



eims  
Exabytes Internet Marketing Summit



# CONNECTING THE COLLECTED DATA

MAKING YOUR DATA SPEAKS

DR LAUCHER HAN

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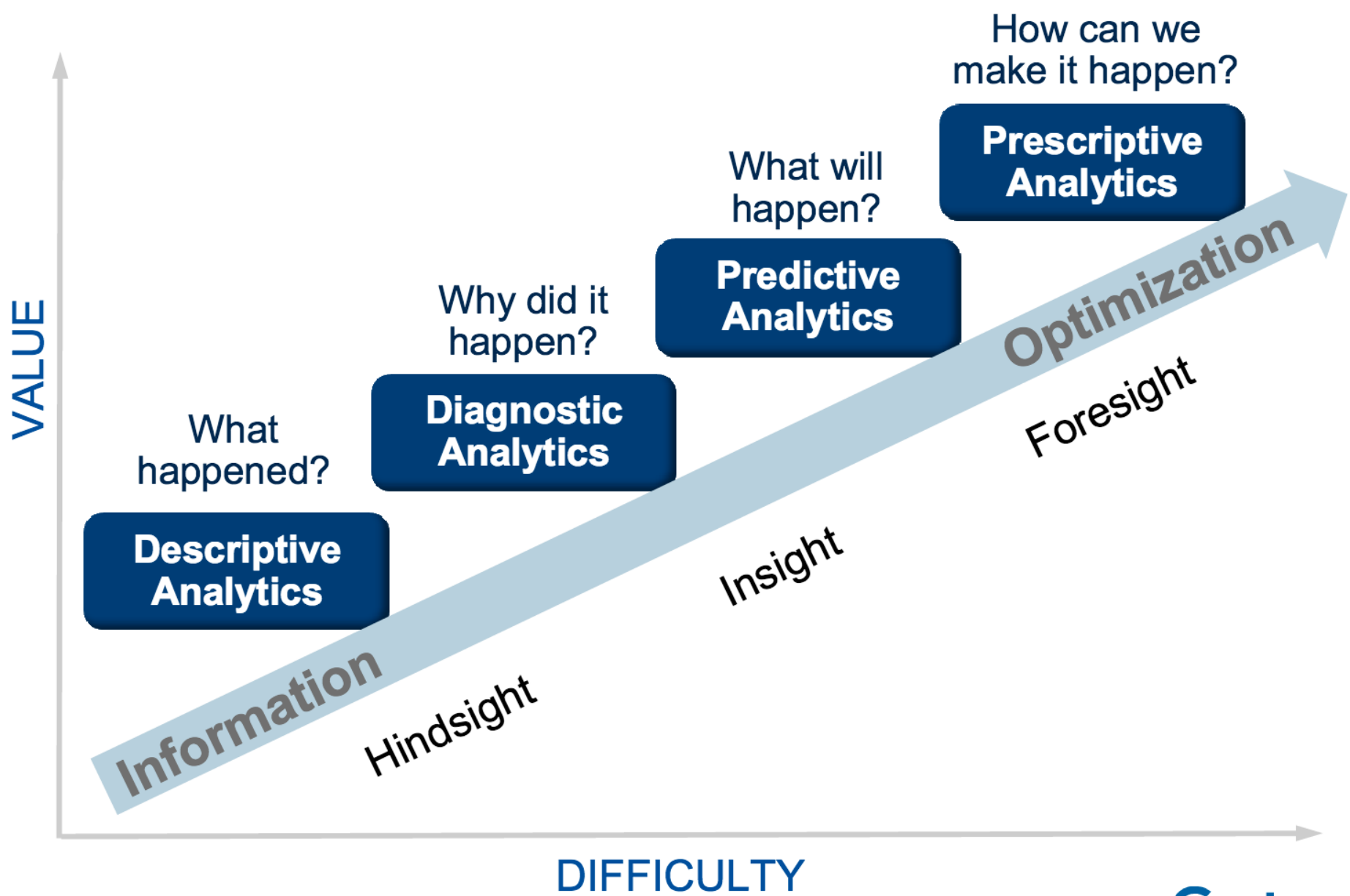


# DR LAU CHER HAN

*Chief Data Scientist, PhD in Machine Learning*

- Trained engineers and data scientists for **Intel**, **OCBC**, **Standard Chartered**, **Fusionex**.
- State advisor for **Smart City** and **Big Data** initiatives.
- Microsoft Excel Expert World Champion
- **HRDF certified trainer** and **MQA** chairman
- Founding director of **MaGIC Academy**

# Gartner Analytic Ascendancy Model



Start collecting data today if you are not.

