NON-TECHNICAL ASPECTS OF DATA WORK

ANALYSIS CHEAT SHEET

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1. Business solutions are not always academic solutions.

2. Data and models don't always support the stakeholder's hopes, wants, needs.

3. Timely communication is key – externally and internally.

4. Data scientists need to be flexible (within reason), and willing and able to learn something new, quickly.

5. Not every problem calls for data science methods.

6. We should learn from both our good and our bad experiences.

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7. Manage projects and expectations.

8. Maintain a healthy work-life balance.

9. Respect the stakeholders, the project, the methods, and the team.

10. Data science is not about how smart we are; it is about how we can provide actionable insight.

11. When what the client wants can't be done, offer alternatives.

12. "There ain't no such thing as a free lunch."

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Same Data, Different Conclusions

Twenty-nine research teams were given the same set of soccer data and asked to determine if referees are more likely to give red cards to dark-skinned players. Each team used a different statistical method, and each found a different relationship between skin color and red cards.

Referees are **three times as likely** to give red cards to dark-skinned players

Statistically significant results showing referees are more likely to give red cards to dark-skinned players

Twice as likely

ONE RESEARCH TEAM

95% CONFIDENCE INTERVAL

Equally likely

Non-significant results

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