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The Seven Deadly Sins of Data Science

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As we are all too aware, organizations accumulate vast amounts of data from a variety of sources nearly continuously. Big data and data science advocates promise the moon and the stars as you harvest the potential of all these data. And now, AI threatens our jobs and perhaps our very existence. There is certainly a lot of hype. There's no doubt that some savvy organizations are fueling their strategic decision making with insights from big data, but what are the challenges?

Much can wrong in the data science process, even for trained professionals. In this talk I'll discuss a wide variety of case studies from a range of industries to illustrate the potential dangers and mistakes that can frustrate problem solving and discovery – and that can unnecessarily waste resources. My goal is that by seeing some of the mistakes I have made, you will learn how to take advantage of big data and data science insights without committing the "Seven Deadly Sins."

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Classification

Mainly application

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