

Getting Impact from Predictive Analytics: You Have a Model. Now What?

2018 CAS RPM Seminar
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The Marshmallow Challenge

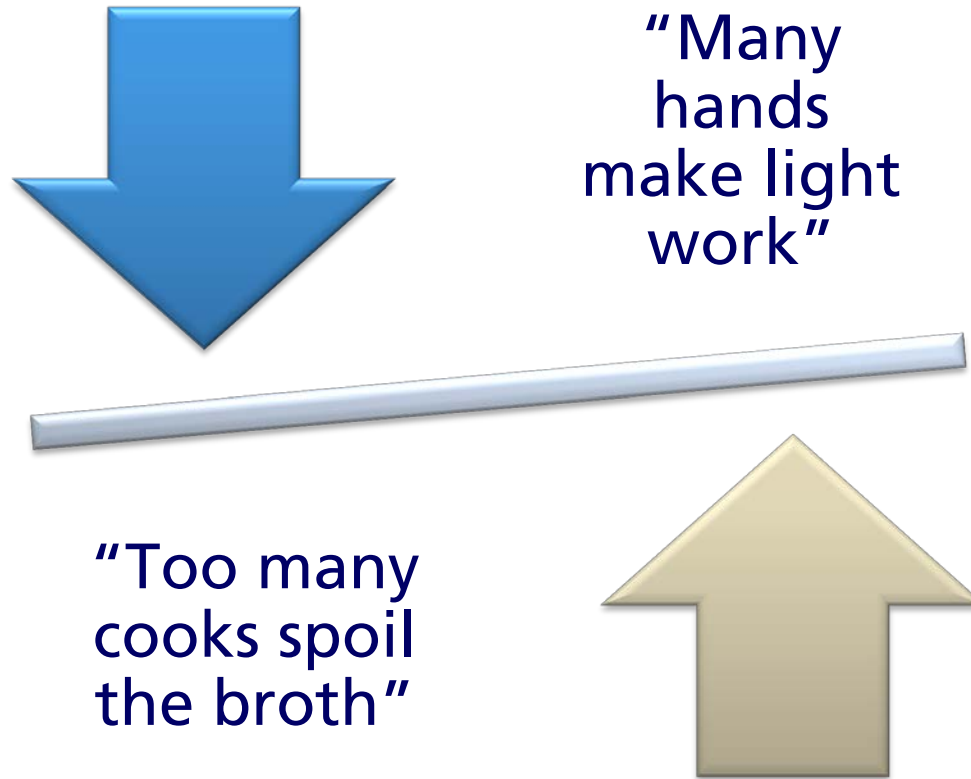
Goal: Build the tallest freestanding structure that can hold a piece of marshmallow on top

- Teams of 6 people
- 15 minutes building time
- Using the following ingredients
 - 20 sticks of uncooked spaghetti
 - 1 roll of tape
 - 1 roll of string
 - 1 piece of marshmallow

