

## Formulating Data Science problems to maximize Business impact – Case studies

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### Abstract

Artificial Intelligence and Data Science seem to be ubiquitous now with every company investing in Data Science capabilities and data scientists. While it is tempting to throw the latest in AI at every business problem, not many business situations and applications require the use of sophisticated methods and state of the art techniques. In many situations, using a Deep Learning solution may just not be feasible. Indeed, designing a Data science based solution is among the most important aspects of data based problem solving. Formulating the problem the right way is the critical first step and has an extremely high impact on the solution design and eventually the efficacy of it and the benefit to business. Should the formulation be supervised ML or unsupervised? Should you replicate a state of the art model from scratch for your own domain or are better off using transfer learning? Do you even need Machine Learning for the problem, or is a good rule based solution? These are critical questions to ask while beginning to solve a problem using Data Science. .

### Biography:

Mirza Rahim Baig is a seasoned data science expert with more than a decade of experience in solving complex business problems using data science. He has worked in the ecommerce and health care domains and has worked on all kinds of data and problems. Rahim is an author, speaker and educator. He is a visiting faculty at NMIMS for MBA programs and a subject matter with leading Ed-tech platforms. He has authored two titles - “The Deep Learning Workshop” and “Data Science for Marketing Analytics Workshop”.

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