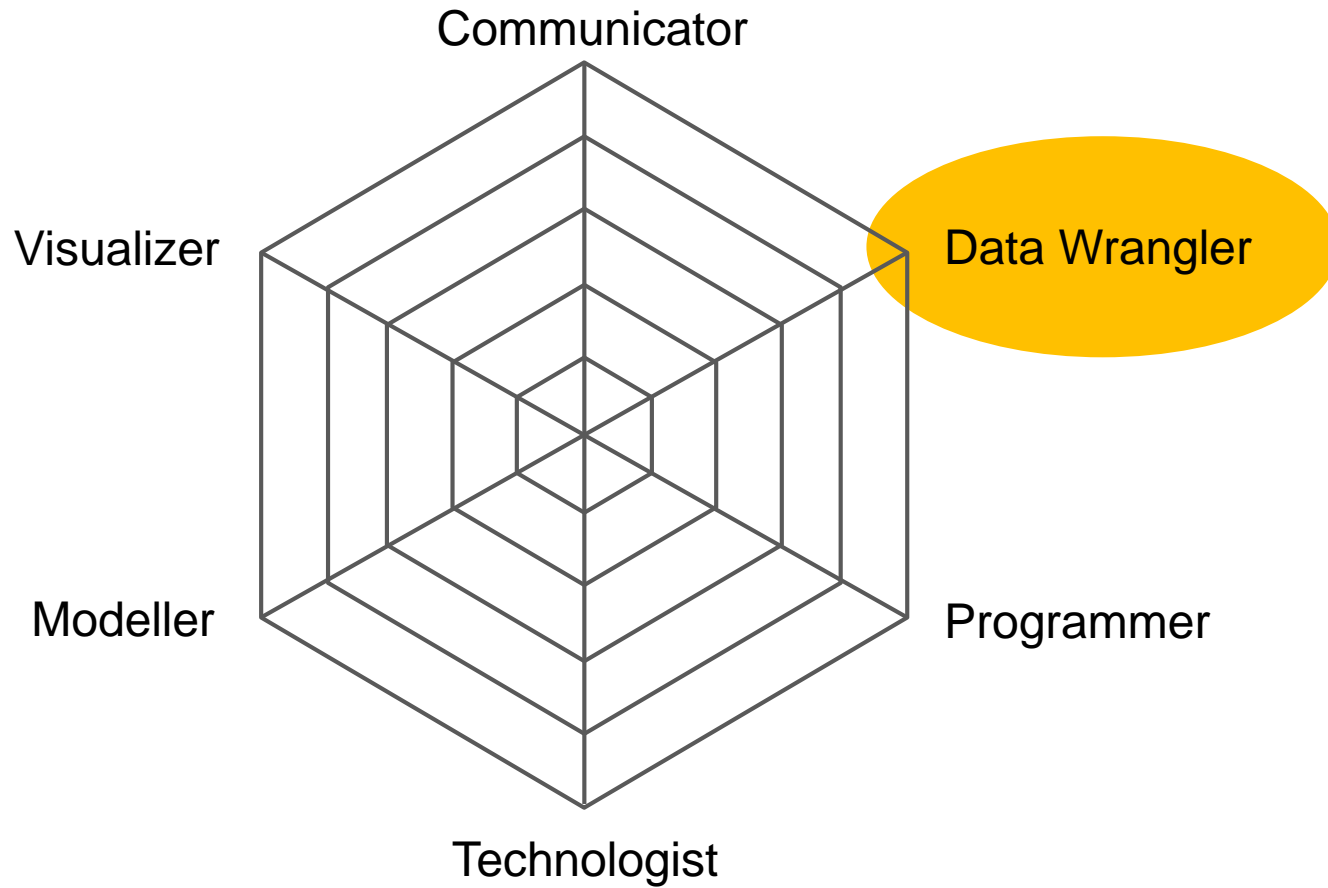
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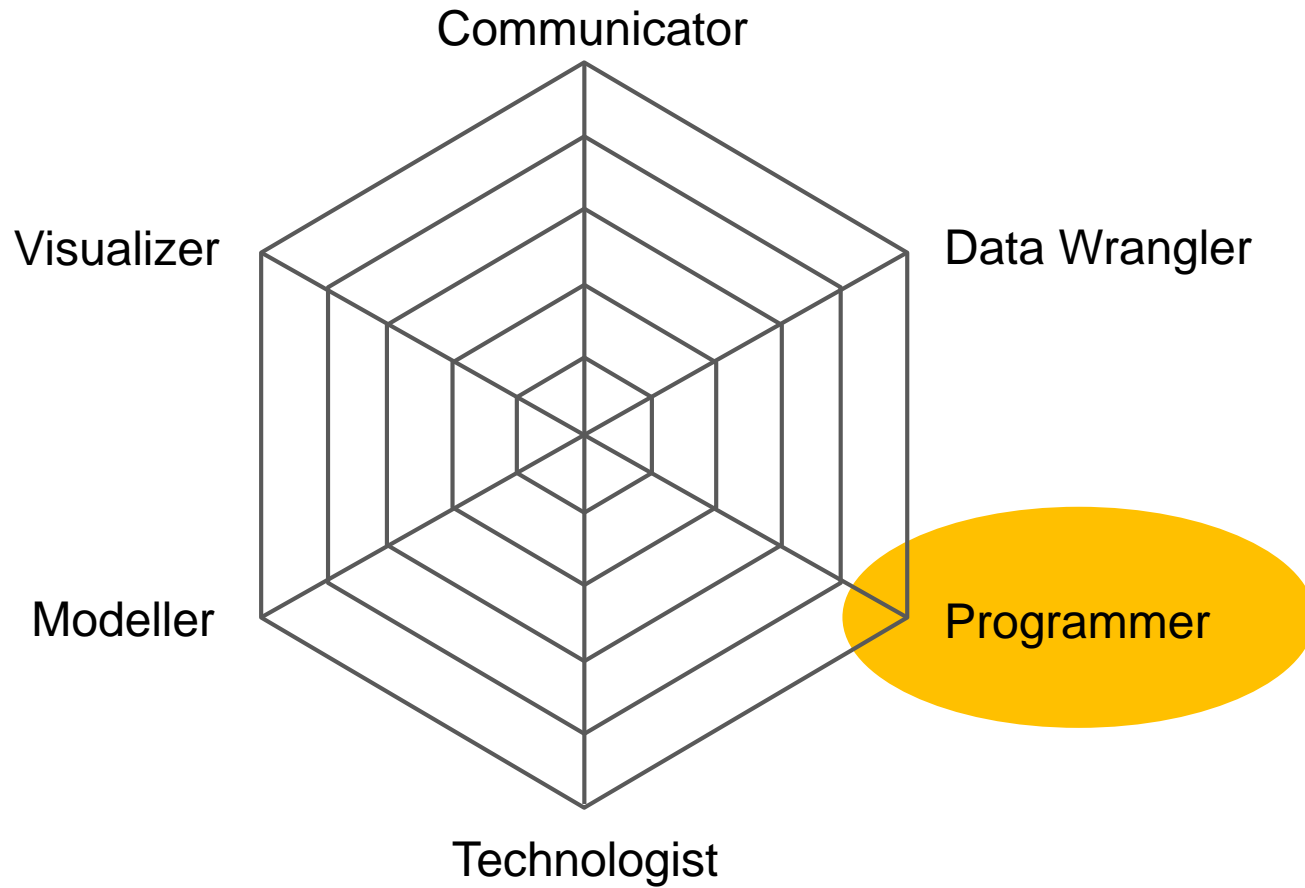