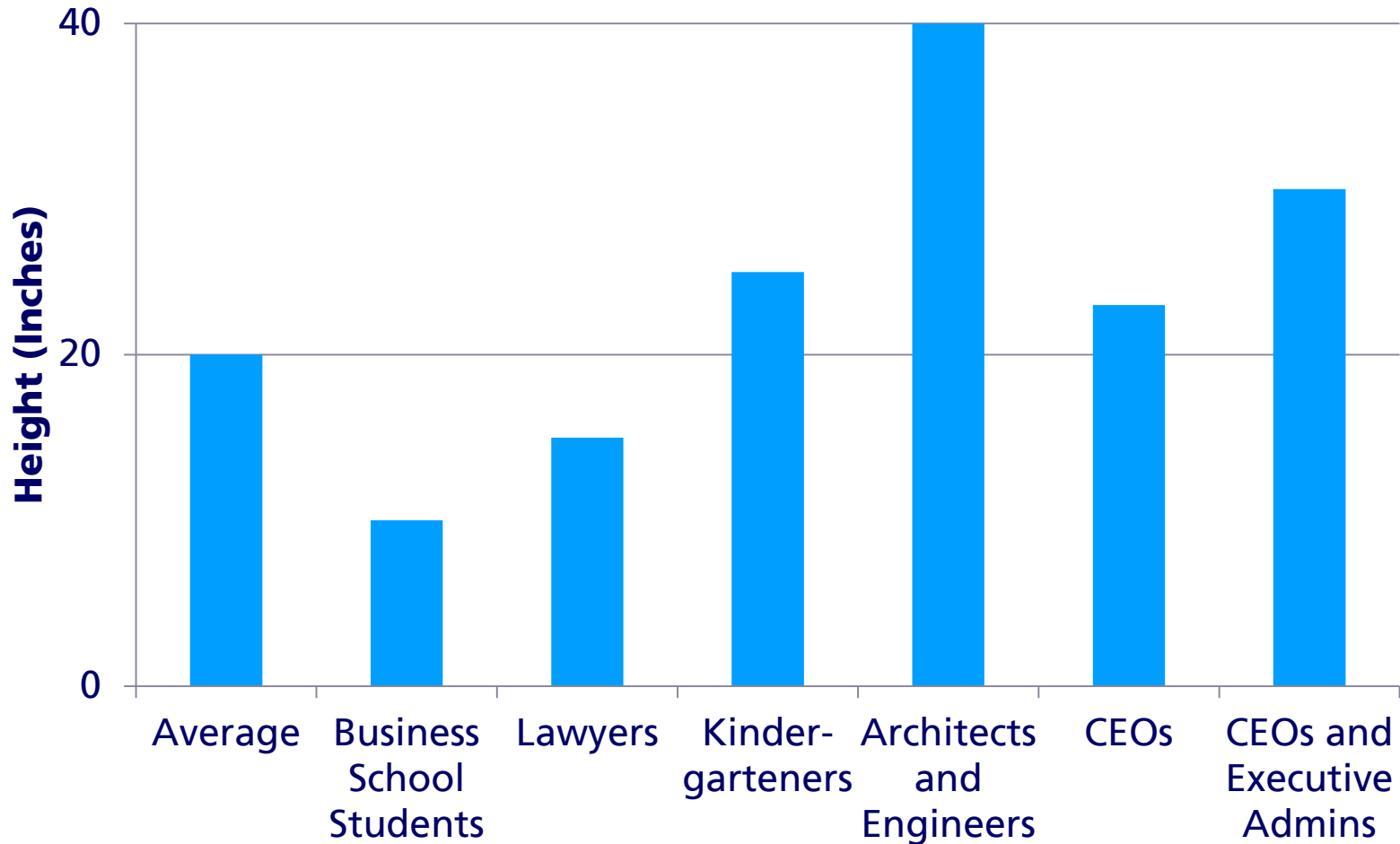


Key Takeaways

From the Marshmallow Challenge



How Other Teams Did On the Marshmallow Challenge



Source: Tom Wujec, TED April 2010

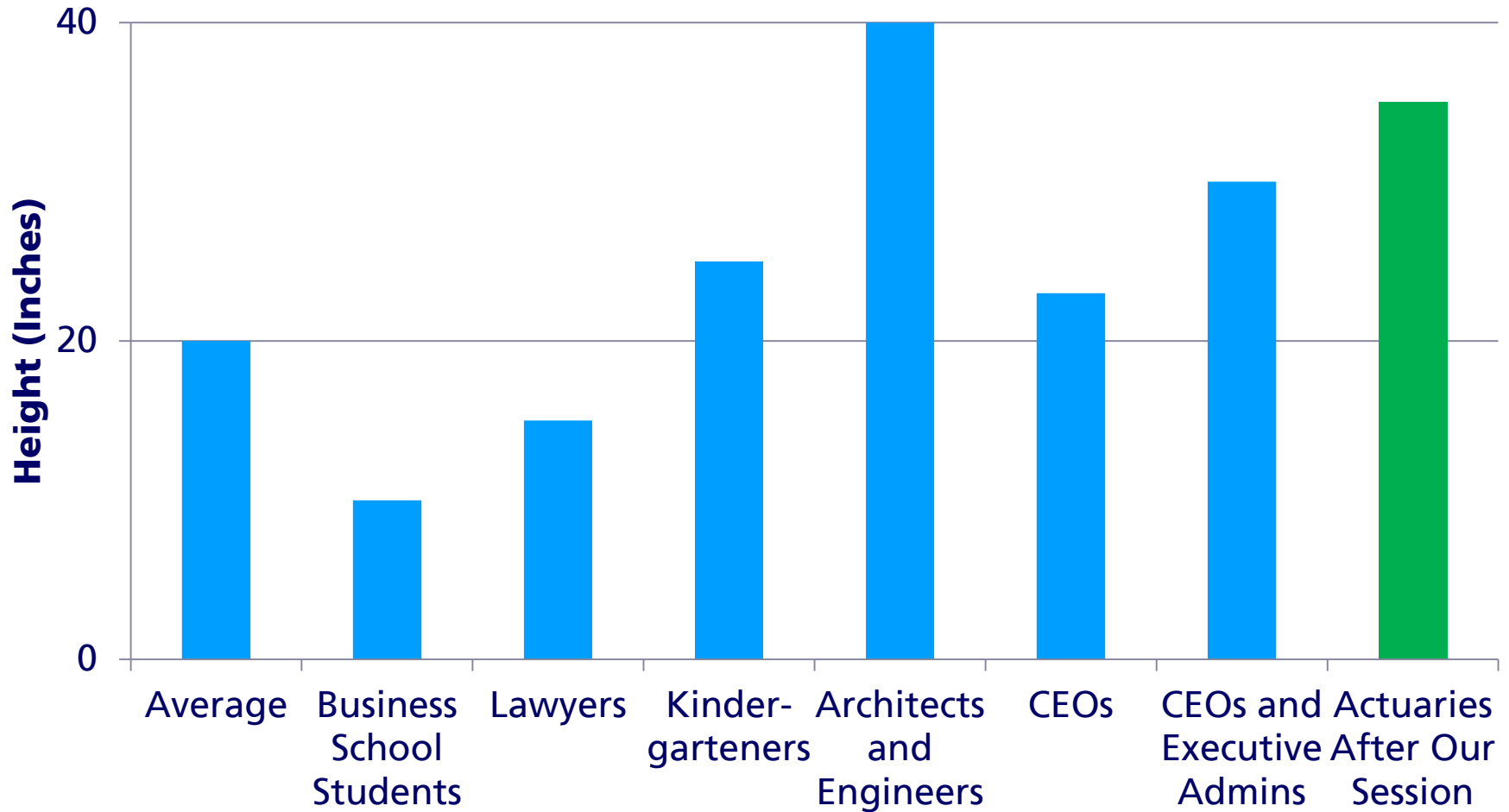
Key Takeaways

From the Marshmallow Challenge

- Collaboration among team members with diverse skill sets and a common goal
 - The end users of predictive models can be key to providing timely feedback and promoting cross-functional ownership
 - Larger projects tend to have similarly skilled people with unclear goals, resulting in more low-efficiency meetings
 - Well-defined roles and responsibilities are required to support larger projects



