Webinar

The Role of Data Science

In business

Lecturer:

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Data Scientist at Snapp!Food

MSc. Industrial Engineering

Summer 2021

Sajjad Heydari

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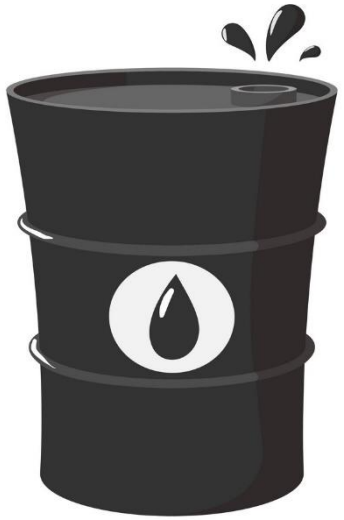
❖Education

MSc. Industrial Engineering at Tarbiat Modarres University

❖Work experience

Data Scientist at Snapp!Food | 2021-now
Business Data Analyst at Cafe Bazaar | 2020-2021
Data Science Consultant in Industries | 2017-now
Data Science Instructor in Iranian Top Universities | 2018-now
Marketing Data Analyst at Pasargad Insurance Co. | 2016-2018

What is Data?



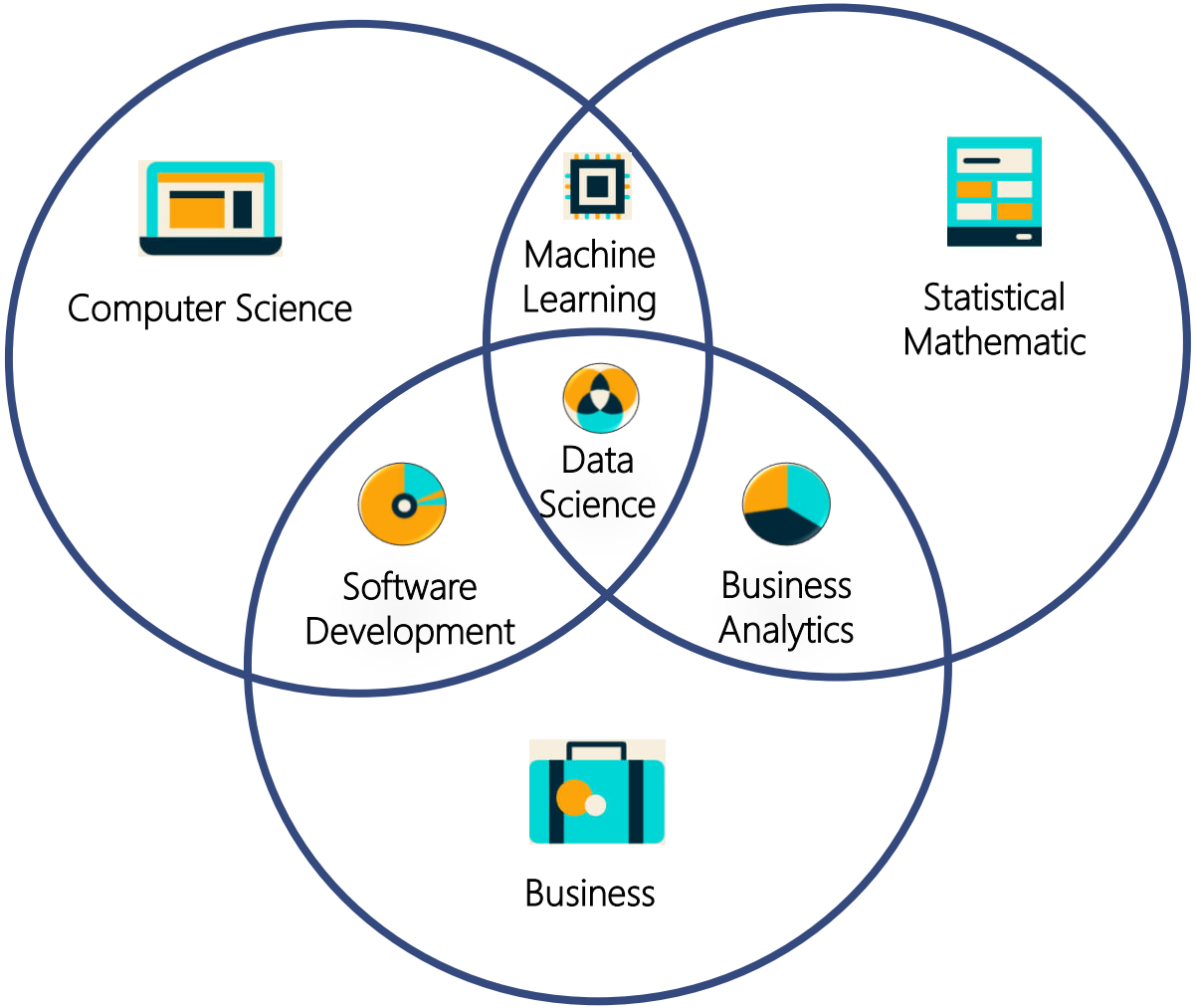
Data is Valuable

5 Exabyte Data generated every minutes NOW!

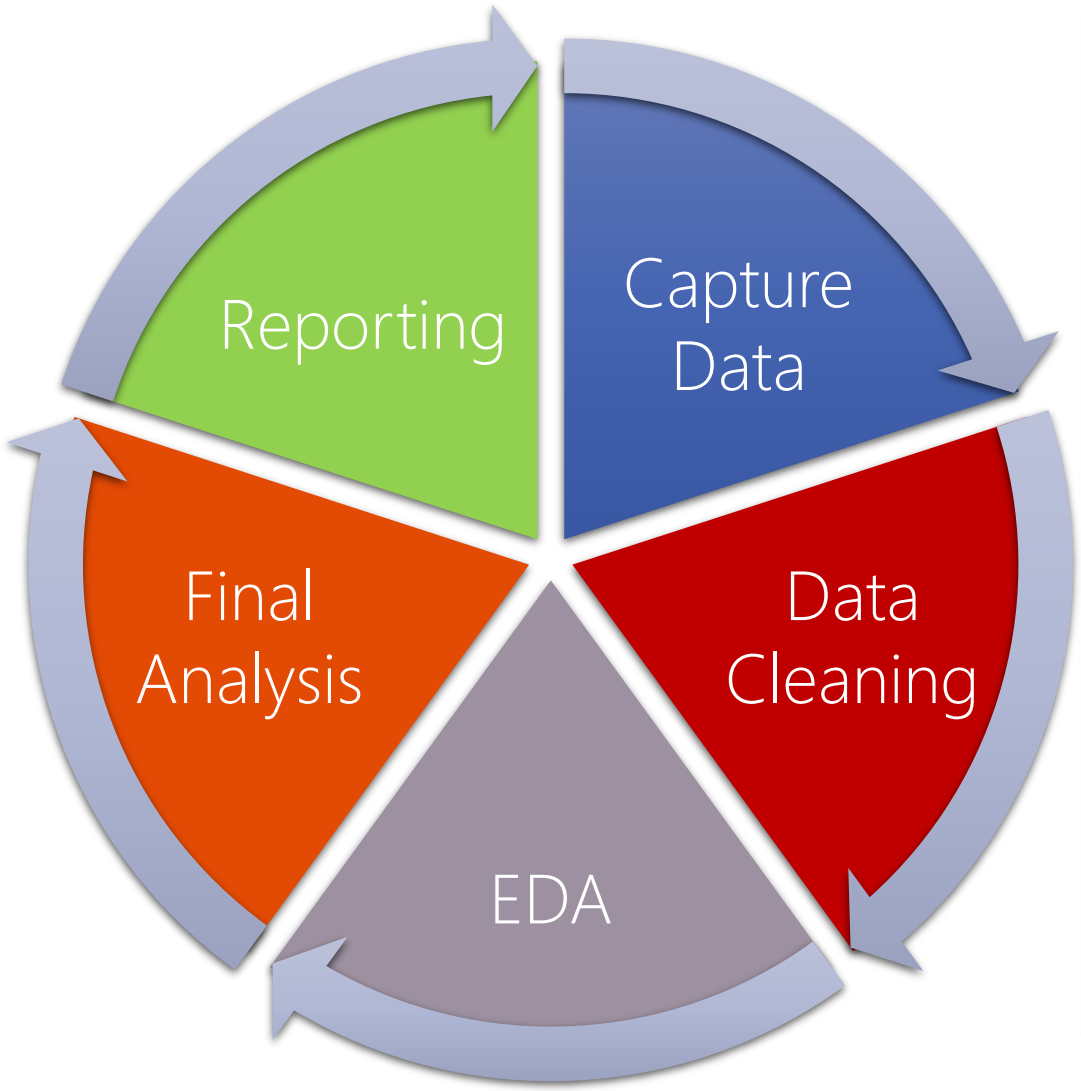
Data Explosion

ONLY 0.5% of generated Data are analyzed

Importance of Data Analysis



What is Data Science?



