

EGG

2017

THE NON-CONFORMING
DATA SCIENCE CONFERENCE

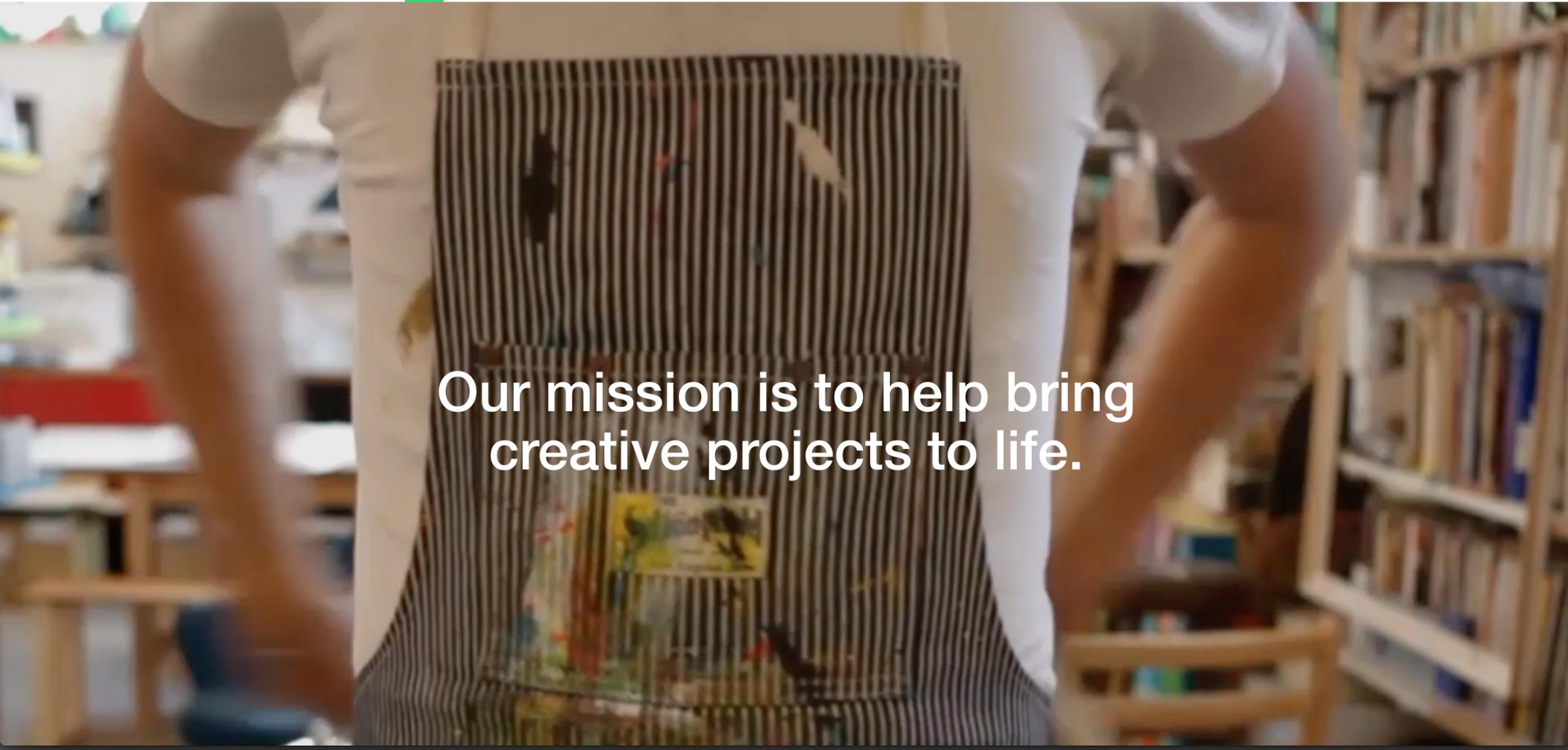
NYC

NOVEMBER 30TH 2017

DECIDING WHEN IT'S GOOD ENOUGH:
DEVELOPING DATA PRODUCTS AT KICKSTARTER



data
iku

A photograph of a person sitting at a desk in a library, looking down at a book. The person is wearing a striped shirt. In the background, there are bookshelves filled with books.

Our mission is to help bring
creative projects to life.