How Other Teams Did On the Marshmallow Challenge



Source: Tom Wujec, TED April 2010



sierra

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2016 World Science Meeting

Project Management



Predictive Analytics Project Management



We are building a predictive model

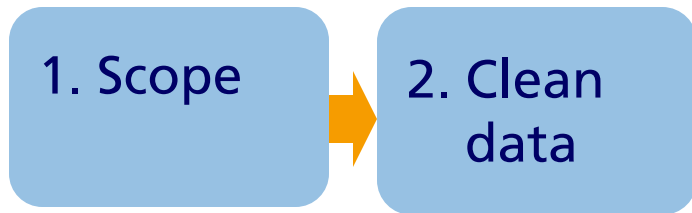
Predictive Analytics Project Management

We are building a predictive model

1. Scope

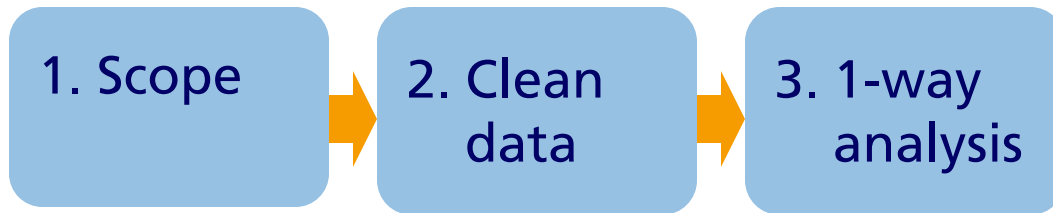
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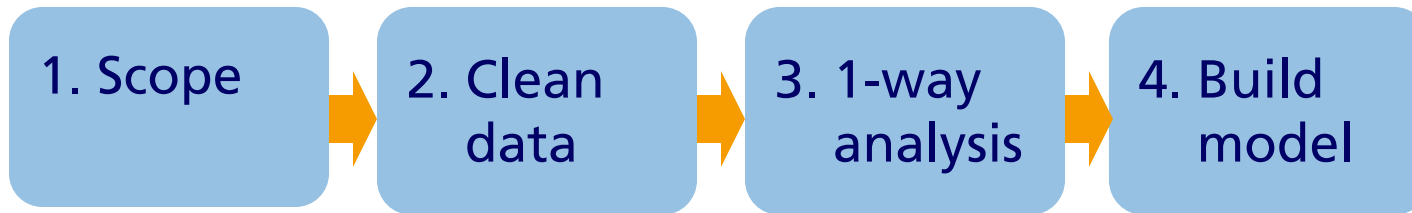
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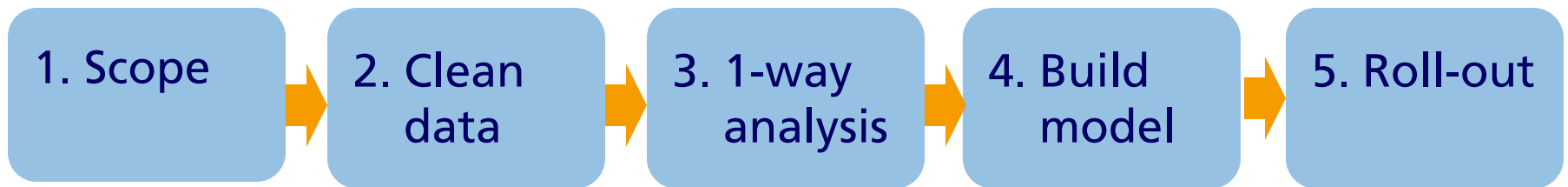
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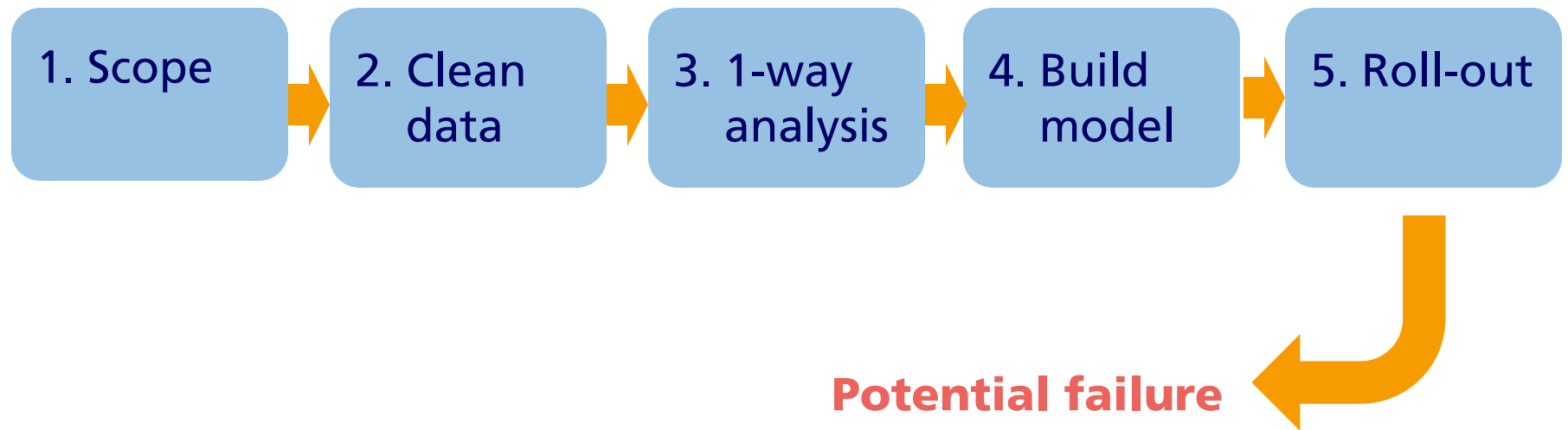
Predictive Analytics Project Management