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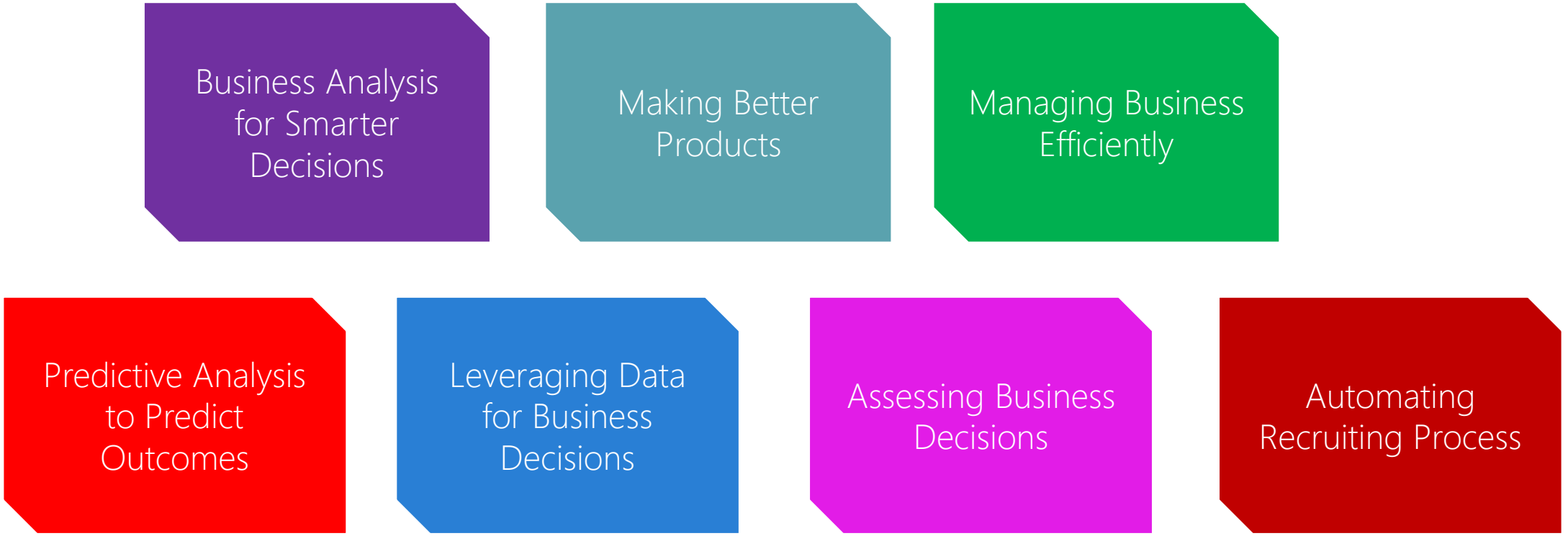
DS and Business are a Connection Bridge



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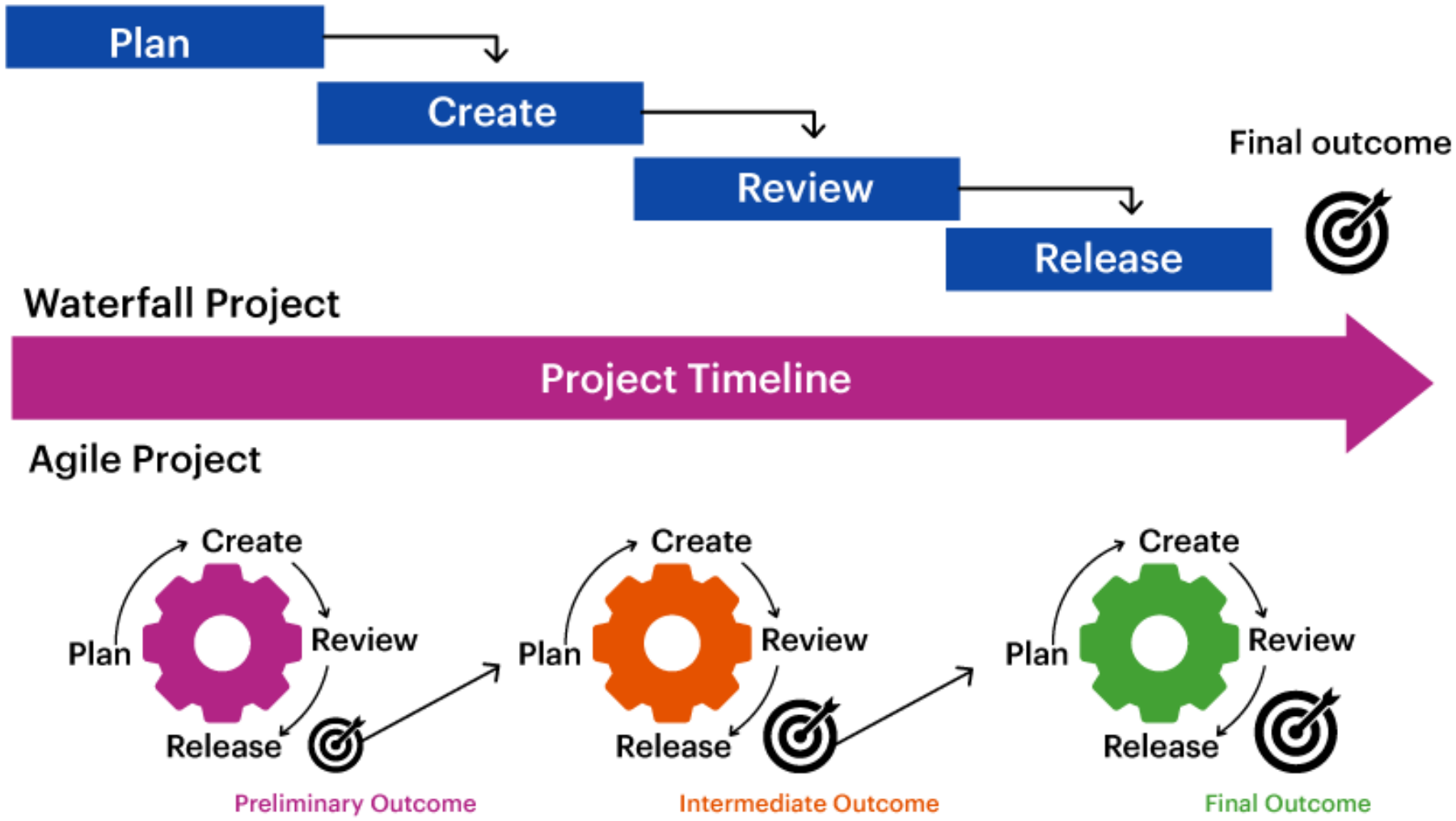
Agile + Data Science