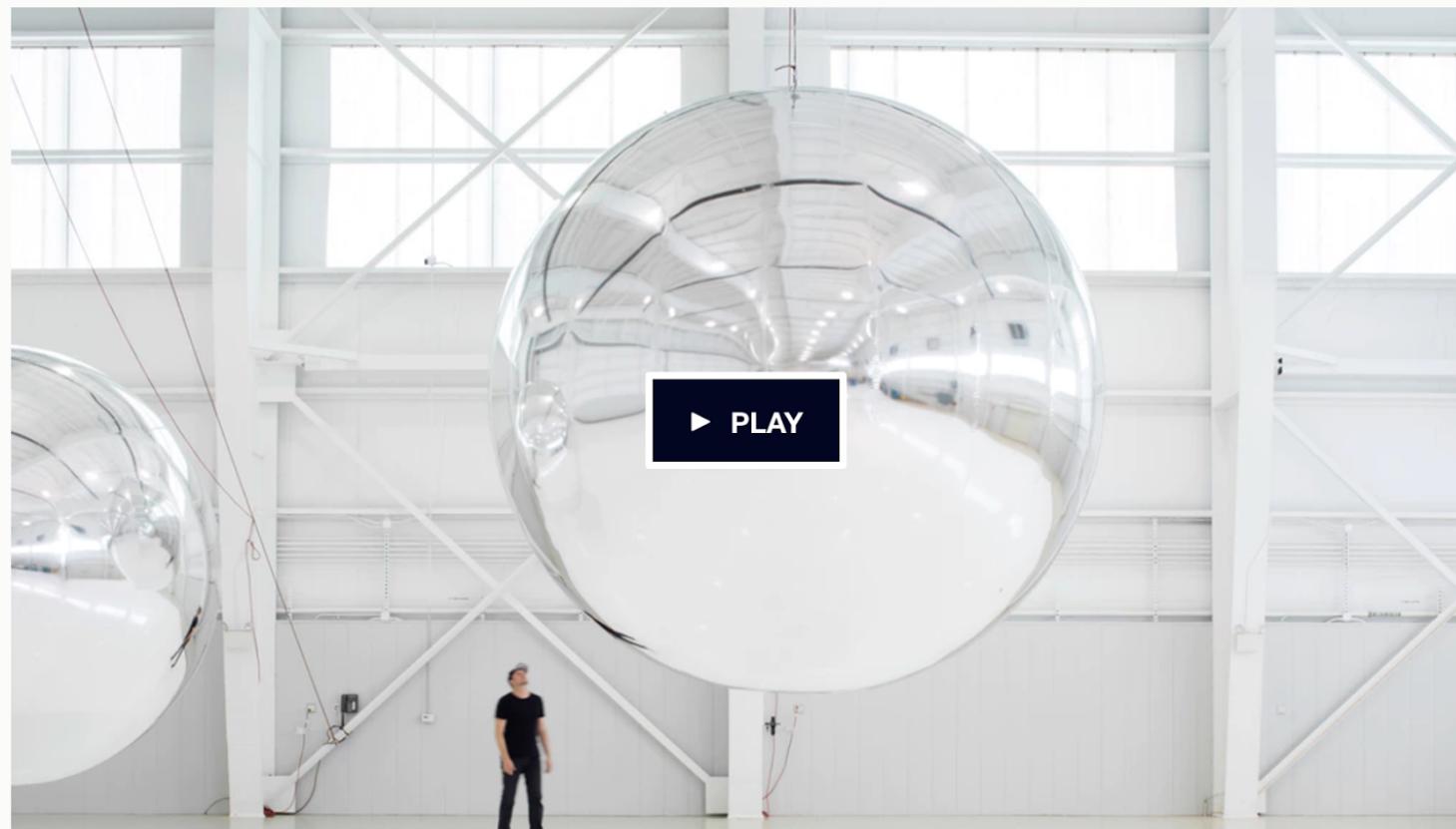


Trevor Paglen: Orbital Reflector

By Nevada Museum of Art

First created

In collaboration with Nevada Museum of Art, artist Trevor Paglen will launch the first satellite to exist purely as an artistic gesture



