

Alumni

Data Science: Guía de supervivencia

alumni.uoc.edu

Retos de Data Science

01

¿Que significa la palabra "Science" en Data Science?

- **Método científico en mundo empresarial**
- **Problemas: Data Scientist vs. Gente de Negocio**

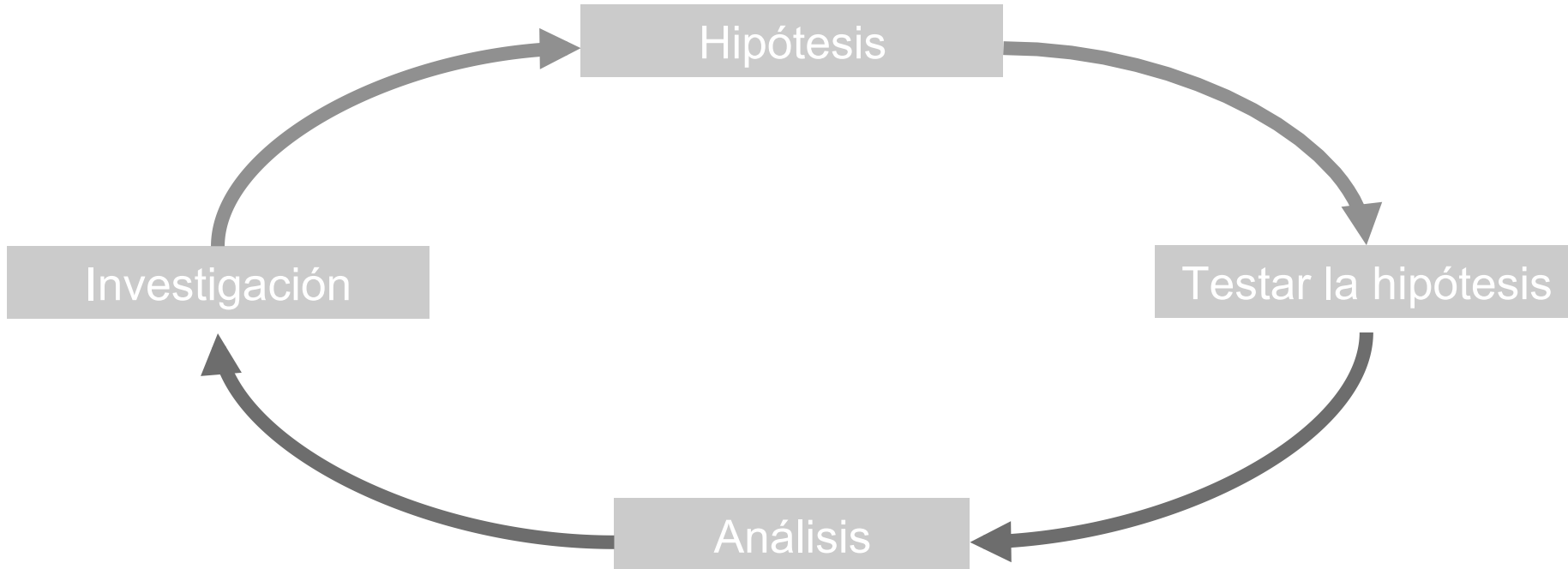