Scrum + Data Science

Data Exploration Wishlist

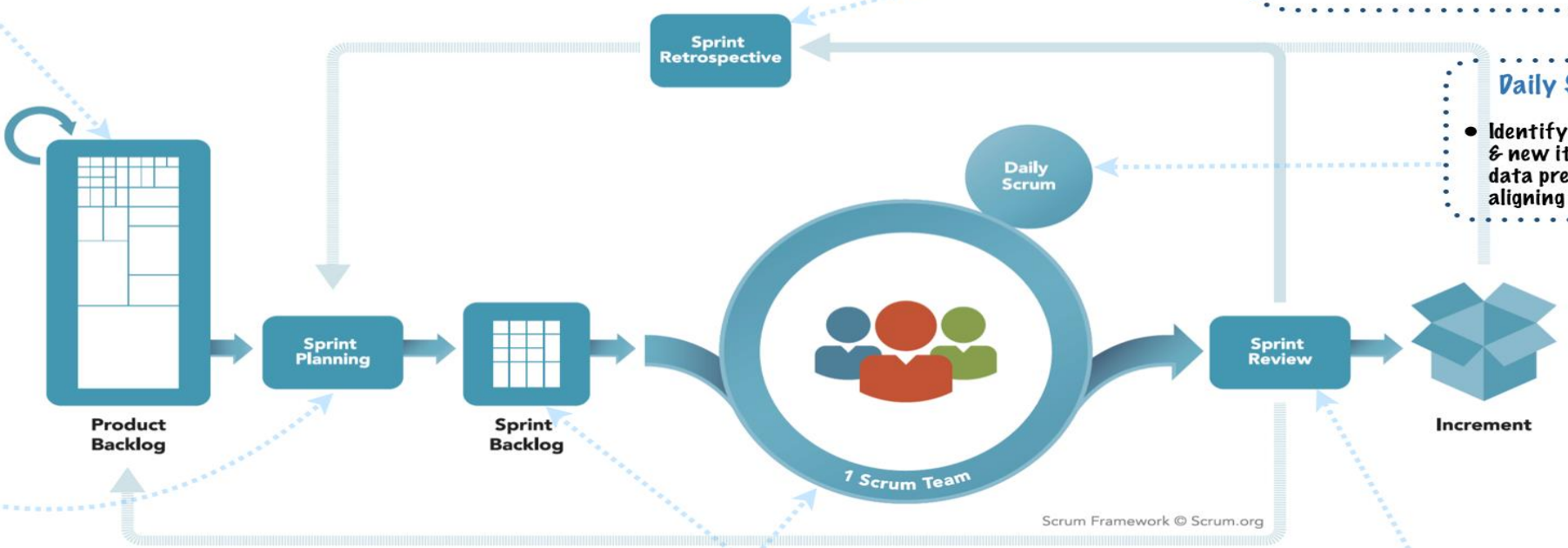
- Accessible single source of requirement backlog containing all the hypothesis which are to be explored in the form of wish list.

Actionable Improvements Plan

- Identify actionable items required for course correction.
- Identify necessary items to be considered during data exploration based on previous lessons learnt.

Exploratory Planning

- Identify the problem statement aligning to business outcome to craft the goal.
- Ask questions to build shared understanding about key areas pertaining to the problem.



Daily Sync

- Identify impediments occurring & new items required during data preparation activities aligning to goal.