All companies will become a data company

# 4 STEPS DATA ANALYTICS MODEL

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01

EXPLORE DATA

02

ANALYZE DATA

03

MODEL DATA

04

ARTIFICIAL  
INTELLIGENCE

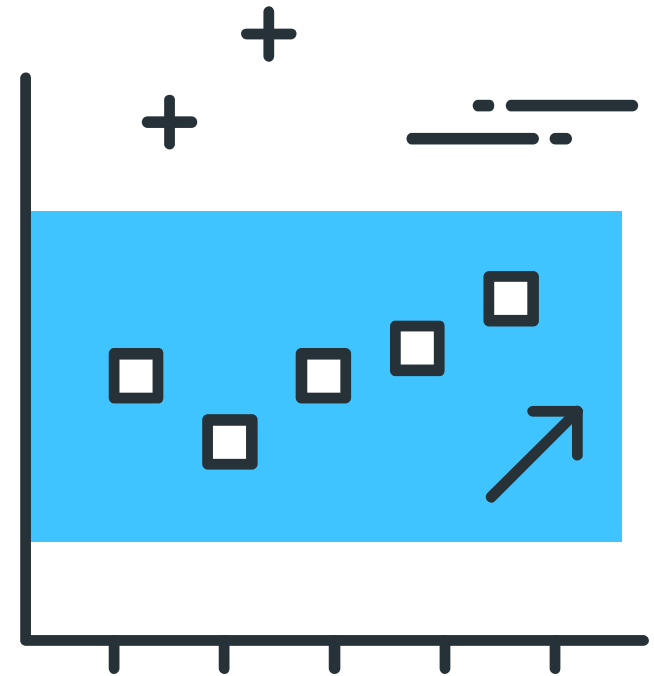


# EXPLORE DATA

Identify pitfalls and anomalies in the dataset using statistical methods and visualizations.

## KEY TASKS:

- Ask the right questions
- Define hypothesis and assumptions
- Define success metrics

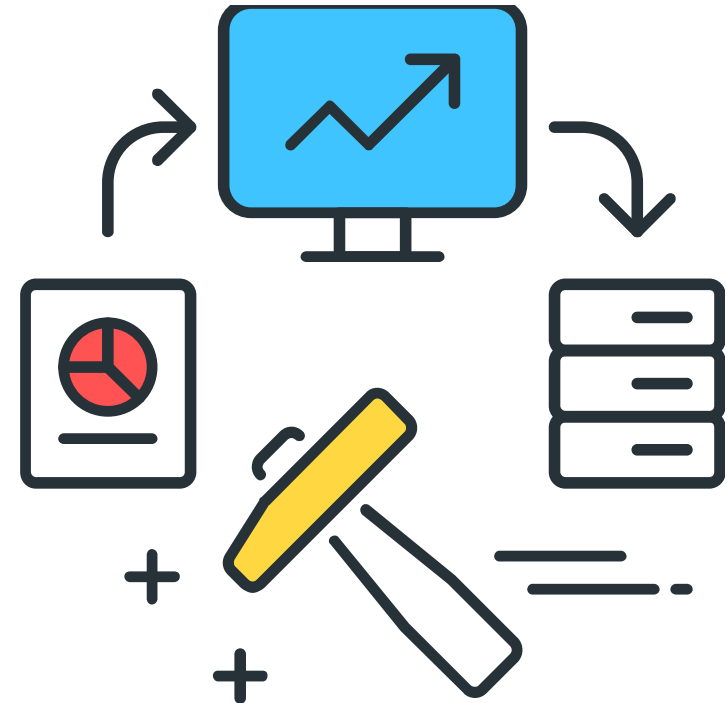


# ANALYZE DATA

Extrapolate and find patterns like correlation

## KEY TASKS:

- Validate if the data answers the business questions
- Understand the process and data flow directions
- Be careful of aggregated data. Correlation does not equal causality.