\$12,115

pledged of \$70,000 goal

121

backers

35

days to go

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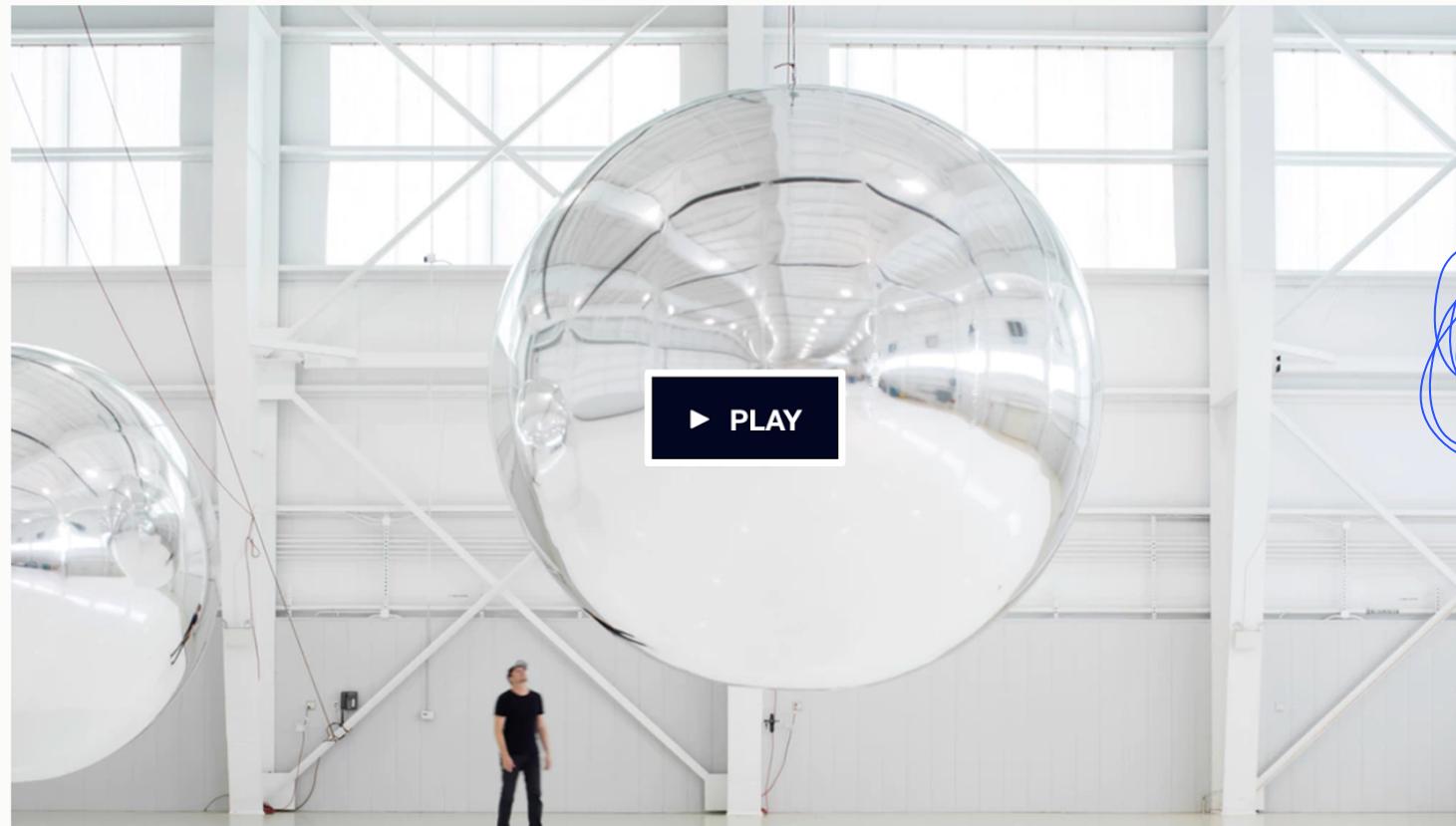
All or nothing. This project will only be funded if it reaches its goal by Sun, October 8 2017 7:00 PM EDT.