We are building a predictive model



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In 2004 IMVU built virtual reality chat network

Startup Management

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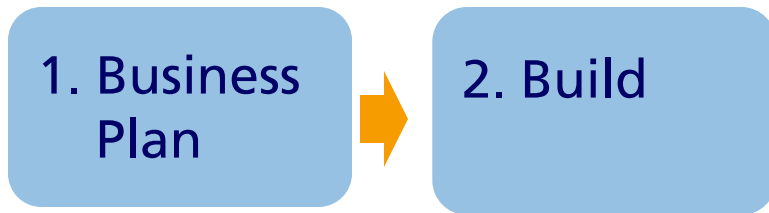


In 2004 IMVU built virtual reality chat network

1. Business
Plan

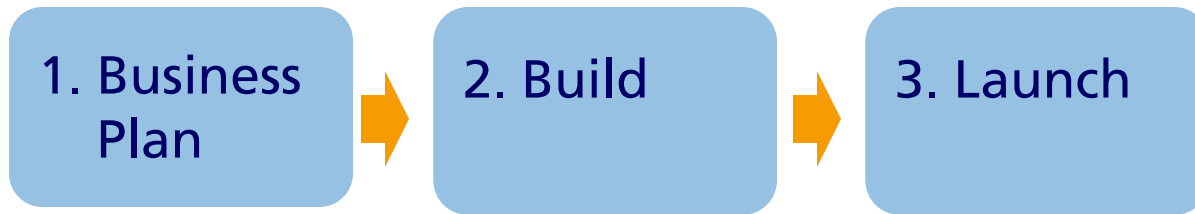
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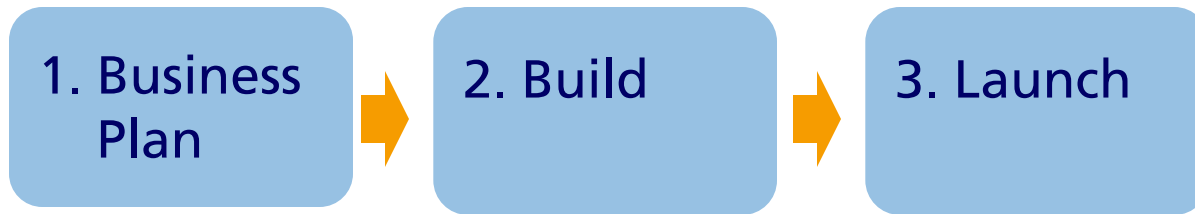
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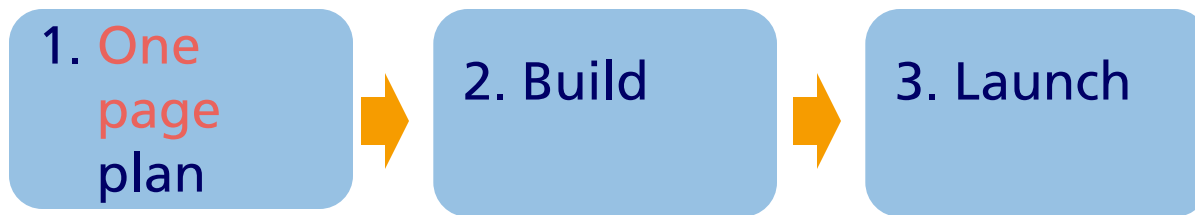
Lean Startup

