

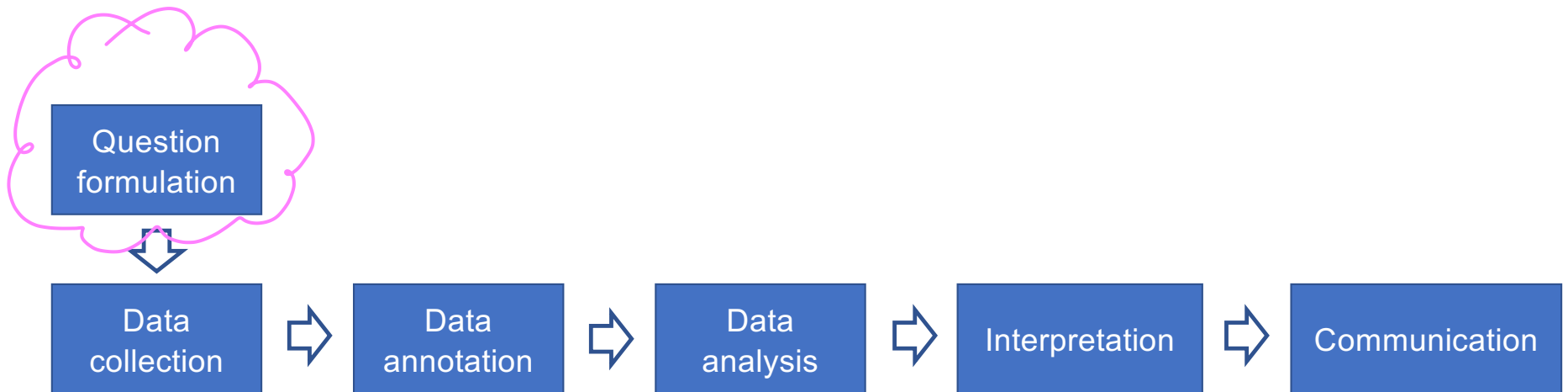
Unit 4: Question Formulation

Why does question formulation matter?

Lesson 34

Derek Ruths

Data science project phases



Overview of unit

Objectives:

- Understand why question formulation is a non-trivial... often the most important part of the data science project
- Know techniques for approaching question formulation

1. Why question formulation?
2. What does a good question look like?
3. Case study
4. Question formulation techniques

Lesson overview

Objectives

- Understand why question formulation matters

Outline

- What does a question look like?
- What can go wrong if we don't get question formulation right?

What does a question look like?

A statement of something we want to measure:

- “How happy are customers with our customer service?”
- “How often are we delivering our packages on time?”
- “Which candidate is most likely to win the election?”

Why does getting the question right matter?

*it helps us decide everything!
what we collect, how we annotate
it ...*



Lesson wrap-up

Takeaways

- If we don't do question formulation right, everything else we do will be focused on the wrong thing.

Up next

- What does a good question look like?