



Explore Careers. Learn Stuff. Make Connections.

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**Zrive Applied Data Science**

**Business Translation**

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# Lesson overview

- 1 **Abstracción de problemas reales**
- 2 **Enfoque sistemático**
- 3 **Casos de uso**

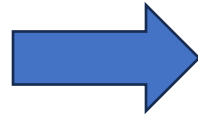
# Abstracción de problemas reales

Los problemas de datos son abstracciones numéricas de problemas reales

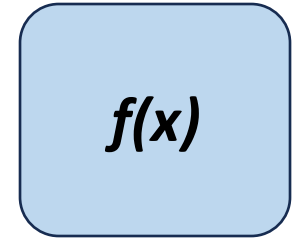
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World/business  
phenomenon



Measured data



Model



Goal



Raw material



Tool

# Abstracción de problemas reales

Los problemas de datos son abstracciones numéricas de problemas reales

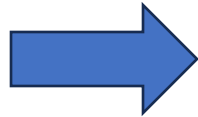
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World/business  
phenomenon

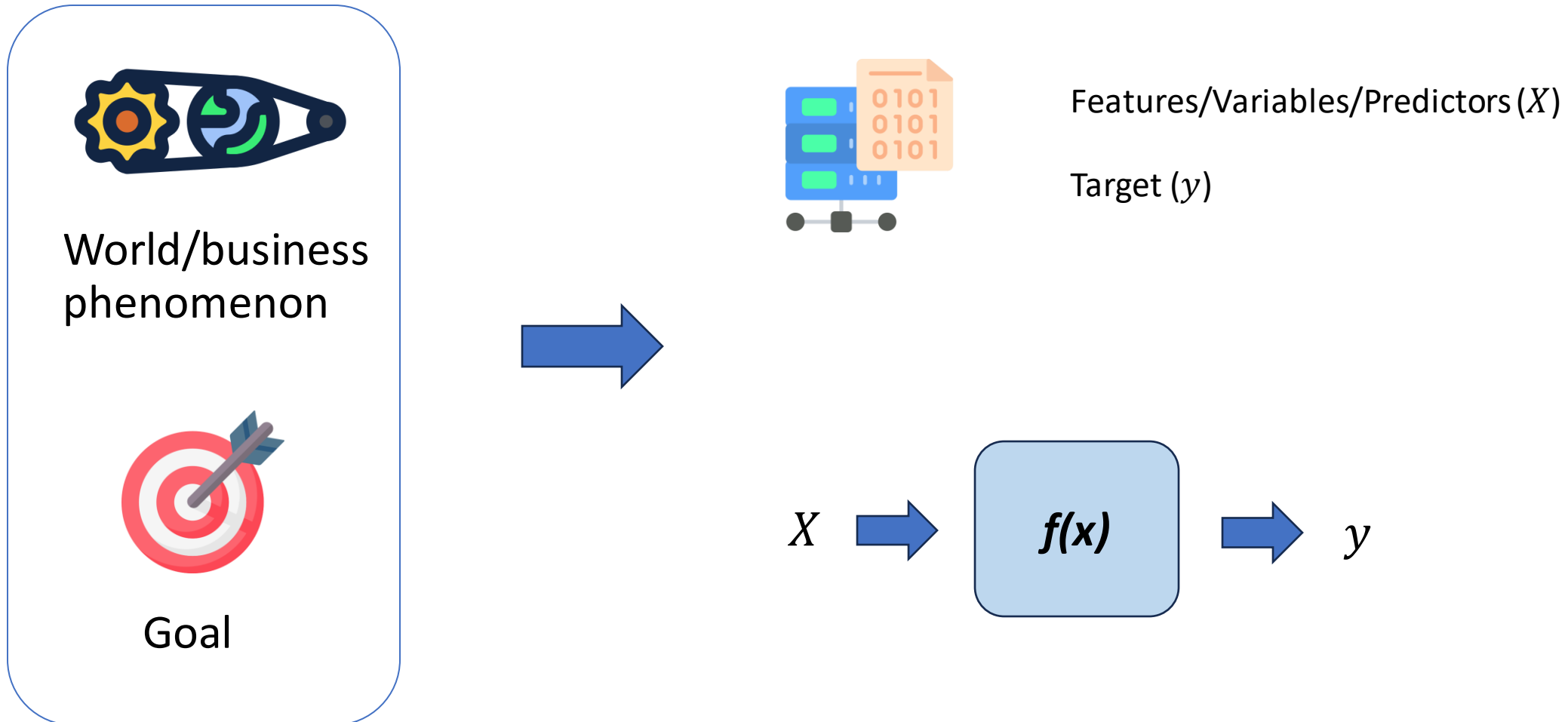


Goal



# Abstracción de problemas reales

Los problemas de datos son abstracciones numéricas de problemas reales



# Enfoque sistemático

Proceso que nos permite ayudar al negocio a definir correctamente el problema

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## 1 Definir el problema de negocio a resolver

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Tiene que ser conciso y medible. La parte de medición ayuda mucho a destilar propuestas concretas de ideas genéricas. Medir siempre tiene riesgos (optimizamos lo que estamos midiendo).

## 2 Datos disponibles

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Qué datos hay disponibles para solucionar el problema. Importante aquí entender: calidad (single source of truth), disponibilidad y accesibilidad.

## 3 Cómo podemos modelar el problema?

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Podemos modelar directamente el problema de negocio o modelaremos un proxy? Qué proxy y cómo esperamos que represente el objetivo de negocio? Tenemos poder predictivo para afectar el objetivo de negocio?

# Casos prácticos

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## ① Online retailer: Increase AOV ideation

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1. You are working for an online retailer which sells goods directly to consumer. Mass market. Think Amazon, Tesco...
2. AOV is Average Order Value.
3. Improvements on AOV have a direct positive impact in unit economics.
4. The executive team sees an opportunity in using machine learning to increase AOV.
5. You can propose ML-driven solutions that could help boosting AOV.

**Propuestas?**

# Casos prácticos

## 2 Online retailer: Recommendations

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1. You are working for an online retailer which sells goods directly to consumer. Mass market. Think Amazon, Tesco...
2. AOV is Average Order Value.
3. Improvements on AOV have a direct positive impact in unit economics.
4. The Head of Online Product sees an opportunity in using machine learning to increase AOV through recommendations on the site.
5. How can we frame the problem to do so?

**Propuestas?**

# Casos prácticos

## 3 Airline: Overbooking

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1. You are working for a big airline.
2. Customers do sometimes do not attend to their flights creating an opportunity to oversell tickets.
3. This will make the airline more efficient allowing it to have higher margins or lower ticket prices.
4. The Operations team sees an opportunity in using machine learning to replace the decision making of this process.
5. How can we frame the problem to do so?

**Propuestas?**

# Casos prácticos

## 3 Contextual Marketing: Page Labeling

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1. You are working for a contextual marketing company.
2. They label what's the content or topic of a website so companies can place contextual ads.
3. They have been using heuristics based on words but want to improve it using machine learning.
4. How can we frame the problem to do so?

**Propuestas?**

Q&A