1.1 EL RETO

Como aplicar método científico en mundo empresarial

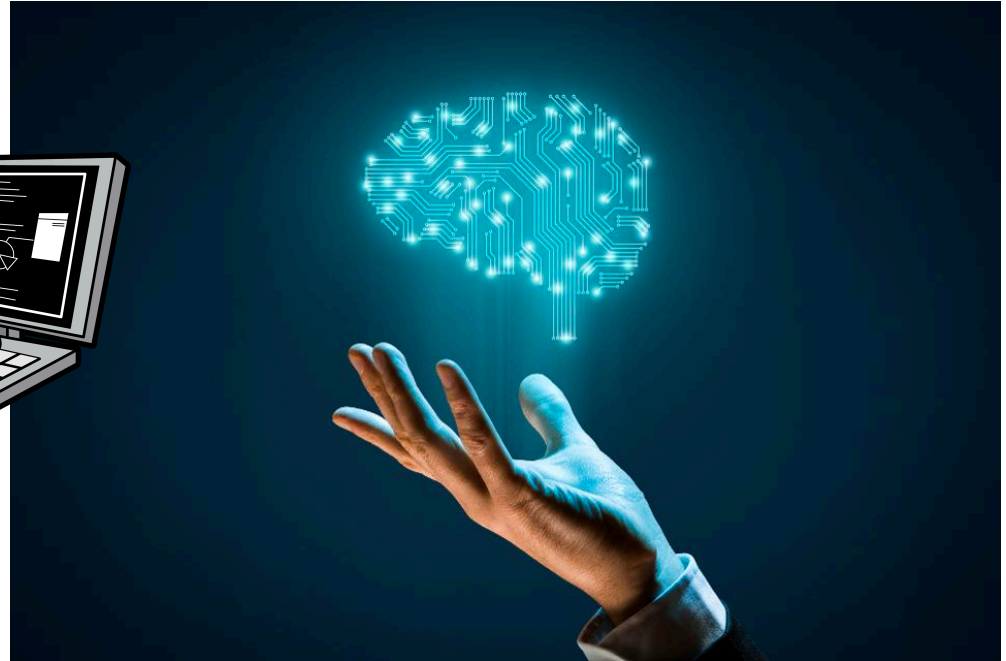
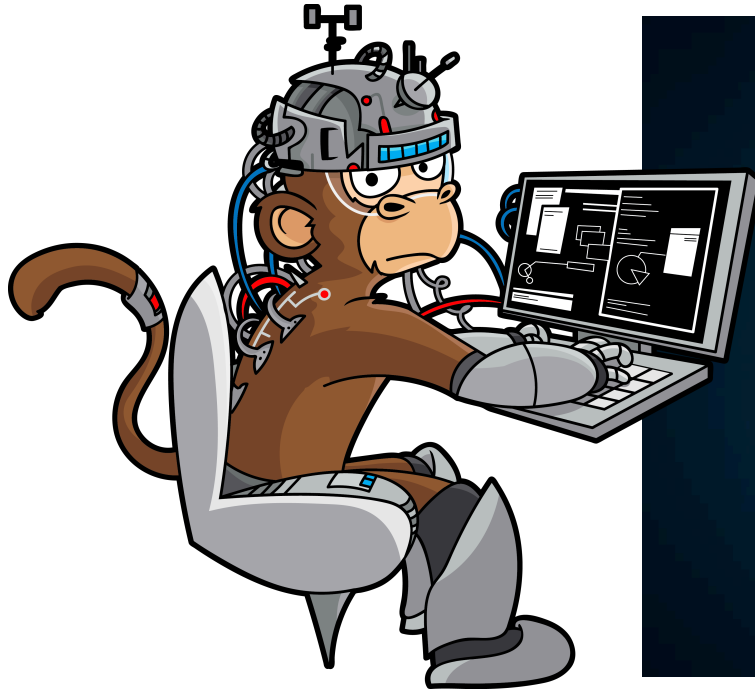
Data-Driven Decision-Making



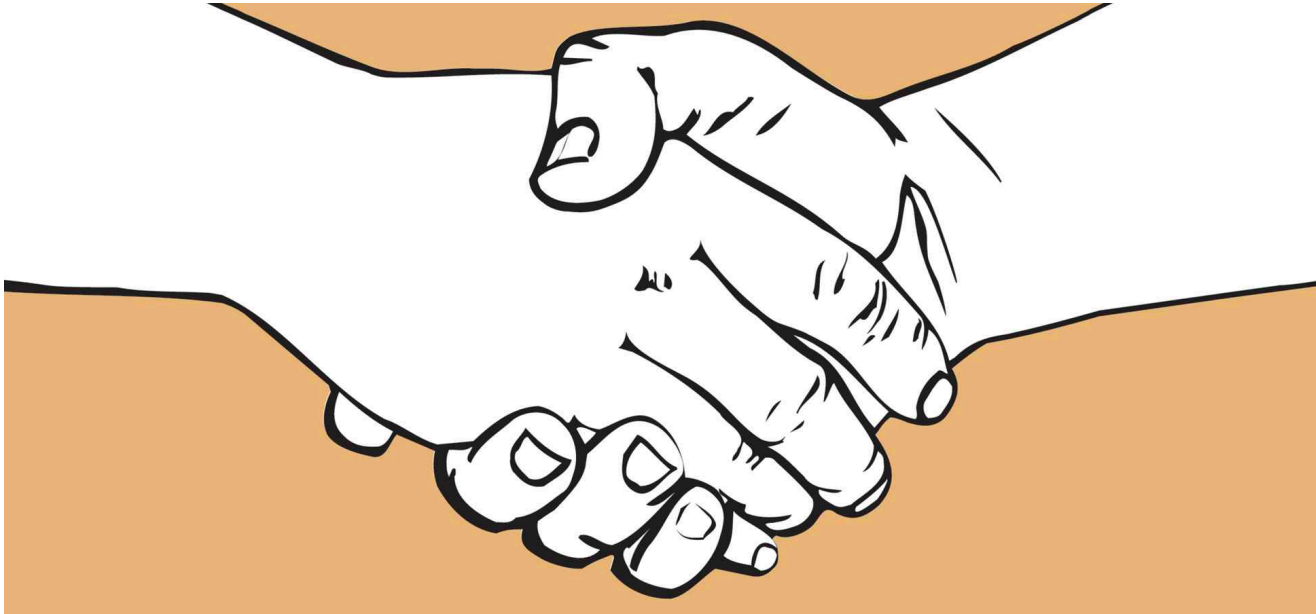
1.2 Método científico (simplificado)