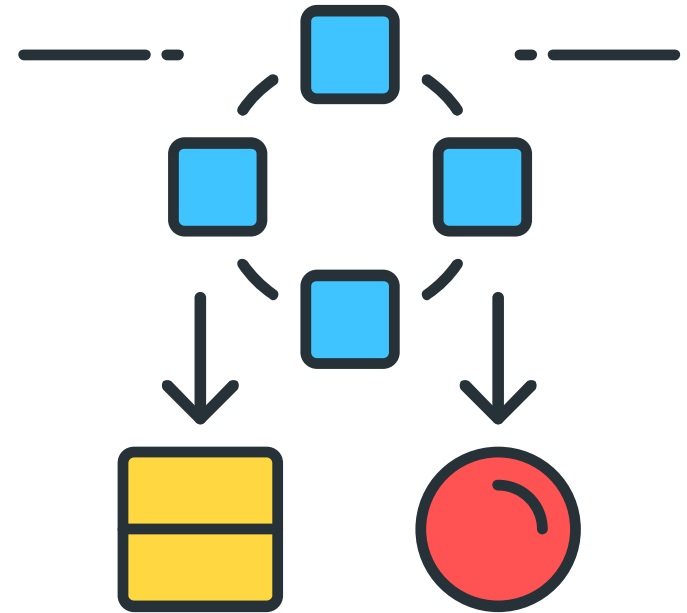


# MODEL DATA

Correlating the data and building models that predict business outcomes.

## KEY TASKS:

- Do not try fancy modelling algorithms unless. Traditional models work just fine.
- Identify baseline benchmark
- Identify scopes and test cases



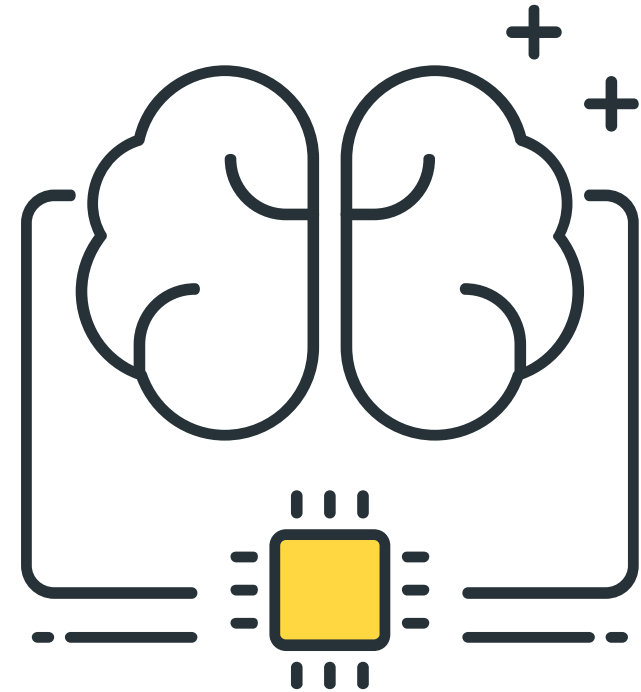


# ARTIFICIAL INTELLIGENCE

Correlating the data and building models that predict business outcomes.

## KEY TASKS:

- Focus on boring tasks and processes, not fancy applications.
- Tie to actional items
- Review step 1 - 4





## TOOLS AVAILABLE:

### FREE AND OPEN SOURCE

- RapidMiner
- Weka
- Python or R

### PAID / LICENSED

- Tableau
- Excel
- SAS

Keys to a successful data analytic project:

**Think big, Start Small, Scale Fast.**

# THANK YOU!



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