You don’t need AI!
You need to know what your data is

Jade Abbott
@alienelf

PyConZA 2021
1. Where we are
2. How we got here
3. What are we going to do about it?
“Only 10% of companies obtain significant financial benefits from artificial intelligence technologies.”
How we got here

“users of services enabled by personal-location data could capture $600 billion in consumer surplus”

“$300 billion value in US healthcare”

“250 billion Euros in public sector in EU”

McKinsey & Company

Big data: The next frontier for innovation, competition, and productivity
2011
How we got here

Only 50% of value captured in location data

Only 10% of value captured in US Healthcare

Only 10% in EU public sector
How we got here

“Failure Rates are closer to 85 percent”

Gartner  
Nick Heudecker  
2017
How we got here

“AI has the potential to deliver additional global economic activity of around $13 trillion by 2030”

McKinsey & Company

Notes from the AI frontier: Modeling the impact of AI on the world economy 2018
“Only 10% of companies obtain significant financial benefits from artificial intelligence technologies.”

Where we are

Expanding AI’s Impact With Organizational Learning
2020
What the f*** is going on?
THE FIRM
The Firm & Company
THE FIRM

* Strategy as a Service
What is our strategy?
THE FIRM says you need to data science and AI
5 years later...
Why are our data science projects failing?
THE FIRM says you need to buy MORE STRATEGY
Company X did Y and they’re successful. If you do Y, you’ll succeed too.
Democratize **Strategy**
INNOVATION builds on top of COMMODITIES
User

Simple Home Insurance Quotes

Computer Vision App

Backend

SDKs

Mobile Phones

Big Image Data

Computer Vision API

GENESIS

CUSTOM

PRODUCT

COMMODITY
DATA IS HIGHLY CONTEXTUAL
DATA RESISTS COMMODIFICATION
MACHINE LEARNING IS HIGHLY CONTEXTUAL
MACHINE LEARNING RESISTS COMMODOIFICATION
Data

Platform

Model

Automatic Fraud Detection

User

GENESIS

CUSTOM

PRODUCT

COMMODITY
THE #1 PROGRAMMER EXCUSE FOR LEGITIMATELY SLACKING OFF:

"MY CODE'S COMPILING."

HEY! GET BACK TO WORK!

COMPILING!

OH. CARRY ON.
THE #1 DATA SCIENTIST EXCUSE FOR LEGITIMATELY SLACKING OFF:
WAITING FOR DATA

HEH! GET BACK TO WORK!

WAITING FOR DATA

OH. CARRY ON.
Do we have the data we need?

What the f*** are those fields?

Why is it taking so long to get access to the data?

Where in the organization does this data sit?

This data makes no sense! How was it captured?

Should I even have access to this data?

We need labels! Who is going to label that data?

Are those labels even accurate?

Jeff has left. He was the only person who knew that

How can we be giving credit cards to 1 year olds?
There is so much data! How do I process it?

The data is coming from 20 sources. How can I keep track?

What terrifying new format is this?

How the f*** do I query this?

Why are data lakes so slow?

WTF is a streaming architecture?
HOW
are we going to
FIX THIS?
Automatic Fraud Detection

Platform

Model

Data

MACHINE LEARNING

DATA SCIENCE
Automatic Fraud Detection

Data Governance

Data Engineering

User

Platform

Model

Data

GENESIS

CUSTOM

PRODUCT

COMMODITY
STOP HIRING
DATA SCIENTISTS!
START INVESTING IN DATA GOVERNANCE!
THE LIBRARY IS OFFICIALLY OPEN!
START HIRING
DATA ENGINEERS!
ETL

Data Engineering

Corporate needs you to find the difference between this picture and this picture

They're the same picture
“What I like about the name ‘DATA SCIENTIST’ is that it has the word ‘DATA’ in it. It TELLS you what you should be paying attention to!”
FORGET ABOUT FANCY MODELS!
START CARING ABOUT DATA!
START CARING ABOUT HYPOTHESIS TESTING!
DISBAND
DATA SCIENCE
DEPARTMENTS!
BUILD INTERDISCIPLINARY R&D TEAMS!
BUILD

INTERDISCIPLINARY

PRODUCT TEAMS!
ENABLE DATA-DRIVEN DECISION MAKING IN ALL TEAMS!
DATA-DRIVEN FRUIT SALAD!

PRODUCT OWNER
UX SPECIALIST
SOFTWARE ENGINEERS
Data Engineers
DECISION SCIENTIST

PEOPLE-CENTRIC
MULTIDISCIPLINARY
Agile
DATA STORYTELLING
DEVOPS
Thank you!

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Let’s fix this together

[ja@retrorabbit.co.za](mailto:ja@retrorabbit.co.za)