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Right
projects



Right
users



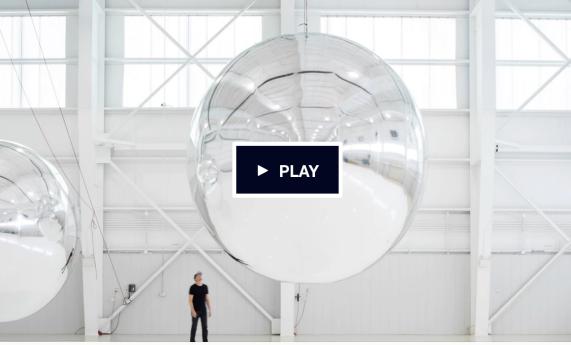
Right
time

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\$14,789 pledged of \$70,000 goal

140 backers

33 days to go

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 By Spencer Merolla First created

Coal Comforts: A Climate Change Art "Bakery"

Coal Comforts is a mobile art "bakery" where the sweet treats are not what they seem. These (inedible) desserts are made from coal ash.



\$4,700 pledged of \$3,750 goal

41 backers

21 days to go

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All or nothing. This project will only be funded if it reaches its goal by Tue, September 26 2017 12:31 PM EDT.

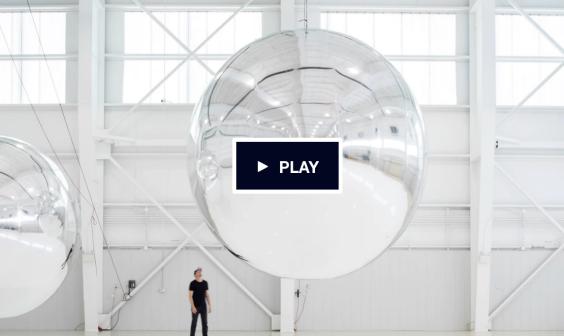
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\$4,700 pledged of \$3,750 goal
41 backers
2 days to go

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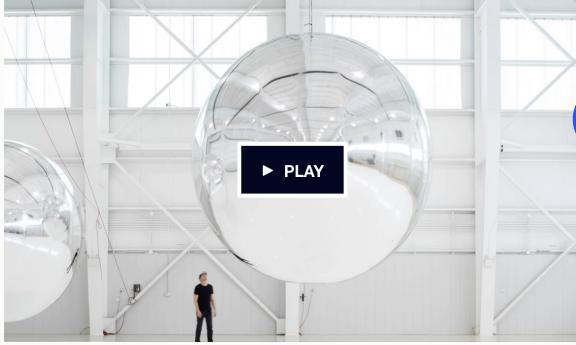
COLLABORATIVE FILTER