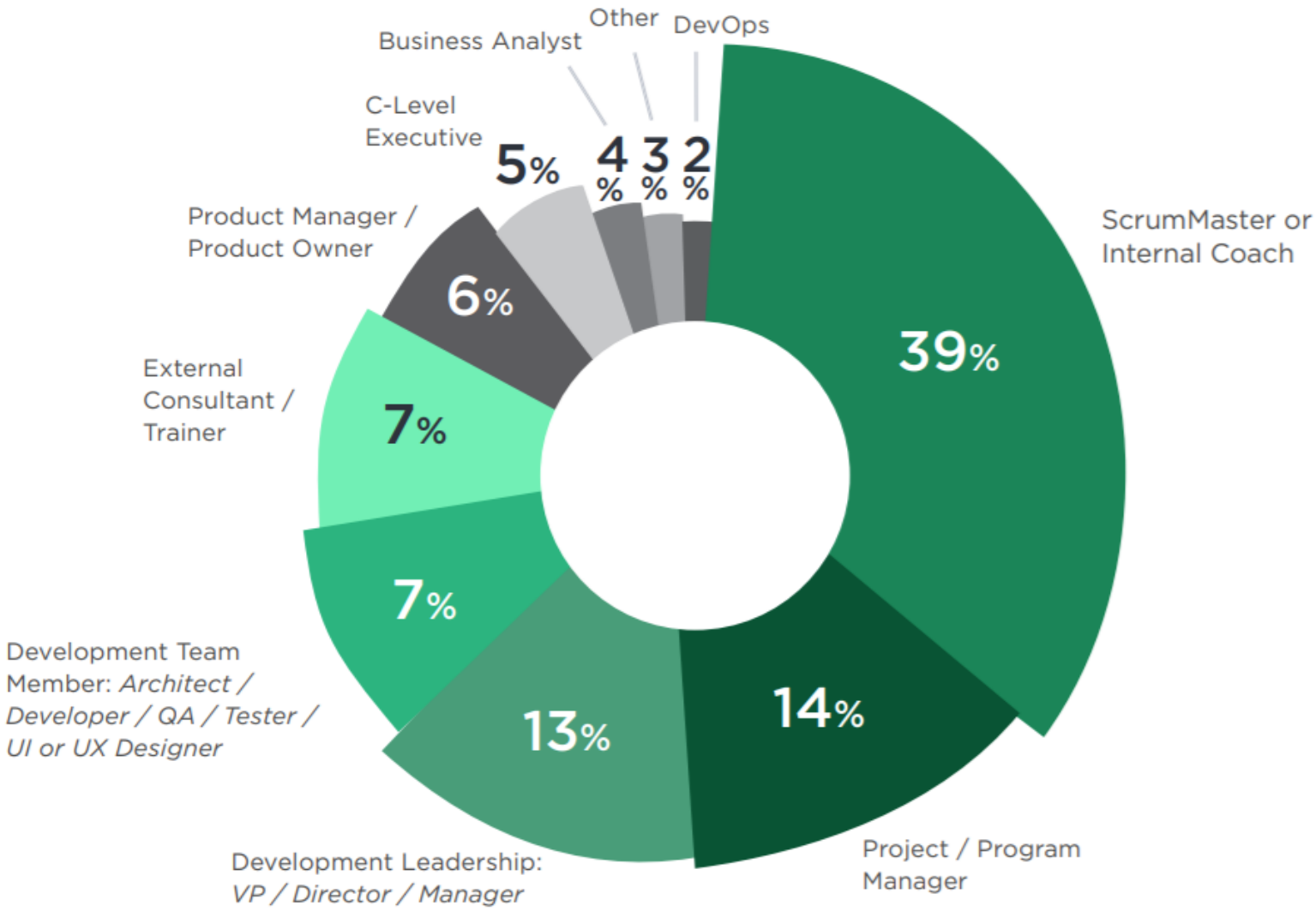
Data Exploration Backlog & Discovery

- Pick items after necessary clarification.
- Perform necessary data preparation activities.
- Visualise information derived to identify patterns.
- Select and evaluate the model.

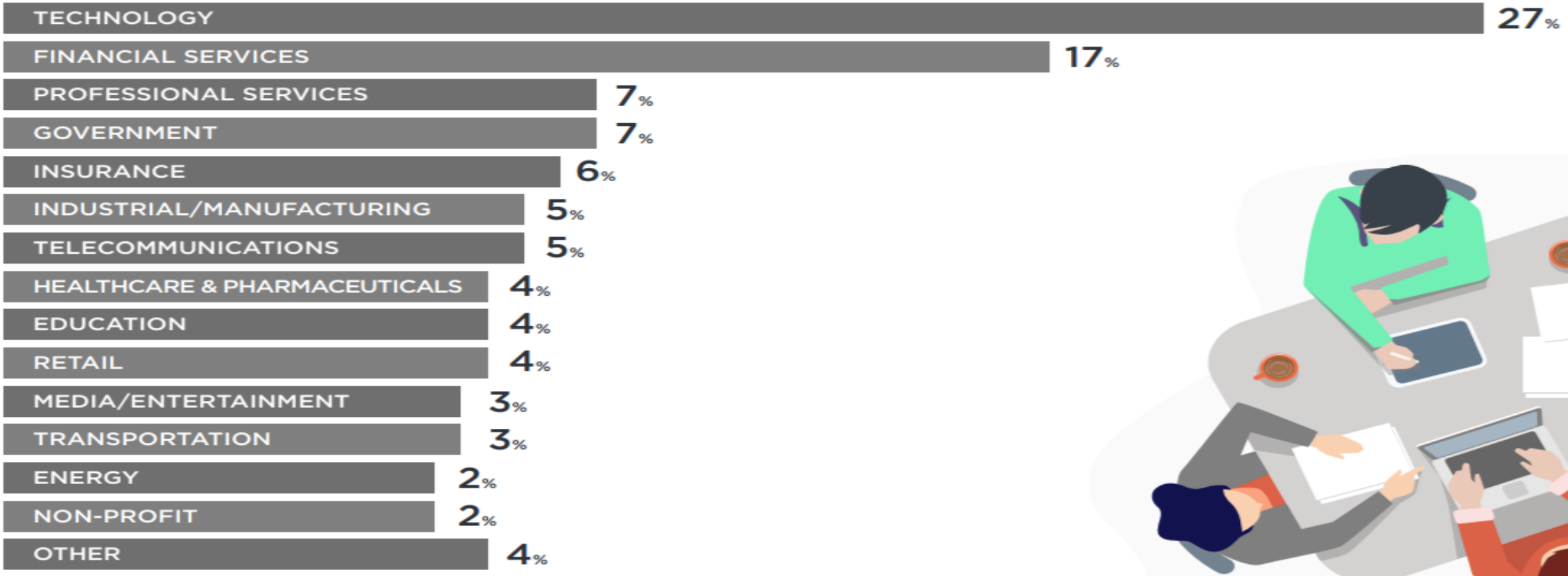
Story Telling Event

- Narrate the information synthesised after exploration.
- List out items that would aid solving the problem.