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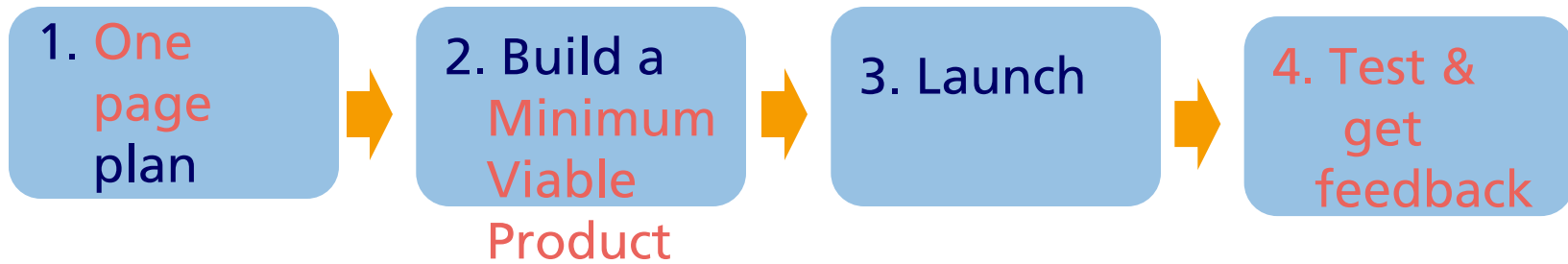
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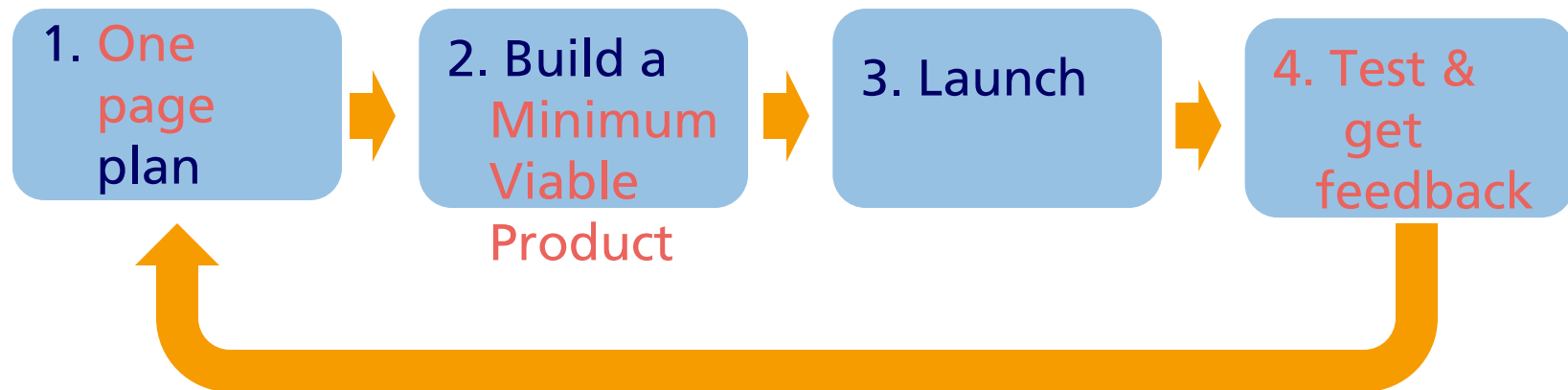
