Implementing Data Science Into Your Organization.

BIG DATA SUMMIT KC 15

PRESENTED BY

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Contemporary Analysis

11429 Davenport St.
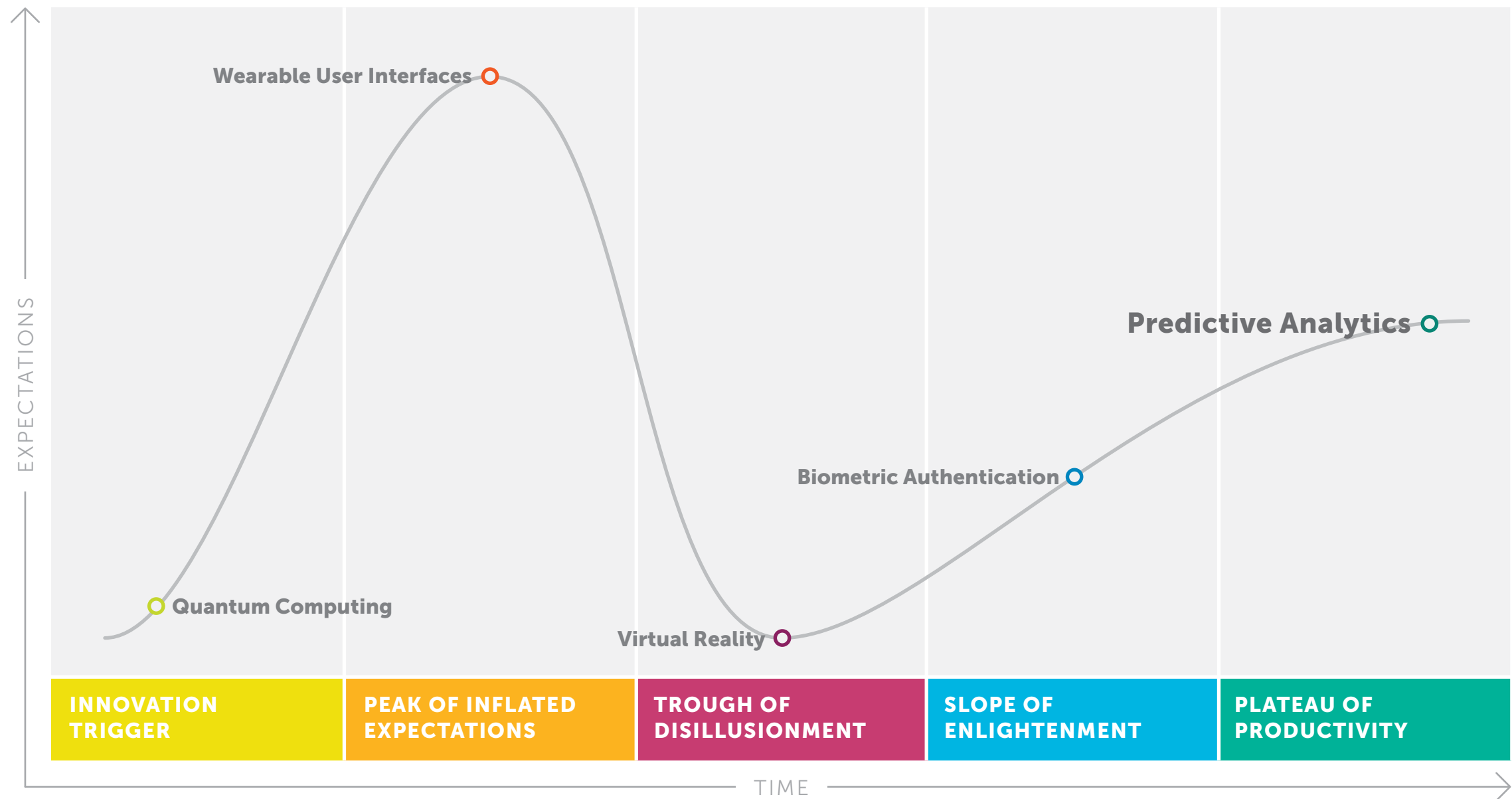Omaha, NE 68154

Predictive analytics

Predictive analytics uses data science to find patterns in the business data you're already collecting — then explores those patterns to figure out what will likely happen next.

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An industry ripe for adoption:
Gartner's 2013 Hype Cycle for Emerging Technologies.

EXPECTATIONS

Wearable User Interfaces

Predictive Analytics

Biometric Authentication

Quantum Computing

Virtual Reality

| INNOVATION TRIGGER | PEAK OF INFLATED EXPECTATIONS | TROUGH OF DISILLUSIONMENT | SLOPE OF ENLIGHTENMENT | PLATEAU OF PRODUCTIVITY |

TIME

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Our past clients.

#394 OF FORTUNE 500

Mutual of Omaha

#243 OF FORTUNE 500

Kiewit

TOP 10 ONLINE UNIVERSITY

BELLEVUE UNIVERSITY

37signals

BCBS NEBRASKA

#150 OF FORTUNE 500

CenturyLink

- **Metropolitan Community College**
- **University of Nebraska**
- **Georgia Regional Transit Authority**
- **Werner Enterprises**
- **Greater Omaha Chamber**
- **Yamaha**

- Catholic Health Systems
- West Corporation
- Bruning for Governor
- Physician's Mutual
- Signal 88
- Lindsay Corporation
- Mutual First Federal Credit Union
- Continuum Worldwide
- Farm Credit Services of America

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What do you need to implement Data Science into an organization?

#1 of 8

You Need A Data Scientist.

1. Data scientists are not business analysts. While there are some who have a degree in data science, most have degrees in Economics, Mathematics, Poli-Sci, or other Science degrees that use and measure data.

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#1 of 8

You Need A Data Scientist-part 2.

2. Internally motivated--plays well outside of the box or where there is no box.

3. They are tenacious and love to be engrossed in a problem.

4. Takes a little piece of knowledge and runs.

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#1 of 8

You're Still Needing A Data Scientist.

5. Since the data does not usually exist, they need to be good at and love research.

i.e. They love a good scavenger hunt!

6. They care about the problem.

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#2 of 8

Managing a Data Scientist is tricky

1. You have to temper what they say.

2. x-years experience does not equal mastery.

3. They are not to be managed Agile-ly.

4. Do not move them from projects nor put them on menial projects––they will leave.

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Managing a Data Scientist is tricky

5. Their solutions cross verticals, therefore you can't put them into one vertical.

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#3 of 8

Implementing Data Science into an organization is also tricky:

Proactivity is sometimes harder than status quo

#4 of 8

Implementing Data Science into an organization is also tricky:

Shining a light into places that has never had a light shone can be bad for your health.

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Implementing Data Science into an organization is also tricky:

Data Science is Hard--You cannot be afraid or show fear.

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#6 of 8

Implementing Data Science into an organization is also tricky:

The value of the first model is the implementation of the first model.

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#7 of 8

Implementing Data Science into an organization is also tricky:

The usage of data will breed better data.

Implementing Data Science into an organization is also tricky:

The Value of Less Wrong--knowledge not truth

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1. Find a Data Scientist

2. Managing your Data Scientist is Tricky

3. Proactivity is sometimes harder than status quo

4. Shining a light into places can be bad for your health.

5. Data Science is Hard.

6. The value of the first model is the implementation of the first model.

7. The usage of data will breed better data.

8. The Value of Less Wrong--knowledge not

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QUESTIONS OR COMMENTS?

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