

# From Research to Application

## In Data Science Teams

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# Background



Data science consultancy

- Entrepreneur | Data Science ~ 2022
- Endowed professor data science ~ 2018
- Lead data scientist retail/pharma ~ 2015-2020
- Forensic statistician ~ 2010 - 2015
- PhD applied statistics ~ 2010

# Question I will (try to) address in this talk

What were the **issues/ problems/ difficulties** you have encountered in your Startup journey and how did you **solve the issues/ problems/ difficulties** eventually

# What I do

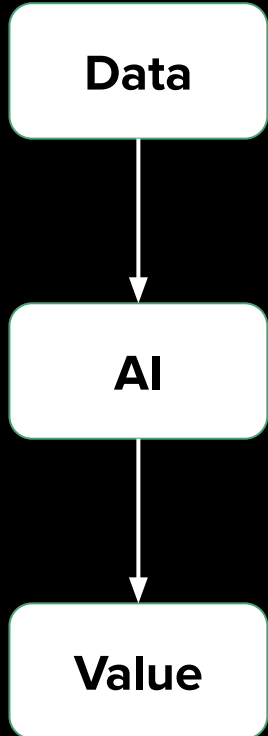
- **Product** focused on algorithmic auditing
- **What I (actually) do:**
  - Help organisations organise their data science/data analytics capabilities
  - Understand the requirements to generate value with data
  - Implement rigorous ways of working
  - Understand the landscape/possibilities
  - Education-focused

# Motivation

Gap between expectations and reality of leveraging data and data science in a business context



# Data science in the wild



*'Here is the data, put it in your magical box, see you later with the results! '-  
Robert X, SVP of stuff*



# Data science in the wild



- data quality
- resources
- regulation
- infrastructure
- domain expertise

**Business question**

**Data**

- ❑ data model/availability
- ❑ selection/validation

**AI+Data  
Science**

- ❑ exploration/EDA
- ❑ feature engineering
- ❑ modeling/evaluation/tuning
- ❑ deployment/monitoring

**Value**

- ❑ system/process improvement
- ❑ cost reduction/savings
- ❑ performance improvement

# Main challenge

Finding committed, meaningful partnerships or collaborators

~ three failed projects



- tested my ideas with potential clients
- got started on my own!



# Lessons learned so far...

- Ask for help (e.g. mentors, online communities)
- Get started (don't wait to be ready you never will be totally ready)
- Be flexible but don't forgo your values (e.g. working hours)
- Fail quickly > don't dwell, learn!
- Make a concrete plan (\$ /time)
- Don't work for free
- Get organised (use tools, platforms, e.g. Notion.so)

Thank you

<https://hindantation.github.io/>