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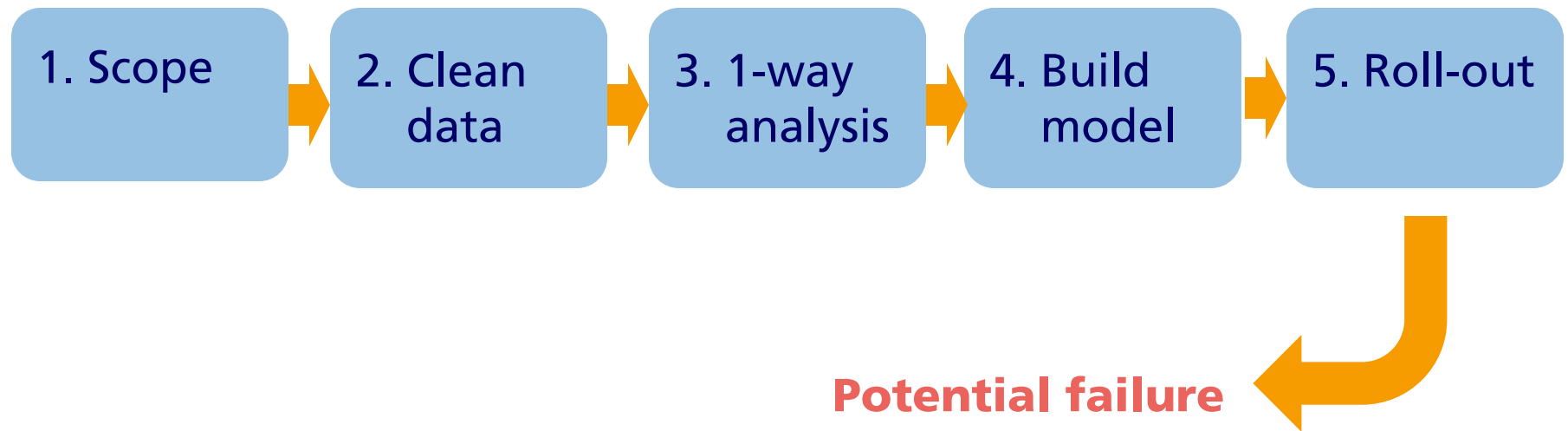
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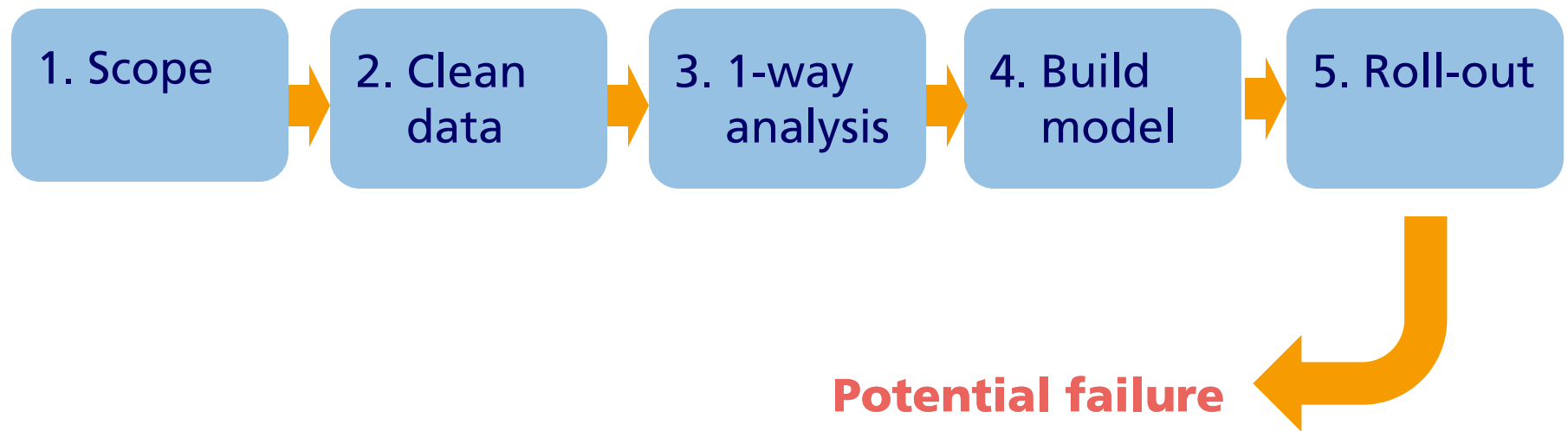
Predictive Analytics Project Management

