Shankar is a noted business scientist and part time educator who is advocating data science and its application to be simple and accessible to the masses. By promoting the efficient running of social and business causes through the use of quantitative methods, Shankar has parlayed his background and experience in Mining and Data Science to become Chief Data Science Technologist of the United States government.

Shankar is emphasizing that innovative quantitative analysis when applied to mundane and generally accepted process is now recognized in almost all social and government segments as being the area that contributes most to increase in overall positive operational outcome and business efficiency. However, in most applicable areas, problem domains are not clear, application domains start off being fuzzy and it has traditionally taken the most qualified of data scientists to recognize how quantitative approaches can help understand problem domains and how predictive algorithms can be used to create the advantage. This has been a huge hurdle to adoption.

Shankar’s goal is to show to business owners and local governments and school districts that data and analysis is simple and accessible and that Data Science is not just for the super qualified corporate entities. Shankar is taking the intimidation factor out of quantitative statistical work by drawing upon his work experiences and teaching simple, repeatable, template driven approaches to decomposing problem domains, analyzing the subset problem situations and by showing how to apply intuitive analysis techniques for quick and effective results. Shankar’s recommended approaches are now successfully being used by hundreds of small and medium businesses and by socio-governmental agencies.

Shankar is consistently demystifying the science of data based situational analysis and is showing how simple data collection and simple adaptive predictive models can be used to refine day-to-day work patterns and generate positive outcomes with social benefit. By explaining the science to the masses, Shankar is making a huge social impact.