Modern Businesses



Modern Businesses



AGILE SUCCESS AND METRICS

Benefits of Agile & Scrum for Organizations

- ✓More Relevant Deliverables
- ✓Quicker Delivery of Customer Value
- ✓Real Feedback
- ✓Cut Losses Early

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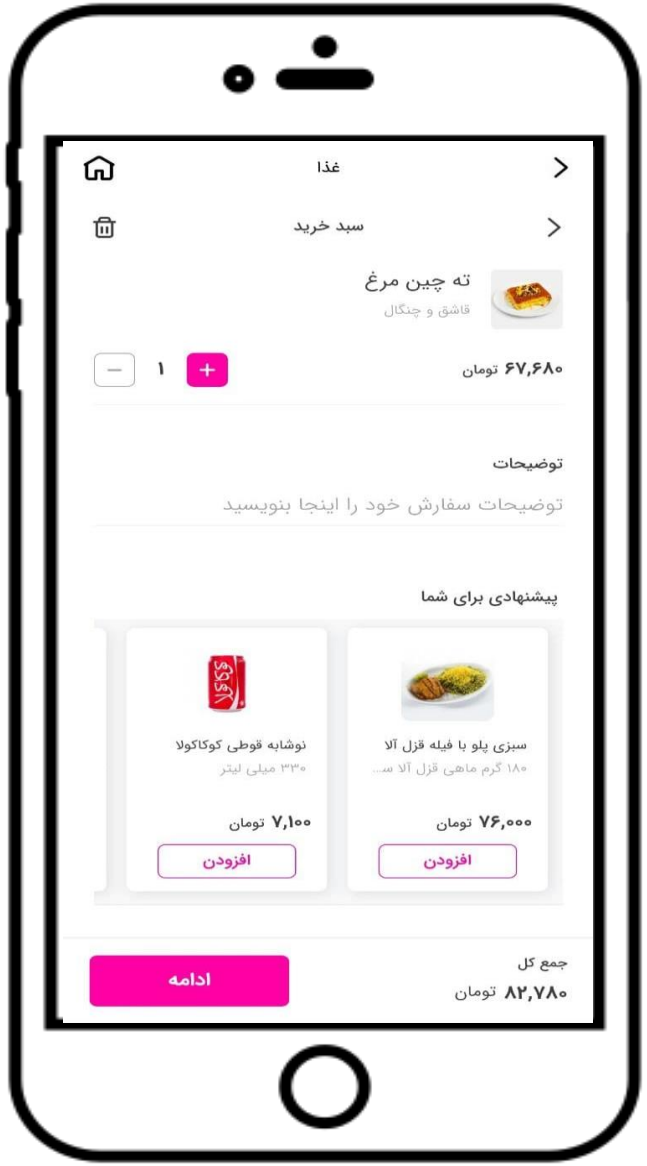
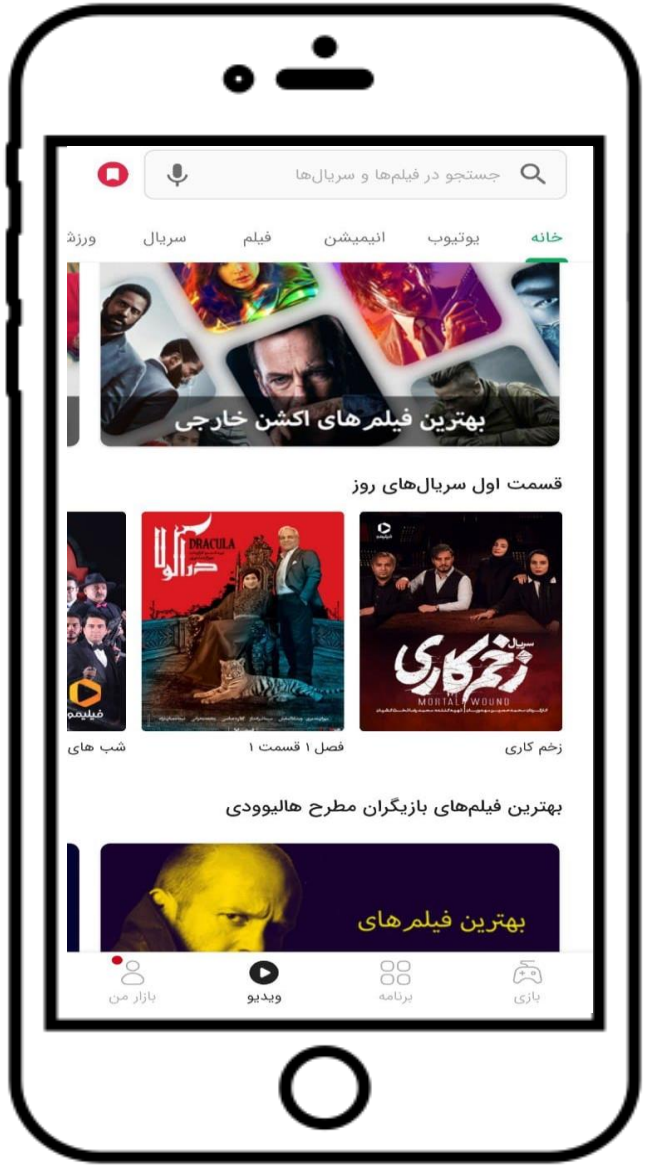
Data-Driven Businesses