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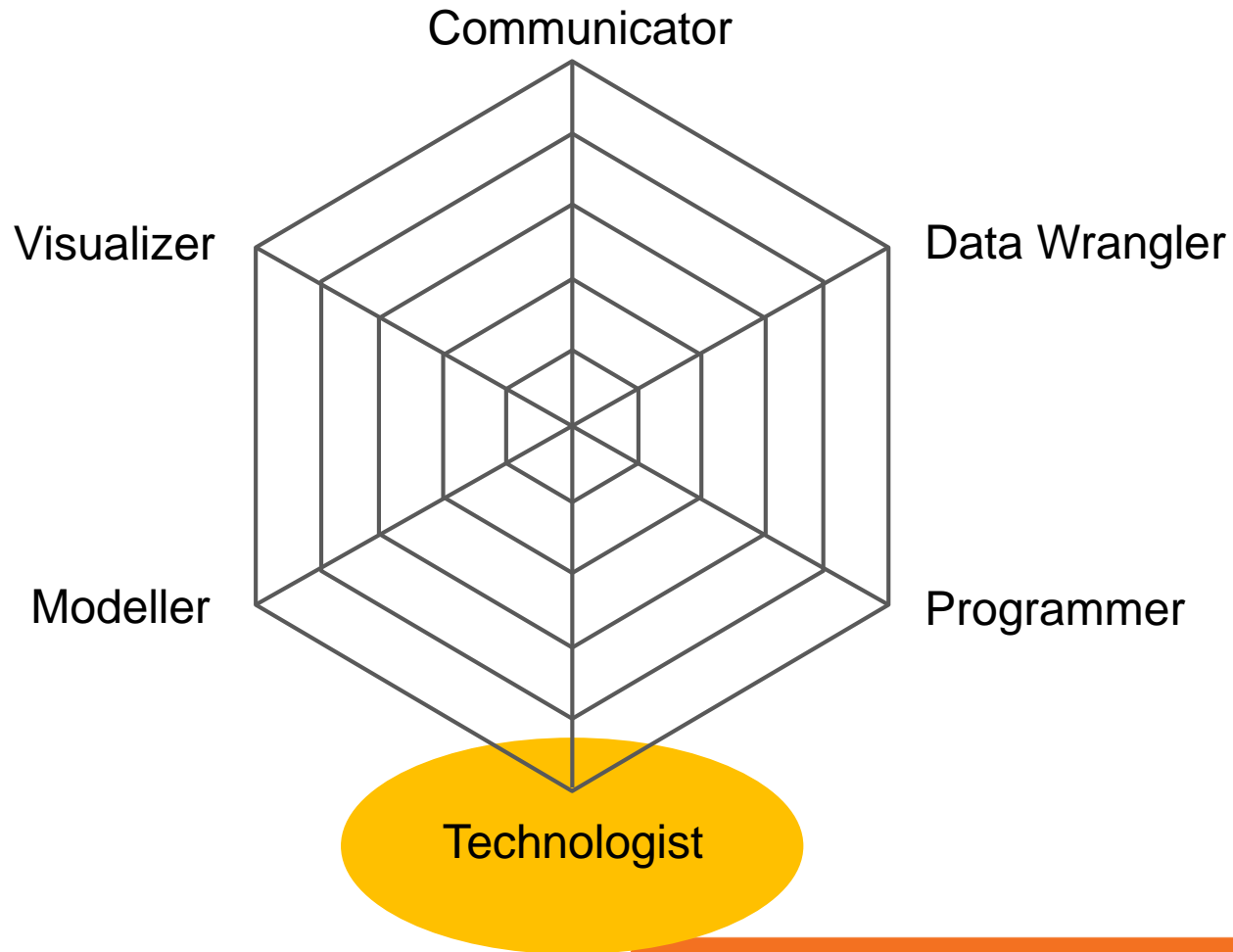