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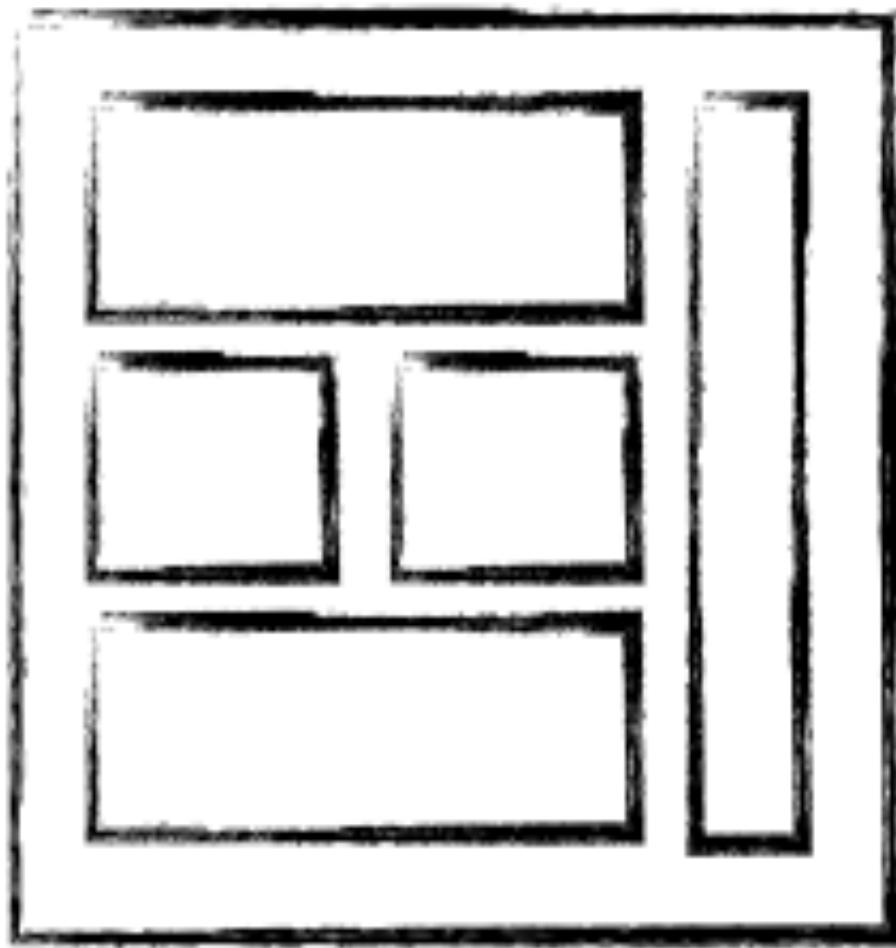
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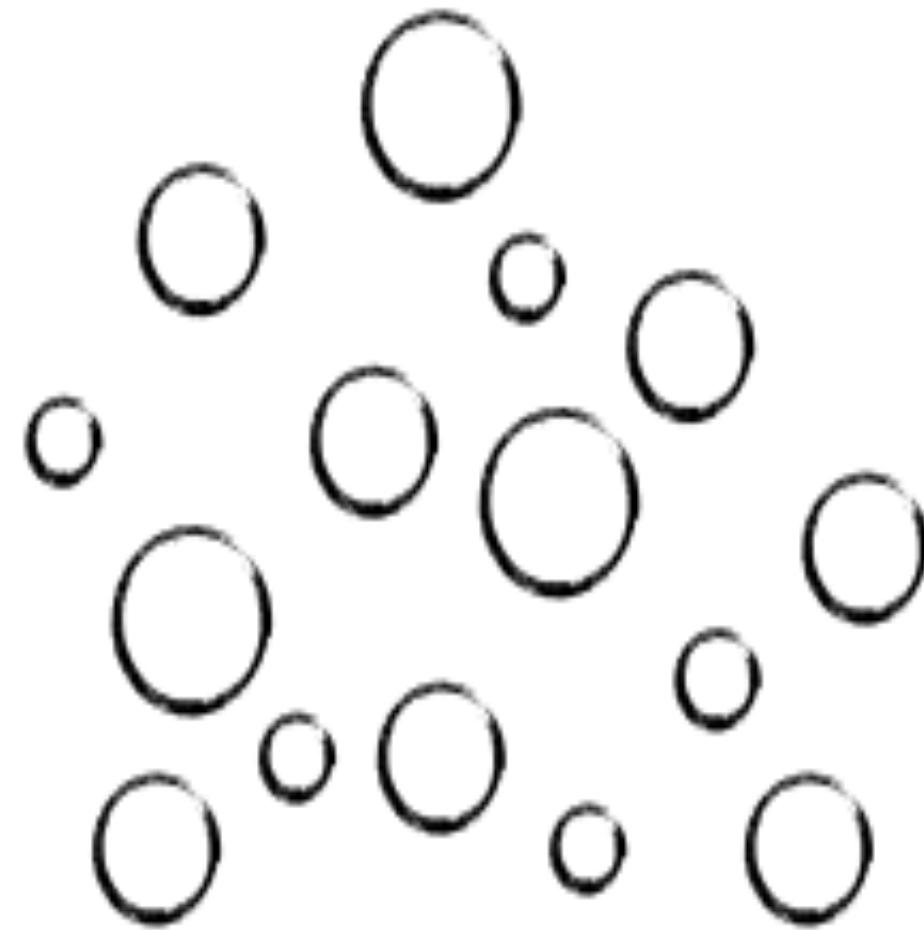
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MONOLITHIC/LAYERED



MICRO SERVICES



LATENT SEMANTIC INDEXING (LSI)