1.3 Problemas: Data Scientists vs. Gente de Negocio



1.4 Data Scientists y Business

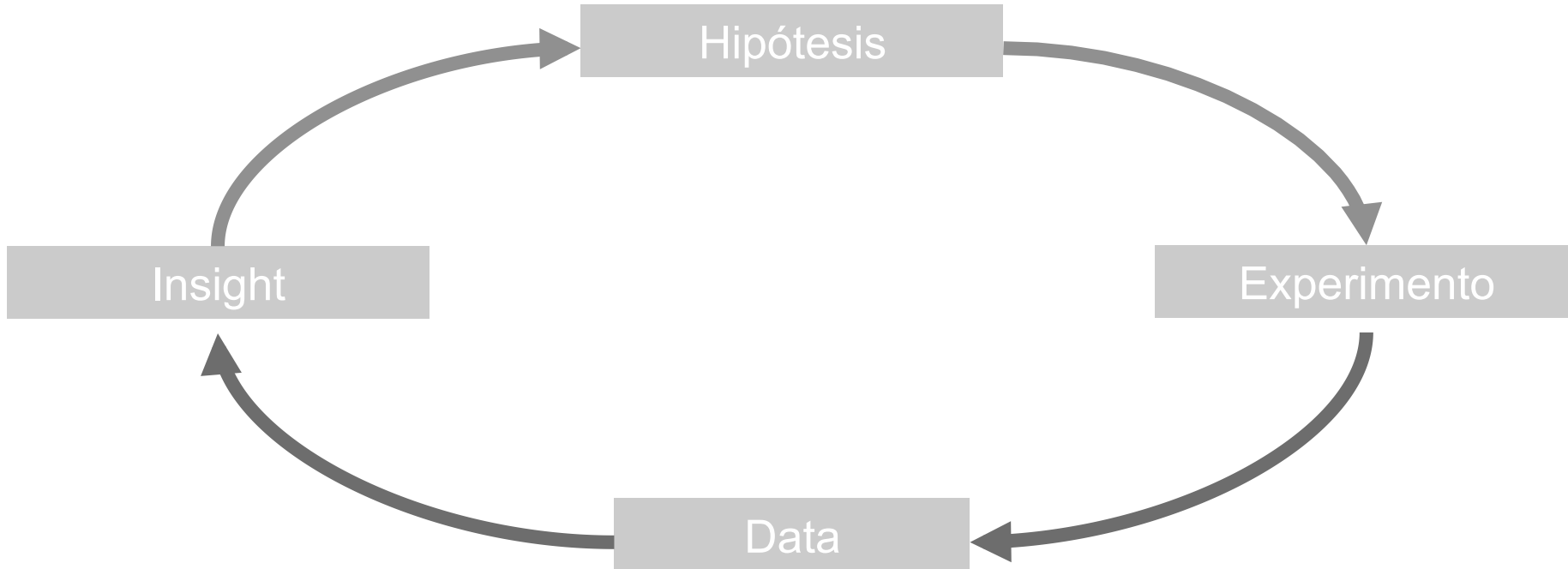


02

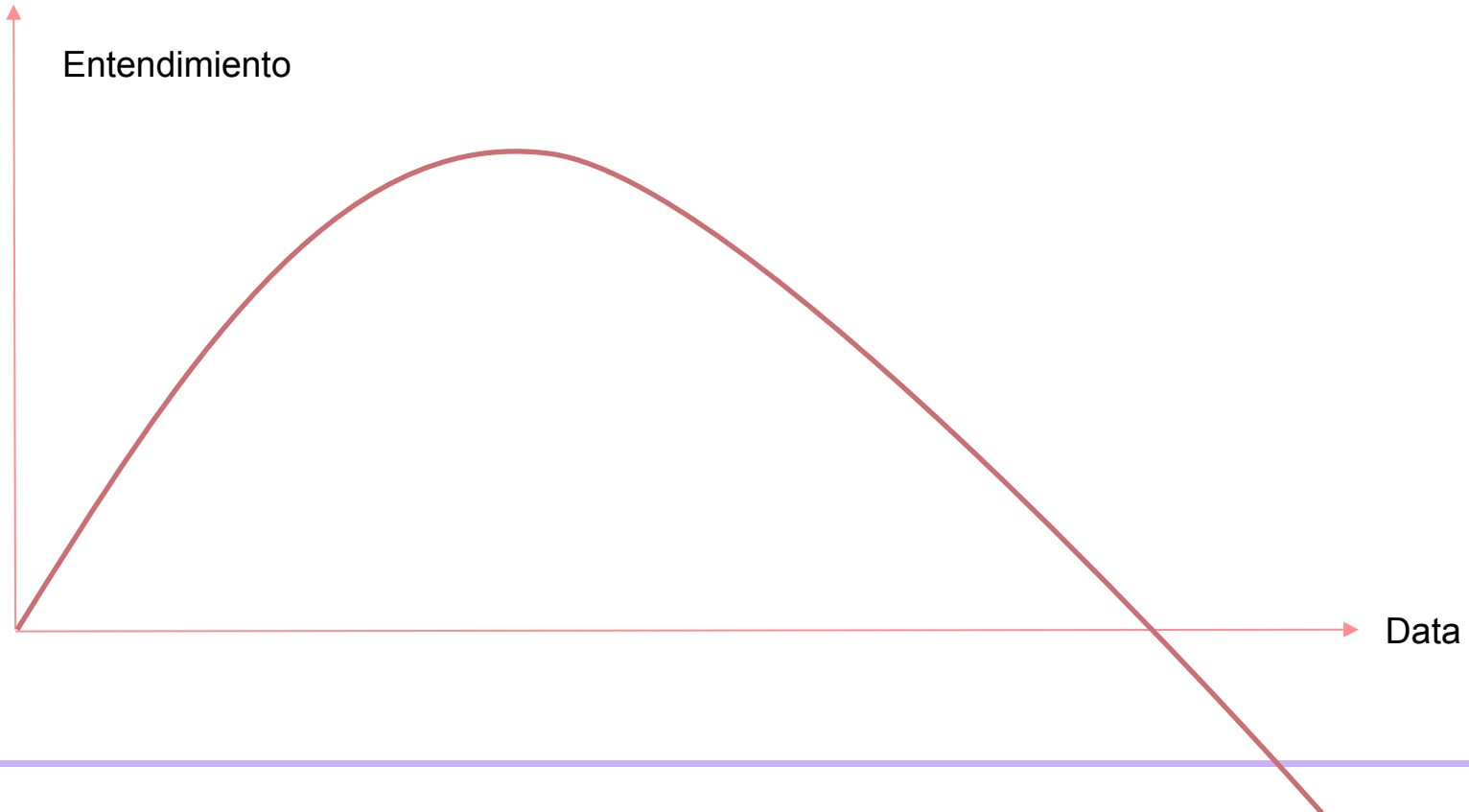
Hypothesis Driven vs Data Driven

- **Datos**
 - **Insights**
 - **Hipótesis**
 - **Experimento**
-

2.1 Hypothesis-driven loop



2.2 Data

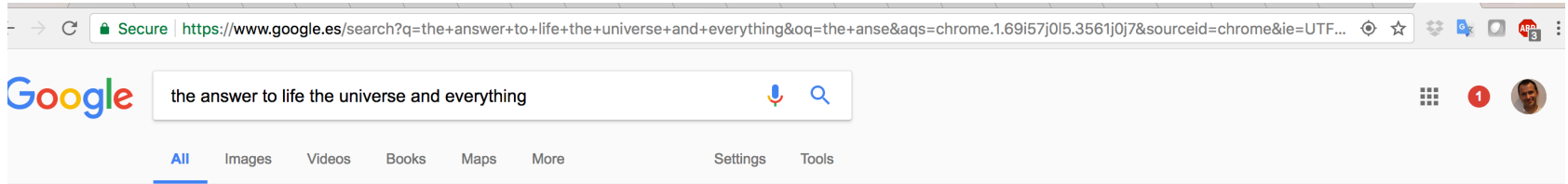




2.3 Insights

Cum hoc ergo propter hoc

2.3 Insights



About 62,700,000 results (0.52 seconds)