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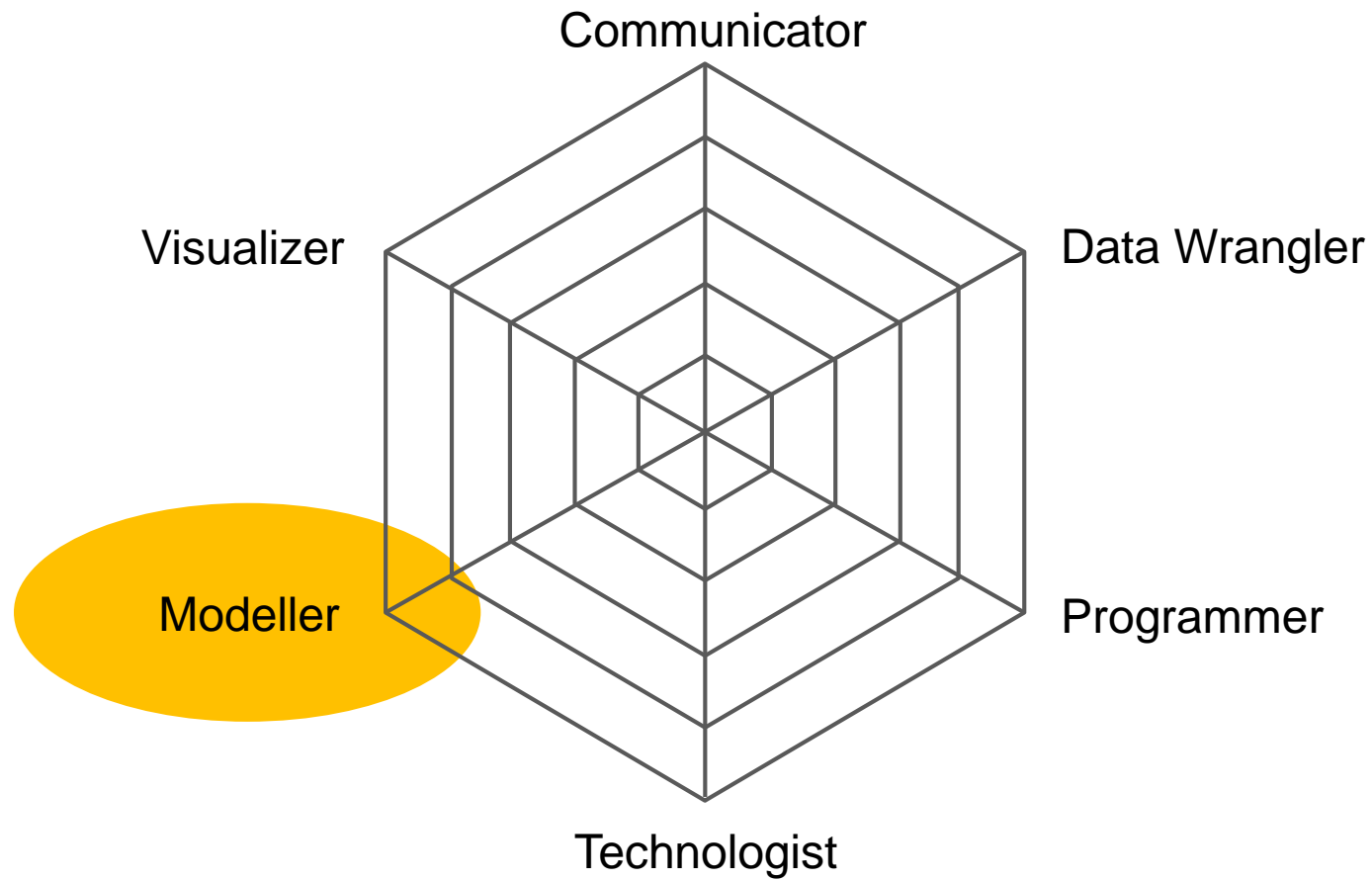
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