Snapp! Food

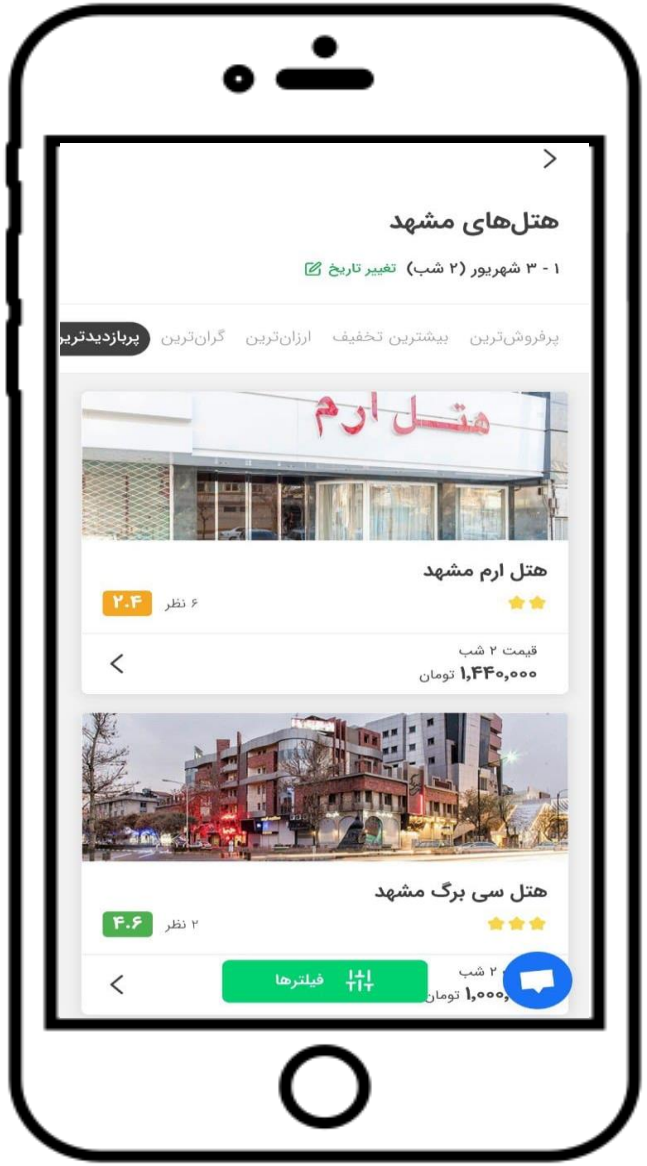


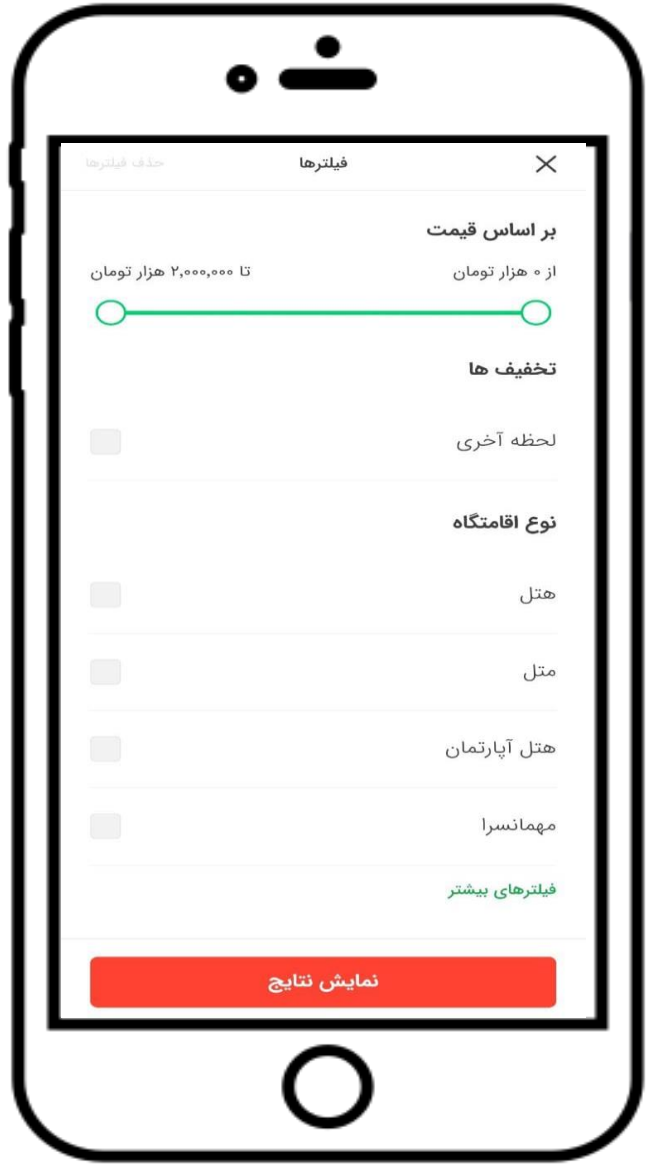
Data-Driven Businesses



Data-Driven Businesses

Snapp! Trip





Essential Skills and Tools

Soft Skills

Statistics

Related Job Positions

Key Role	Data Scientist	Data Analyst	Product Manager	BA Expert
Key Role	Creating Data-Driven Solutions	Preparing Data	UX, Tech, Business Connection	Planning, monitoring, Reporting
Data Preparation Skill	✓	✓	✓	✓