The answer to life the universe and everything =

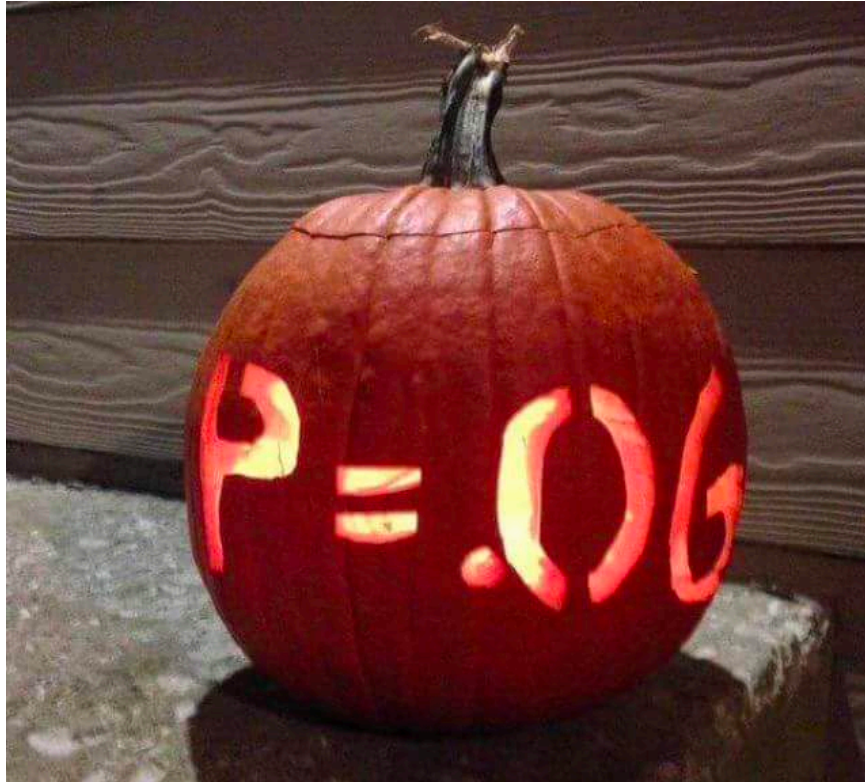
42

Rad		x!	()	%	AC
Inv	sin	ln	7	8	9	÷
π	cos	log	4	5	6	×
e	tan	√	1	2	3	−
Ans	EXP	x ^y	0	.	=	+

[More info](#)

42: The answer to life, the universe and everything | The Independent

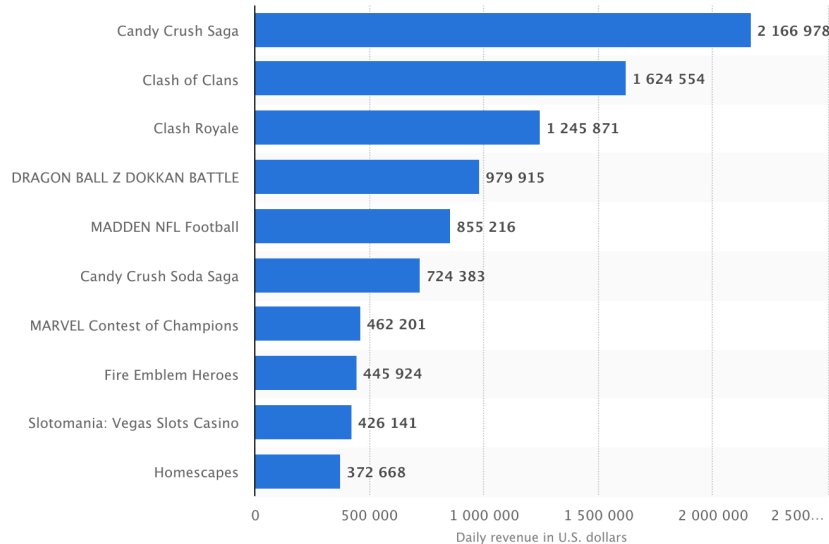
2.4 Hipotesis



2.5 Experimento

Internet > Mobile Internet & Apps > Top grossing iOS mobile gaming apps 2017, ranked by daily revenue