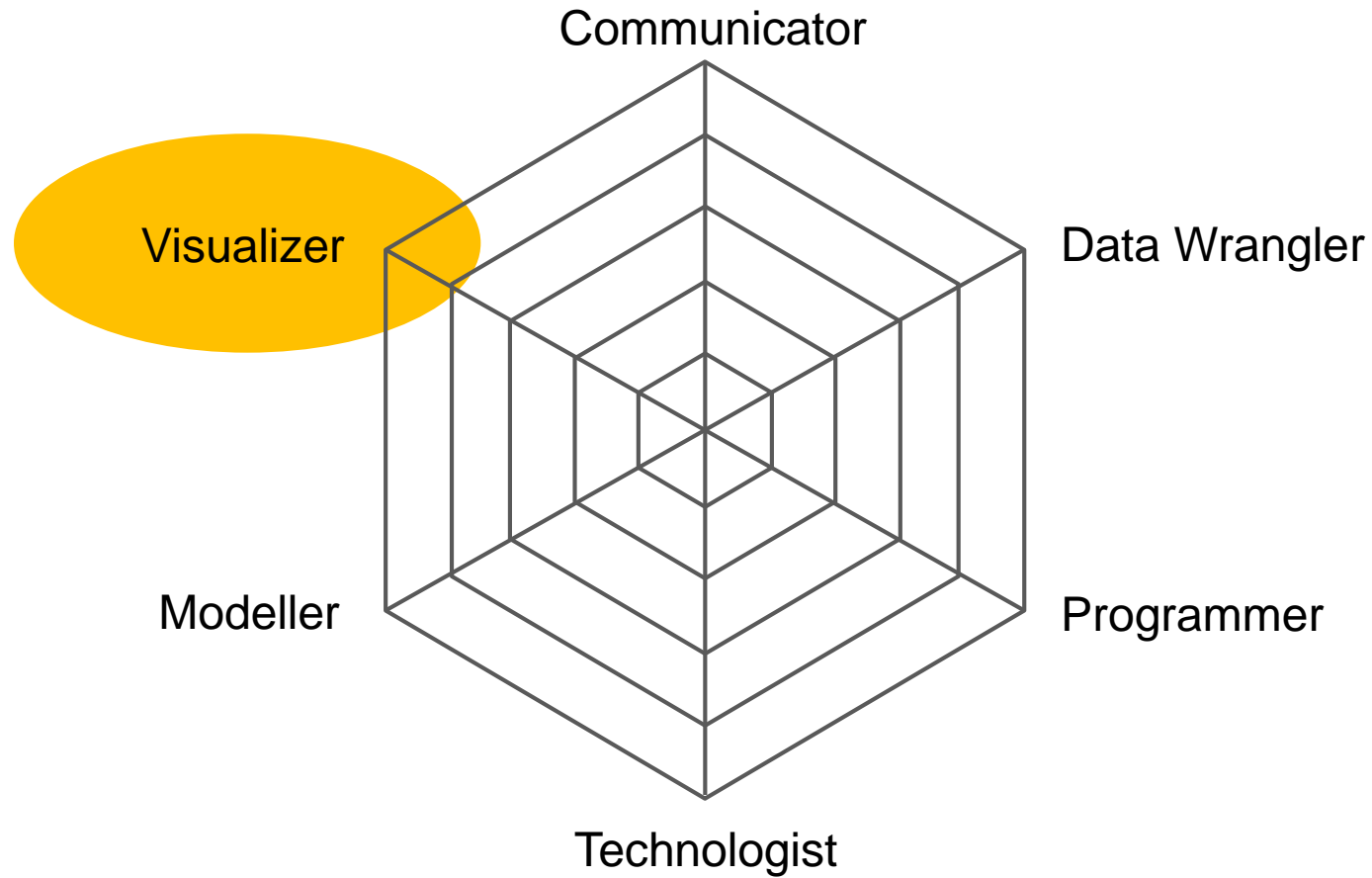
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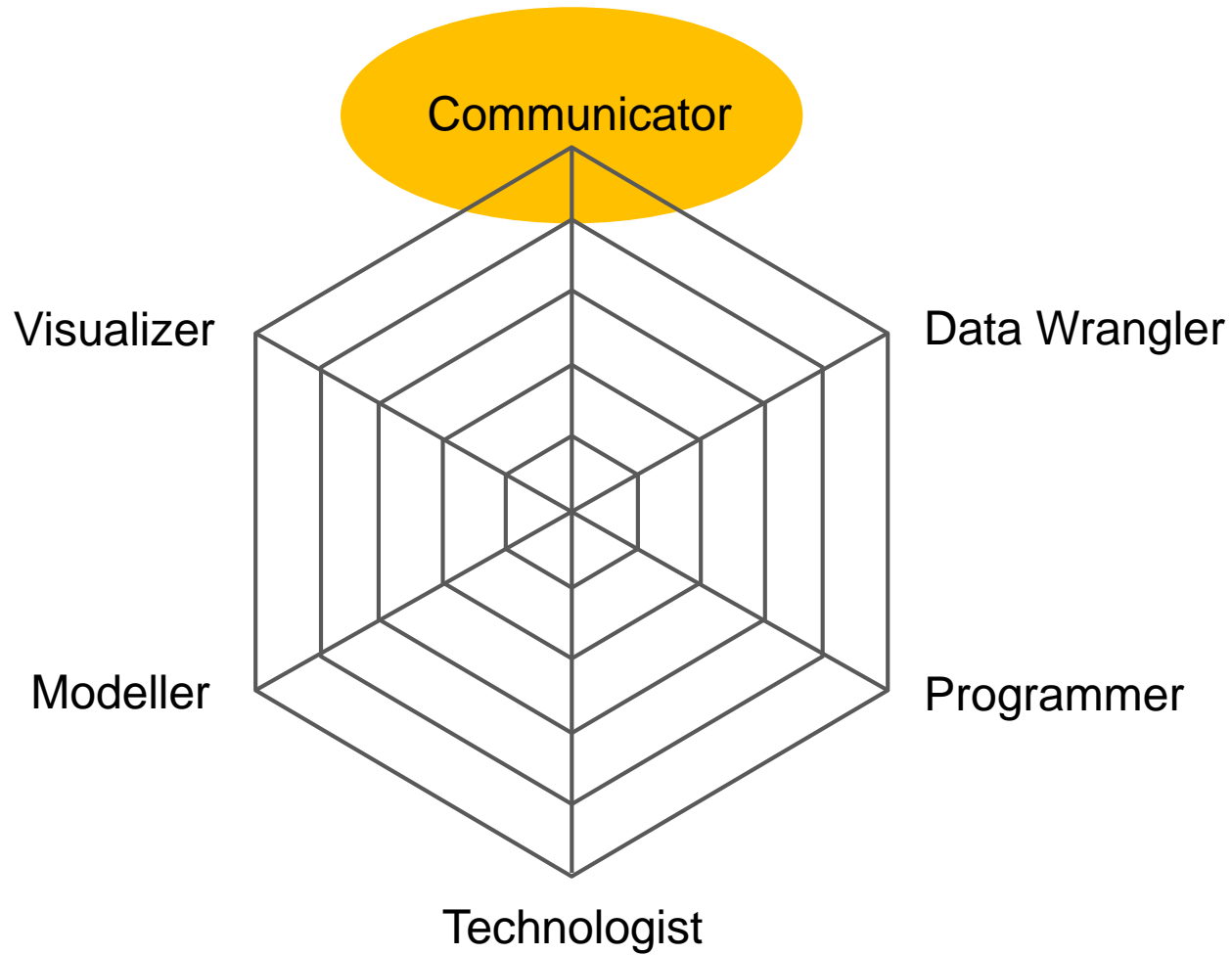