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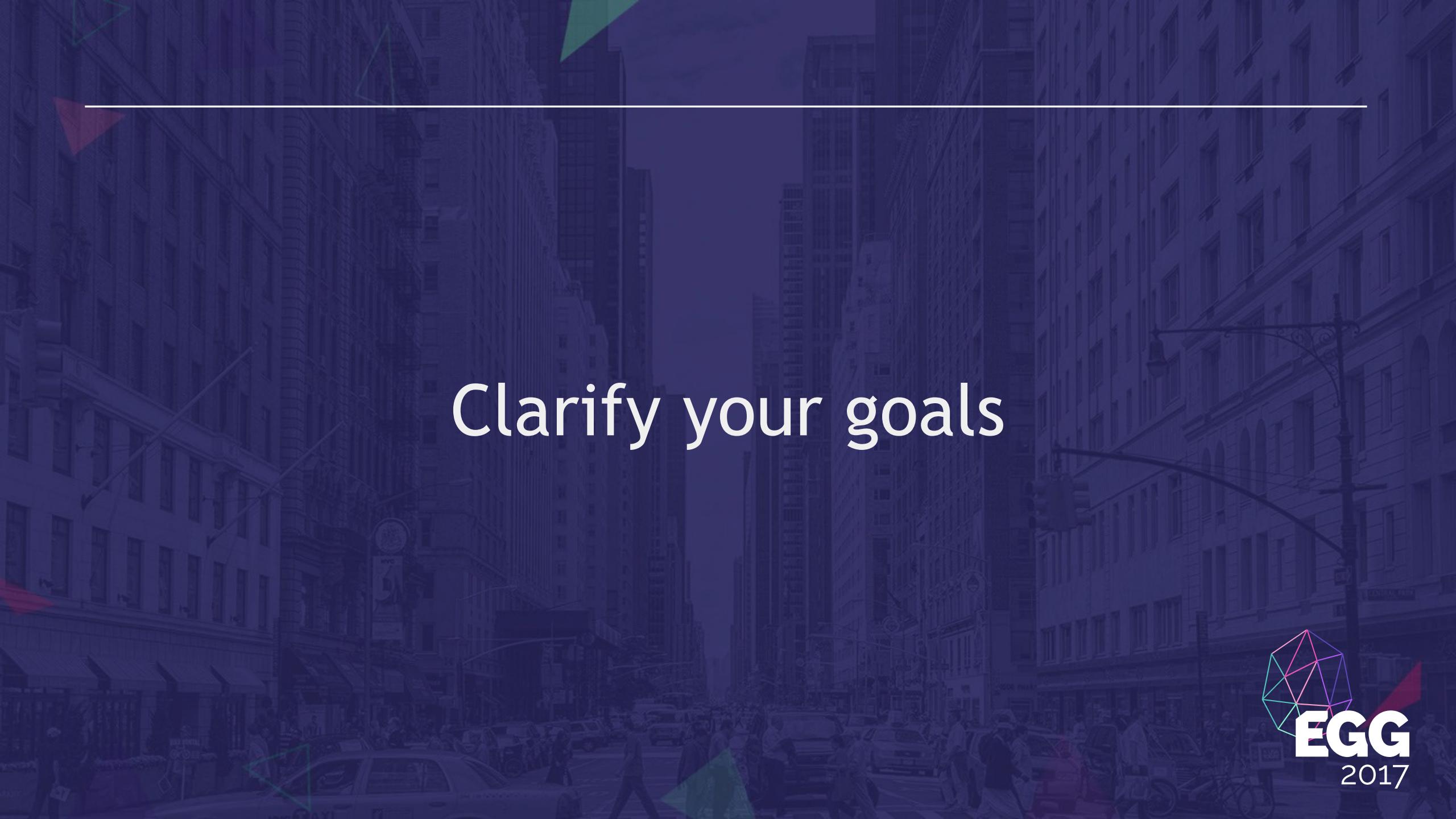
	apple	brass	car	dust	either	fox	groovy
document 1	1	1	0	0	1	0	1
document 2	1	0	0	1	0	1	0
document 3	0	0	0	0	0	0	0
document 4	1	1	1	0	0	0	0
document 5	0	0	1	1	1	0	0
document 6	0	1	0	1	0	0	1
document 7	0	1	0	0	0	0	1
document 8	0	0	0	0	1	0	0