Top grossing iPhone mobile gaming apps in the United States as of November 2017, ranked by daily revenue (in U.S. dollars)



DOWNLOAD SETTINGS SHARE

PNG +
 PDF +
 XLS +
 PPT +

DESCRIPTION SOURCE MORE INFORMATION

This statistic presents an overview of the top grossing iPhone mobile gaming apps as of November 2017. During the survey period, it was estimated that first-ranked Candy Crush Saga was generating about 2.17 million U.S. dollars in daily revenue.

Mobile gaming apps - additional information

A mobile game refers to any video game that is played on any mobile device including phones, tablets, media players and even calculators. The industry has come a long way since the days of Tetris and Snake.

Mobile gaming is an important sector for the larger

2.5 Experimentos: AB Test

Utilizando tests A/B generamos aprendizaje sobre nuestros clientes, sobre:

- Captación,
- Retención
- Engagement
- Monetización



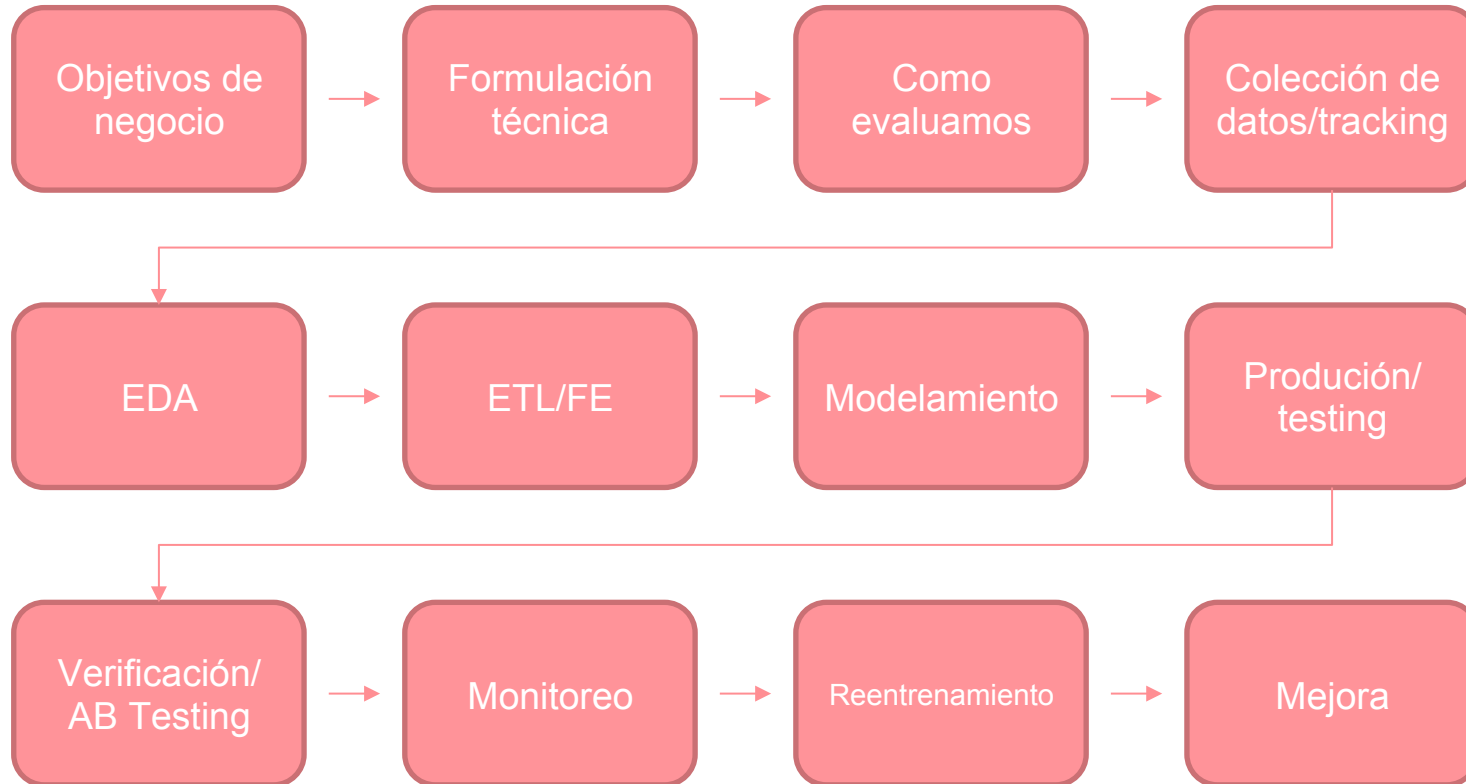
Esto nos da la oportunidad de tomar mejores decisiones sobre:

- Interfaz de usuario
- Diseño de la experiencia de usuario
- Diseño de promociones
- Nuevos beneficios
- Campañas
- Notificaciones
- Recomendaciones

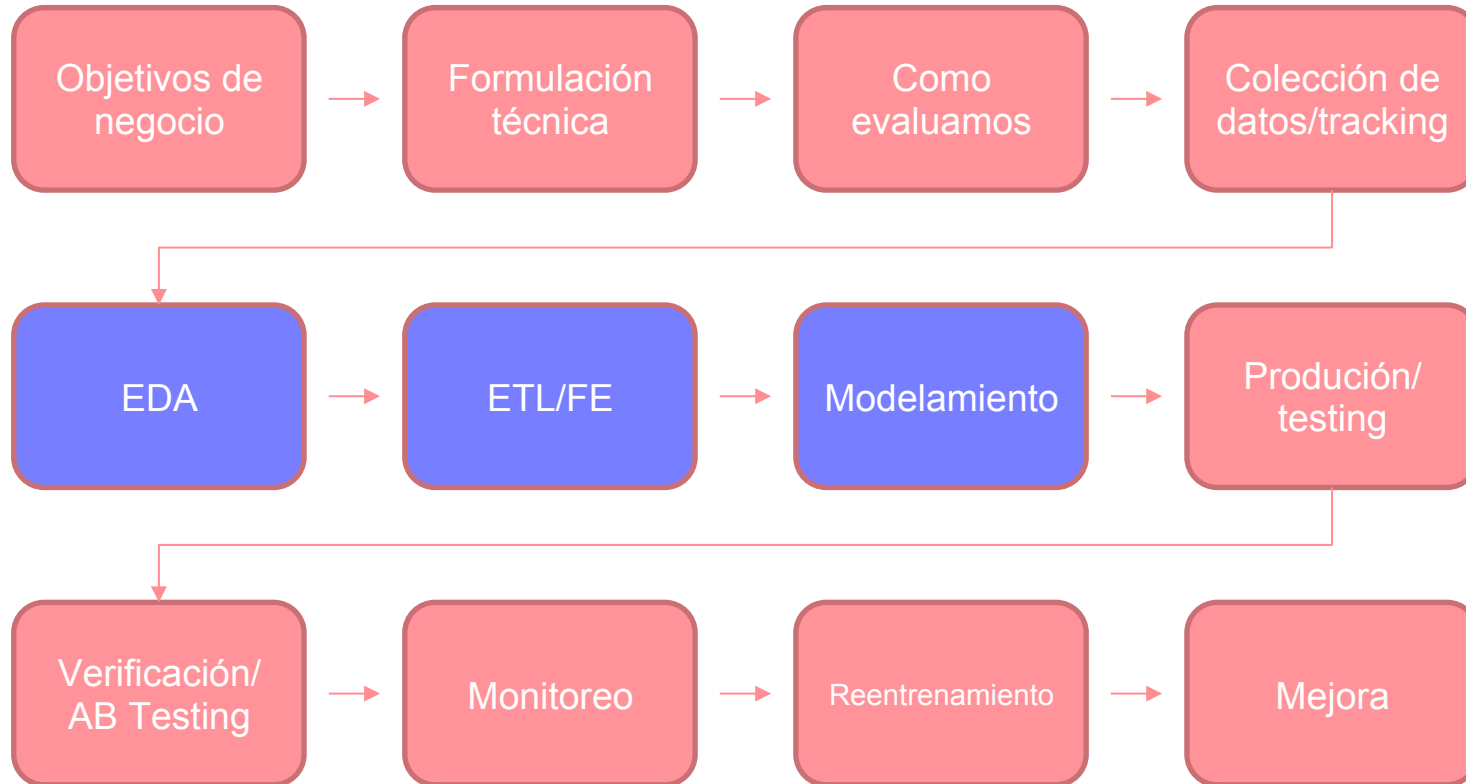
03

Machine Learnig, Big Data, Deep Learning y otras palabras de moda

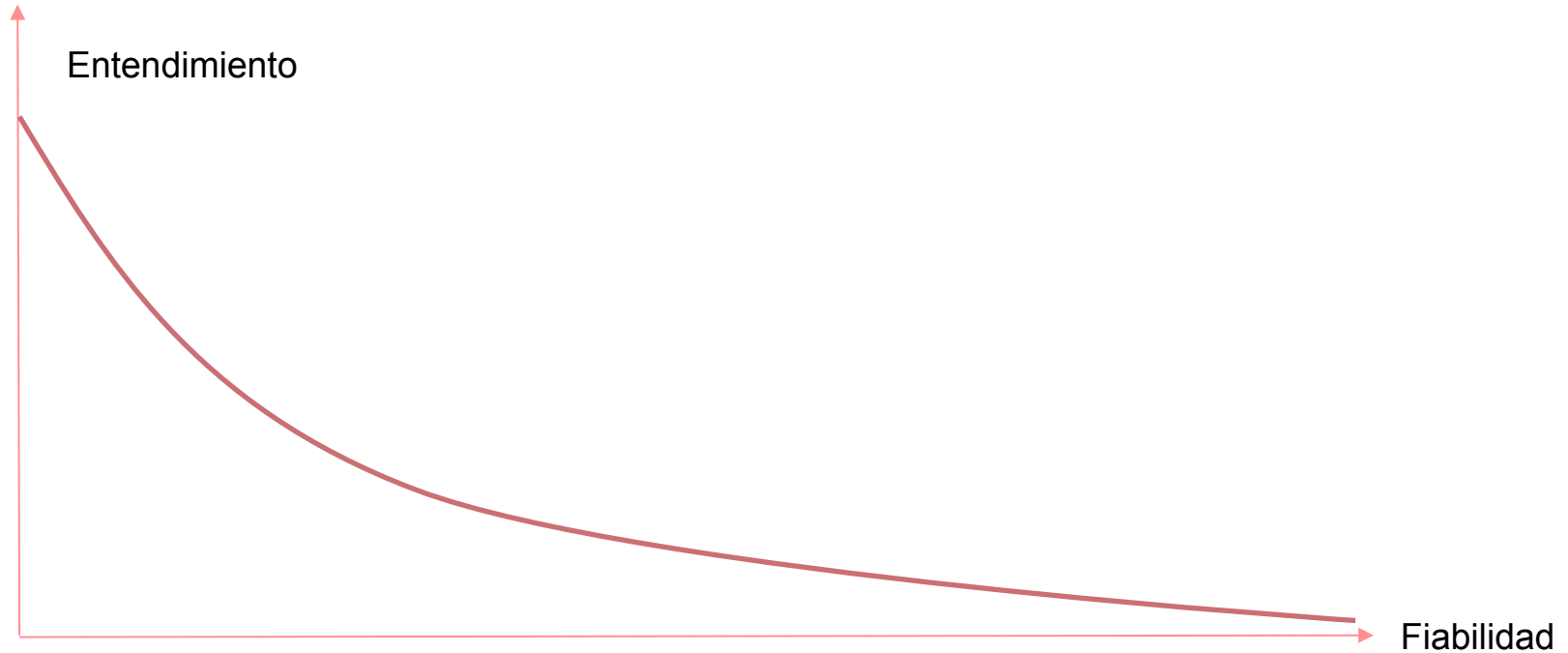
3.1 Realidad: Machine Learning pipeline



3.2 Cursos: Machine Learning pipeline



3.3 Modelos complejos vs. Modelos simples



04

Mundo académico y empresarial

4.1 Diferencias entre mundo académico y empresarial

- Diferencias obvias: horario, estructura, sueldo, etc.
- Ciclos de producción mas cortos
- Impacto
- Trabajo en equipo: You are not alone!
- Presentaciones menos técnicas
- Autoridad tiene otro significado
- Matemática es mas simple, pero no controlas variables

4.2 Que se valora del mundo académico en la empresa

- Capacidad de trabajo independiente
- Todo se puede cuestionar, hasta reglas de física
- Aprendizaje continuo

4.3 Libertad vs. Autonomía



05

Data Science for Social Good

5.1 Data-driven media marketing



5.2 Data-driven media marketing



Alumni

alumni.uoc.edu

UOC

 AlumniUOC

 @UOCalumni
