

Is your long-term data science solution sustainable?

Businesses will go to great lengths to gather, store and clean data. And with it make nice pictures, measure KPIs and record gains. Some will even use data science to create models, predictions and recommendations from such data.

Machine Learning and Artificial Intelligence (AIML) are for many shiny novelties and very effective keywords at a stakeholders meeting. It looks smart praising AI powered insights on a business, especially when using fancy algorithms (bonus points for a neural network).

Yet, data science has been a victim of its own success at times. It is not unusual for the black box models out of "that" department to burn bright and rapidly become obsolete. The words "demo", "prototype" and "proof of concept" are too often associated with them. Those half-baked models dazzle but, quickly, many high above start feeling like they are a waste of resources as the "why do we need this data science thing for?" idea creeps into their mind. Worse of all, they are right.

Data science is about long-term value from mutable data and sustainable predictions in new scenarios. It is not an on-off solution like the ones in a contest or a tutorial. Data science models need strong foundations and clear purpose to really shine. The questions below can help defining that purpose:

1. The what.

What knowledge will the model provide the business? Is a model the only solution or are there alternatives? What is the effort needed? What is the required data? What is the dollar value of such knowledge?

2. The why.

Why would only a model work in the scenario? What are the benefits of such model? Why would the model improve that piece of knowledge?

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3. The risk.

How does the scenario evolve? How does the data change? What are the biases, drifts and issues with the data? What will make the model break?

4. The who.

Who will the model help in the business? Who is the main beneficiary of the insights? What department has the domain knowledge about the data and what group will take ownership of the model? Who do we need to involve in the creation and deployment of the model?

5. The when.

When will a revision of the model occur? Who will do it and why? What are the triggers for a revision? Will this solution be an immediate need or a permanent requirement?

Hopefully, by addressing these questions before going on to build yet another data model, your business will be able to create a more sustainable long term data science solution.

If your business needs help with this, please contact a Fujitsu Data & AI specialist now.

Contact

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