Data Visualization	✓	✓	✓	✓
Programming Tools	✓	✓	✓	✓
Statistics Linear Algebra	✓	✓	✓	✓
Machine Learning	✓	✓	✓	✓

✓ High level

✓ Low level

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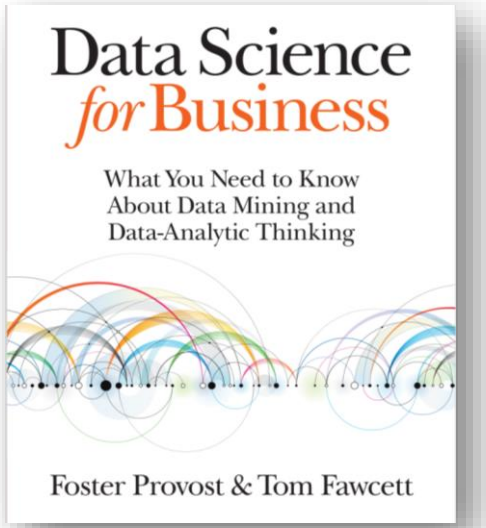
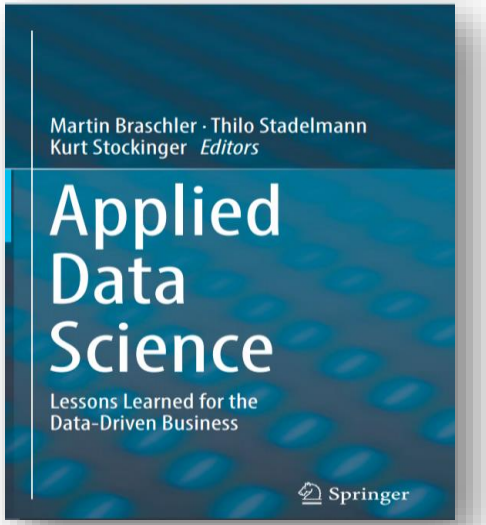
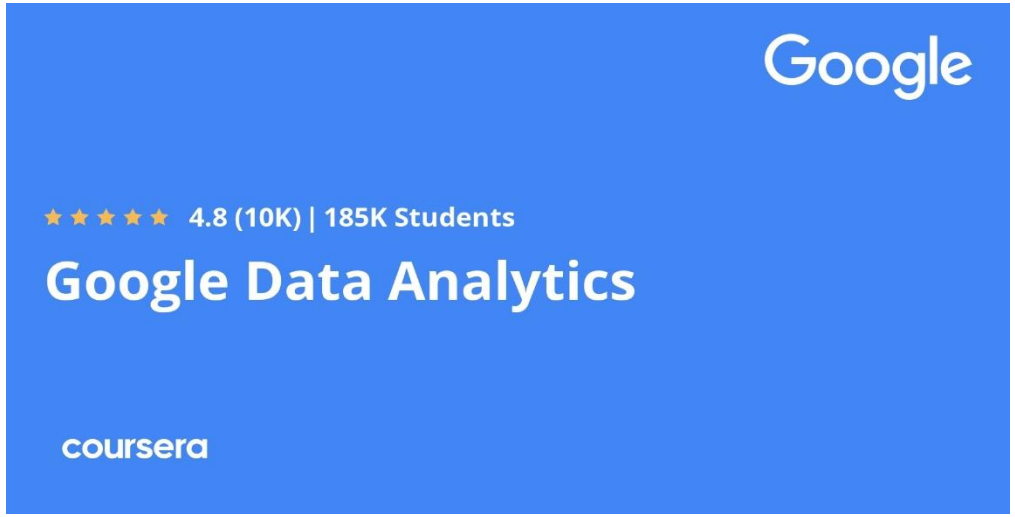
Study References

Books:





Course:



Conclusion and Questions?

THANK YOU!

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