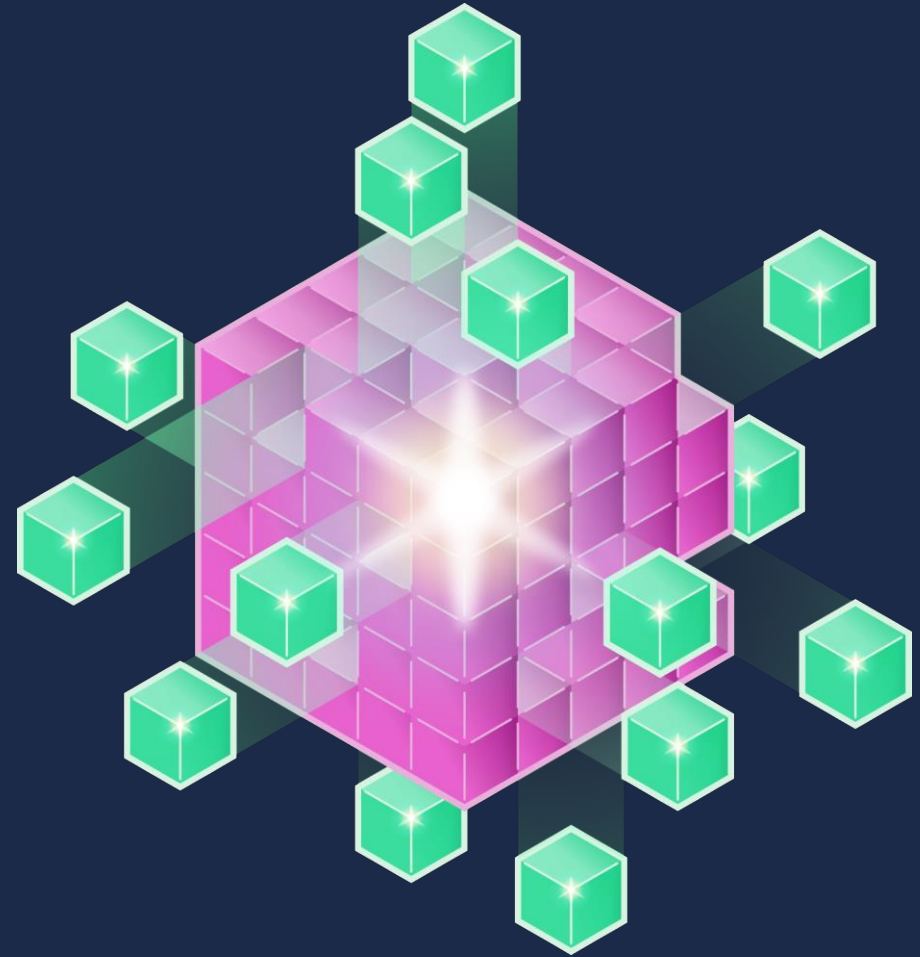



# Successful AI Data Products

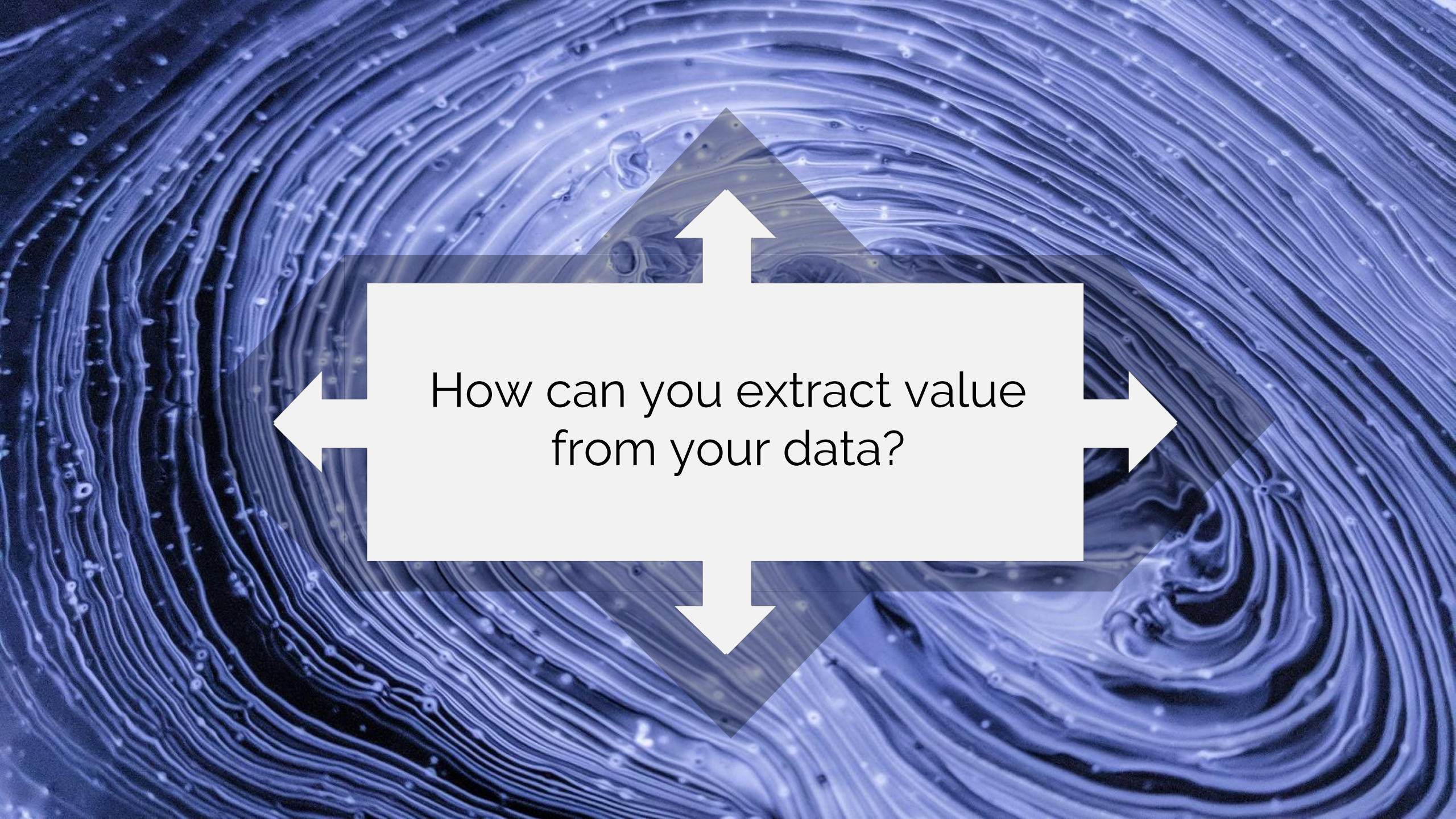
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Meninder Purewal





Artificial Intelligence: +\$13 trillion of economic  
output by 2030, increasing global GDP  
by 1.2% per year



How can you extract value  
from your data?

I

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Data  
Scientist

II

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Data  
Culture

III

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Data  
Project

# Types of the Data Scientists by Output

## Ad Hoc Data Scientists

Tactical reports, 'one-off' analysis supported by graphs and tables that are not reproduced regularly. Limited in impact and not scalable, they are sometimes called 'data analysts'.