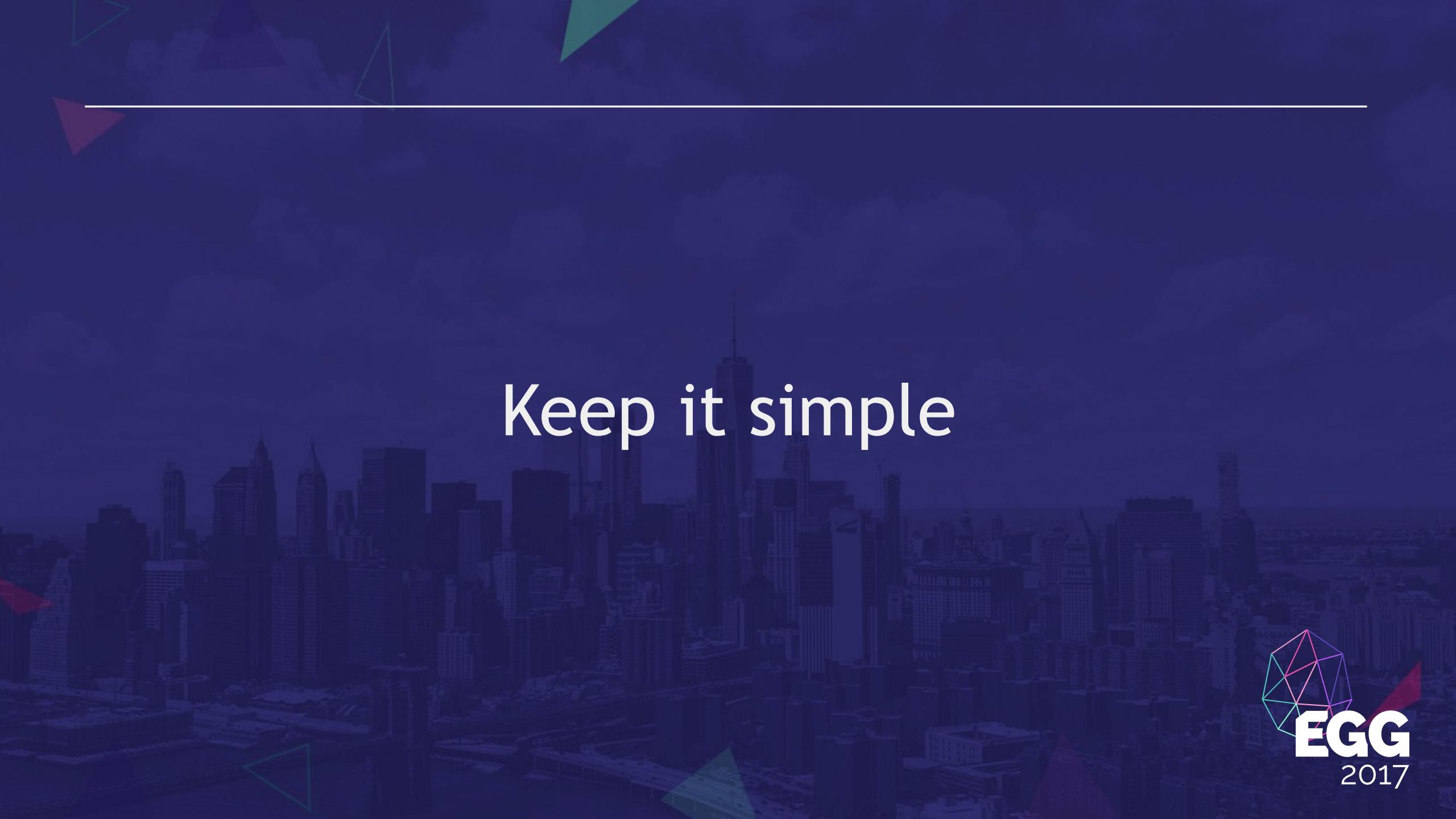
SVD

document 1	0.53	-0.97
document 2	0.22	-1.21
document 3	1.54	0.65
document 4	-0.31	1.43
document 5	-1.22	-0.03
document 6	0.19	1.45
document 7	0.67	1.03
document 8	-0.34	-0.62

Collaborative Filter
in Rails App → Collaborative
Filter in Service → Ensemble of Models
in Service



Clarify your goals



Keep it simple





Be nimble



Build partnerships





Measure and communicate impact

RECOMMENDATIONS FOR DEVELOPING DATA PRODUCTS

RECOMMENDATIONS FOR DEVELOPING DATA PRODUCTS

Clarify your goals

RECOMMENDATIONS FOR DEVELOPING DATA PRODUCTS

Clarify your goals
Keep it simple

RECOMMENDATIONS FOR DEVELOPING DATA PRODUCTS

Clarify your goals
Keep it simple
Be nimble

RECOMMENDATIONS FOR DEVELOPING DATA PRODUCTS

Clarify your goals
Keep it simple
Be nimble
Build partnerships

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Measure and communicate impact

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Be nimble

Build partnerships

Measure and communicate impact

Take time to reflect



THANK YOU