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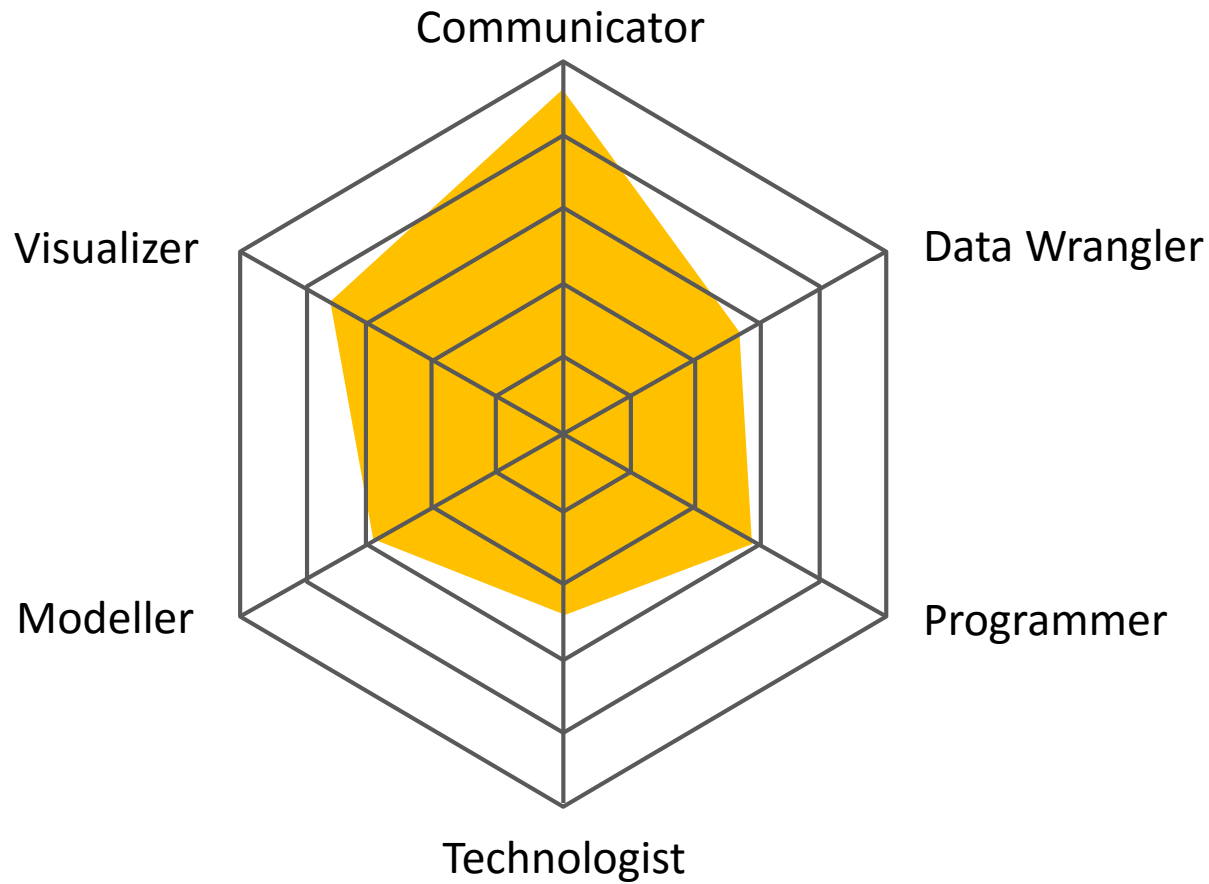
Data Science Radar



