

Designing Data Products

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A product that facilitates an end goal through the use of data —
Dj Patil

Is medium a data product? No, not by definition. It uses data but its primary aim is "... to build a better publishing platform..." While data plays a key part in its mission, it is not the primary driver of that goal. Nor is it the objective of Medium — For medium data is a mean to an end.

If we dig a little deeper within medium Platform, we do find products whose purpose is defined by the use of data. Such as medium's search function.

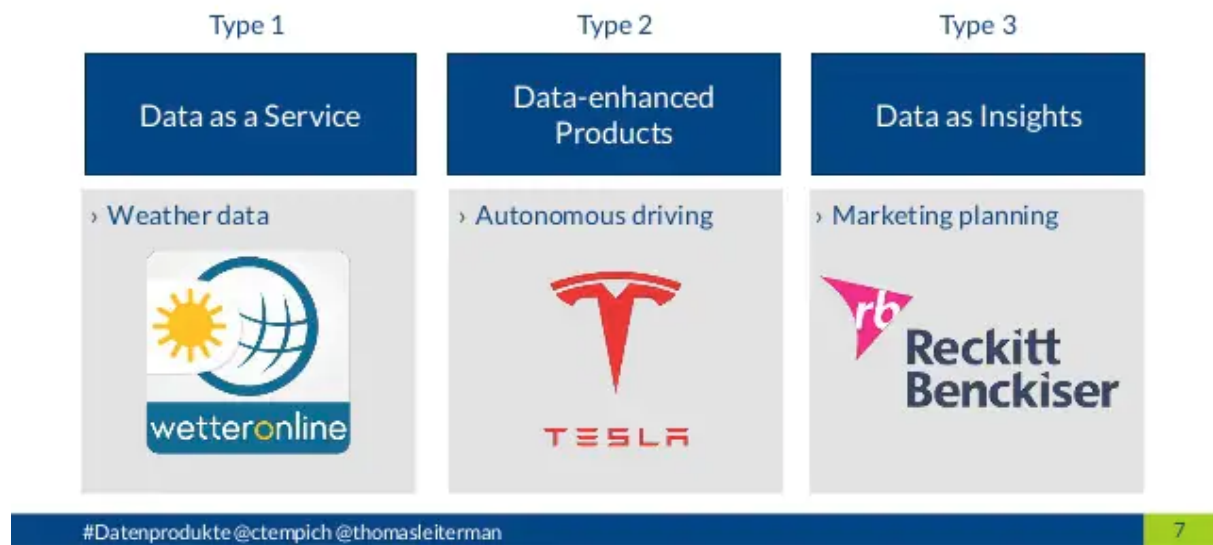
Is Instagram a data product? No. But much of its functionality if considered as discrete products are data products — for example: tagging, search, discovery.

Is Google Analytics a data product? Yes

Types of Data Products

5 broad groups: raw data, derived data, algorithms, decision support and automated decision making. Listed in terms of increasing complexity. More specifically, they are listed in terms of increasing internal complexity and (should have) less complexity on the user's side.

Data products: types



Recommender Systems:

- Modeling task: predict what rating a person will give to an item.
- Data Product: build a system to recommend products that people are interested in
- In essence, recommender systems work by trying to model the relationships between people and the items they're evaluating.

Advertising:

- predict whether or not I will click on an ad

People you might know:

- predict whether two users of a social network are likely to be friends

Developing a Data Product Strategy

Parts of strategy: Aim, policy, plan and action

Create ad data-oriented culture:

- Remove barriers to data access
- No data silos
- Data sharing mindset

- Foster collaboration between teams from different departments

Data policy concerns:

- Privacy and lifetime (volatility)
- Curation and quality
- Interoperability and regulation

If policies are rules made to achieve certain goals in a company or organization, regulations are acts or statutes passed by the legislation having the force of a law.