## Strategic (`Strat') Data Scientists

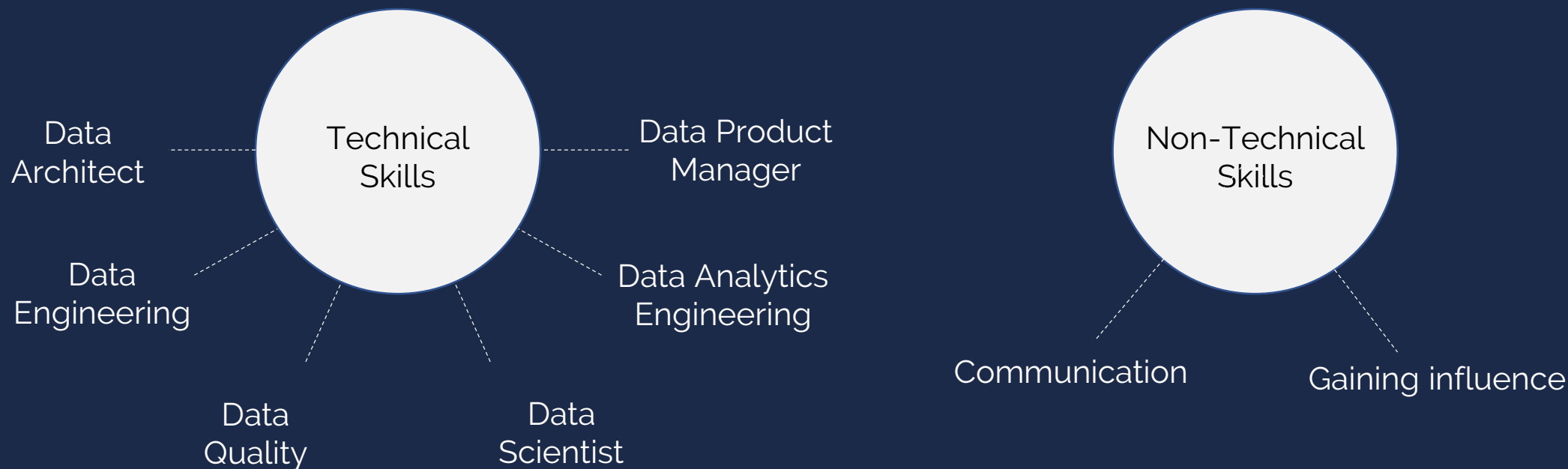
Dashboards, metrics (KPIs) and predictions to enable decisions by executives, heads of businesses and product managers. Required skills are statistics, experimental mindset, analytical, excellent communication etc.

## Modeling Data Scientists

Models and algorithms fed directly into the next decision point in a product pipeline. Required skills are modeling and creating production-level code, typically have a background in Computer Science / Machine Learning.

# Get the right type of data scientist for your organizational needs

To hire appropriately, understand where the organization is in terms of established data strategy and what type of investment is planned.



I

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Data  
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Data  
Project

# Partners For Successful AI Products





# The Data Science Team

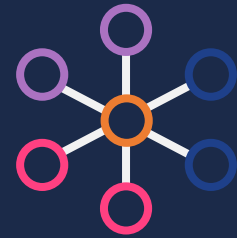


Full-Stack

VS



Coalition



Centralized

VS



Distributed

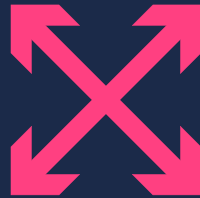
# Three techniques to enhance an organization's data culture



## Share tools

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Data science teams should design tools and leverage an engineering team to implement them at scale for the end user to actively use and get familiar with.



## Spread Data Responsibility

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All stakeholders should have access to and understanding of their data.



## Spread Data Skills

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In-house 'data university', mentorship/pairings, sprint meetings.

I

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Data  
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Data  
Culture

III

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Data  
Project

# Key To Unlocking the Value of Your Company's Data

There is not a standard, one-size fits all answer to unlocking the value of your company's data. The factors that drive successful data science projects and the corresponding steps for success are:

**1.** Defining business problem

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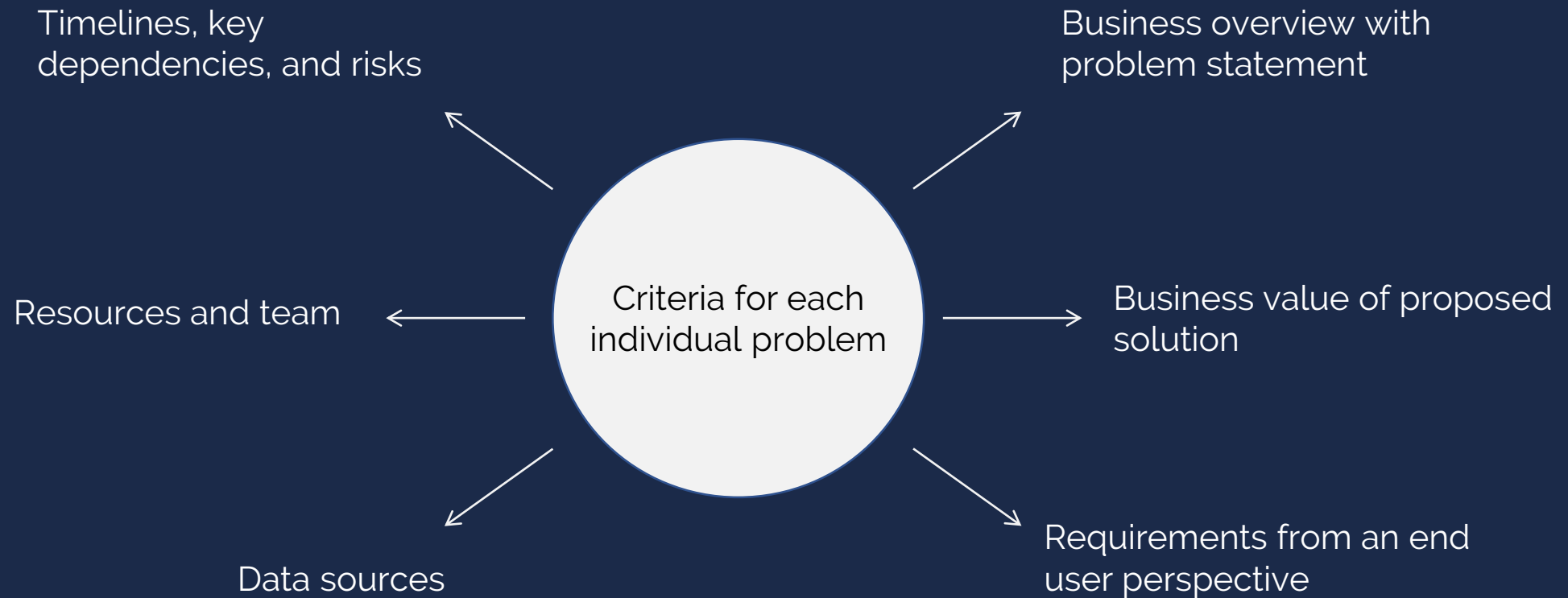
**2.** Evaluation and prioritization of use cases

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**3.** Create an adoption strategy

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# Defining Business Problems



# Evaluation Of Use Cases

For Each Use Case

1.

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Define what a solution might look like and the objective function for success. The emphasis is less on the next best algorithm, wins can be achieved with simple models.

2.

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Identify how solution will impact performance and operations. The business value is derived in terms of automation, improved decision making, growing business share.

3.

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Define the levers that drive value and assign KPIs. This allows for monitoring of the data product success.

# Prioritization Of Use Cases

## Cost

Identify the connections between use cases to determine foundational solutions and assess the opportunity. Projects must scale and have long term value across multiple applications.

## Time To Value

Focusing too much on near term results compromises medium- and long-term investments.

## Complexity

Define the levers that drive value and assign KPIs; allows for monitoring of the data product success.

## Business Value & Alignment

The resourcing availability and participation of a business is an important factor. In addition, the data product objective should align with the organizational strategy.

# Create An Adoption Strategy

Two parts to an adoption strategy

## 1. Proper execution of model development and deployment

A specific plan for deployment with an adherence strategy should indicate existing solutions/models will be phased out, requiring the business to adopt and ask questions early.

## 2. Organizational communication and teach-ins.

Define the value proposition to the business stakeholders. The business needs to understand and believe in the value. Time should be spent convincing them of the gain. Communication and training plan Tracking and feedback Empower a single stakeholder