Data Science Radar



Data Science Radar



Being a Communicator



Being a Communicator

- Business Person
- Teacher
- Inquisitor
- Storyteller
- Sales Person



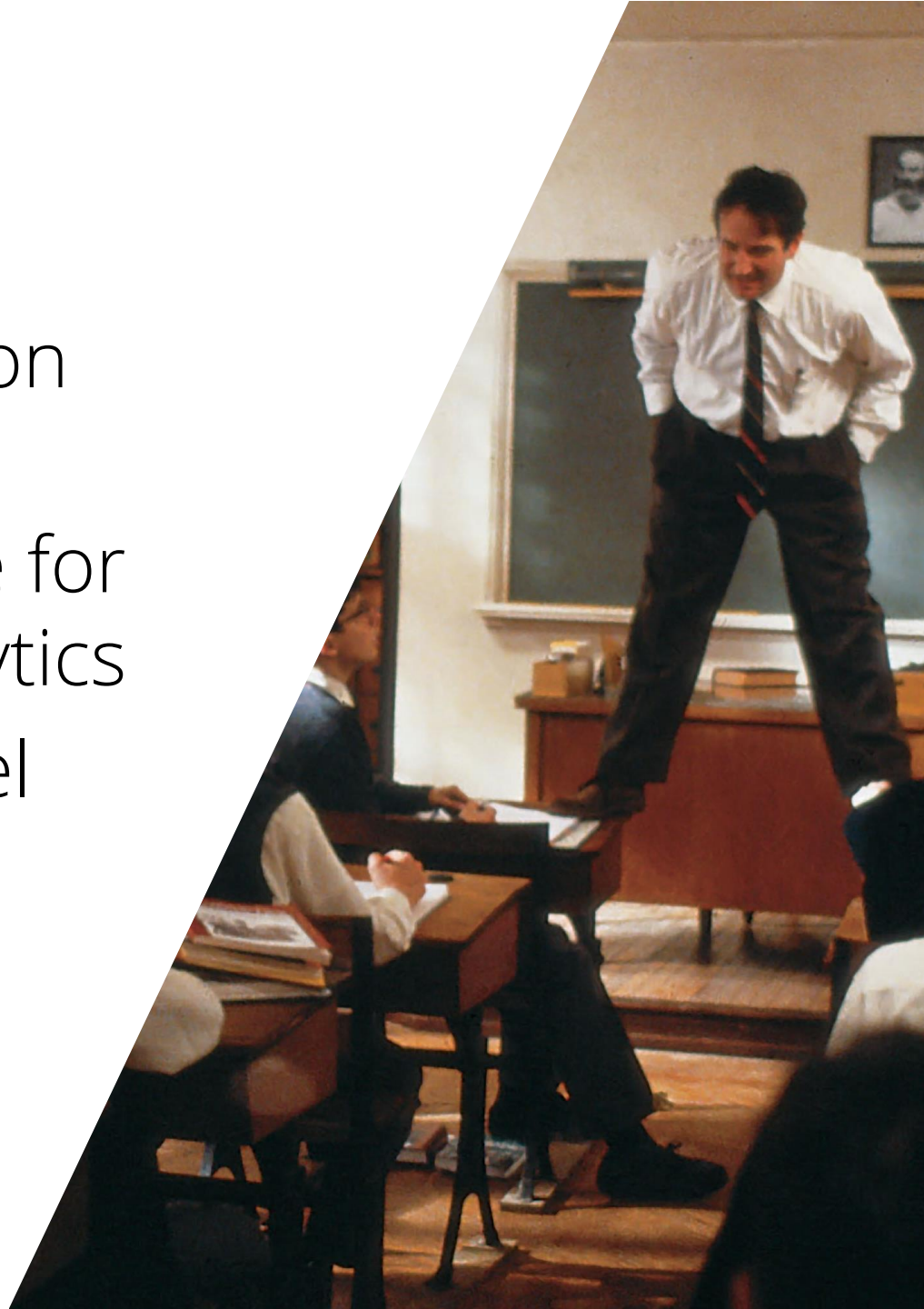
Business Person

- Increasingly involved in the business discussion
- Understanding of financial and cultural impact
- Grasp of finance in company objectives
- Domain knowledge



Teacher

- Educate business on analytics
- Common language for business and analytics
- Introduce high level model diagnostic language



Inquisitor

- What is the real question we want to answer?
- How will people change when they know the answer?
- Question to test assumptions?



**NOBODY
EXPECTS
THE
SPANISH
INQUISITION**

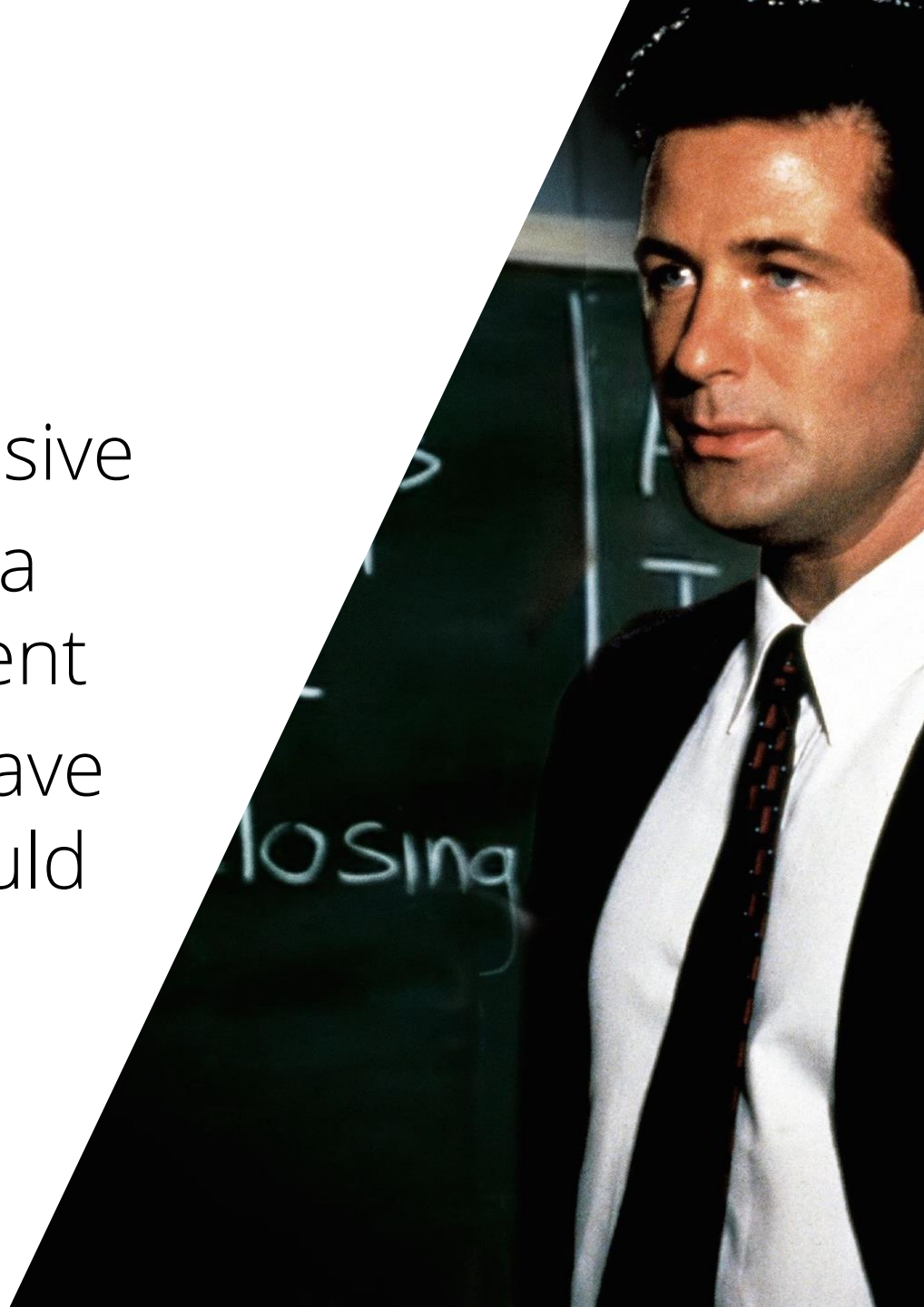
Storyteller

- Communicating insight in a manner that business understands
- Fit in with cultural style (e.g. highly visual)
- Narrative



Sales Person

- Data Science is reassuringly expensive
- Business will want a return on investment
- Business people have challenges that could be resolved



Skills Required

- Empathy
- Creativity
- Patience
- Business
- Communication



The End

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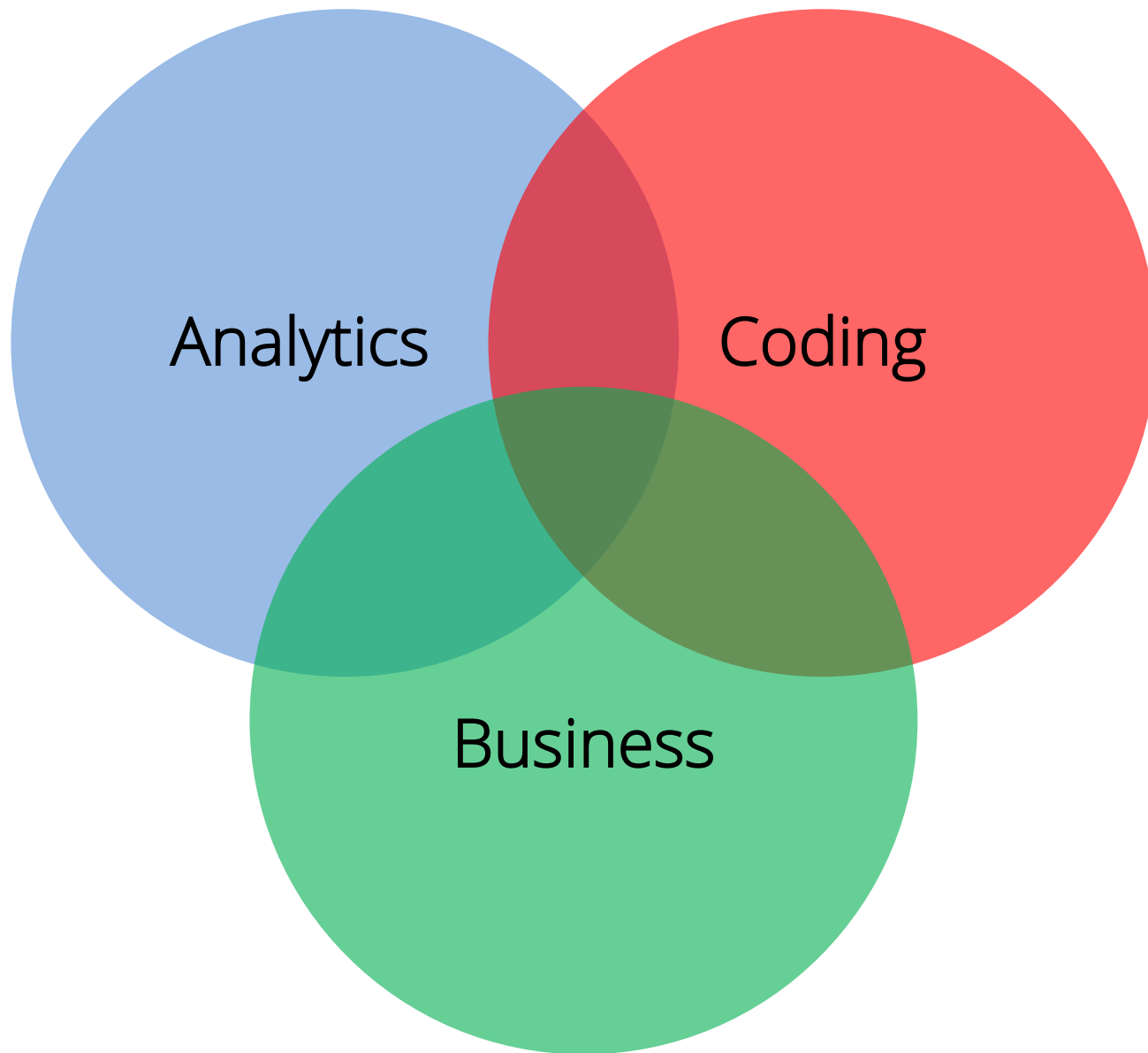
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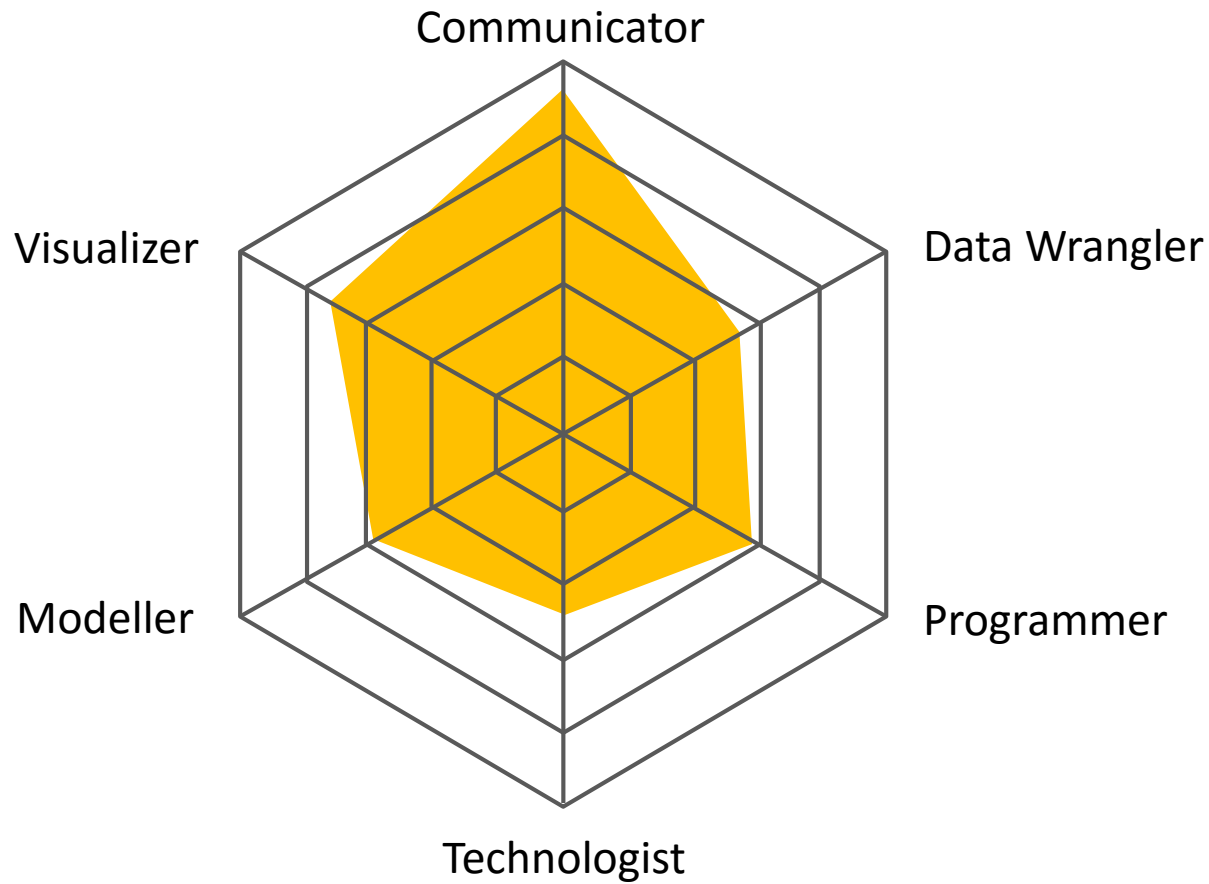


Wrapup





Do Unicorns Exist?



Join the Debate!

- RSS Data Science Section
- @RSS_DSS
- Slack Channel – email datascience@rss.org.uk for an invite
- [Github.com/rssdatascience](https://github.com/rssdatascience)