We are building a predictive pricing model



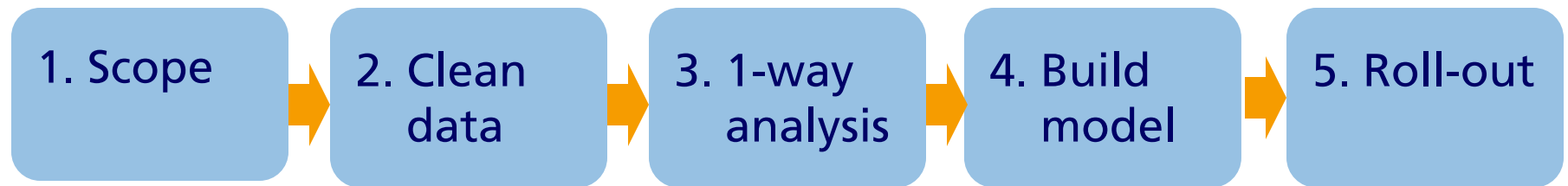
Predictive Analytics Project Management

We are building a predictive pricing model solving a business problem.



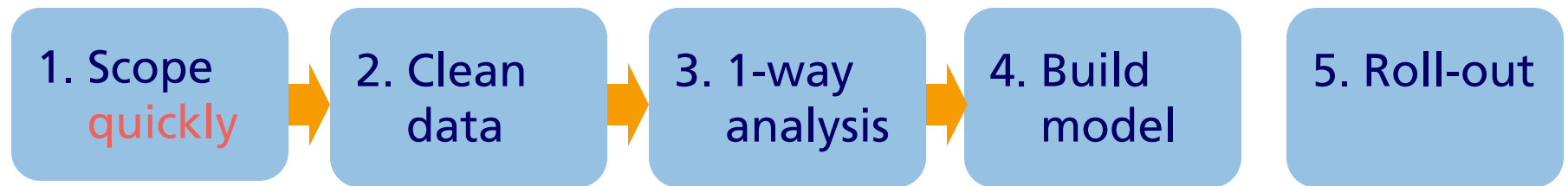
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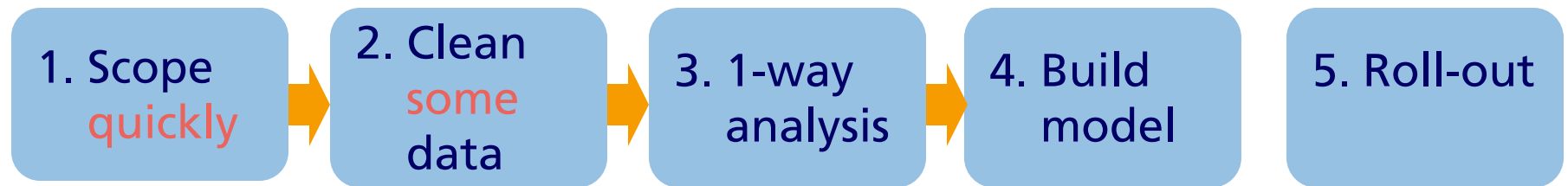
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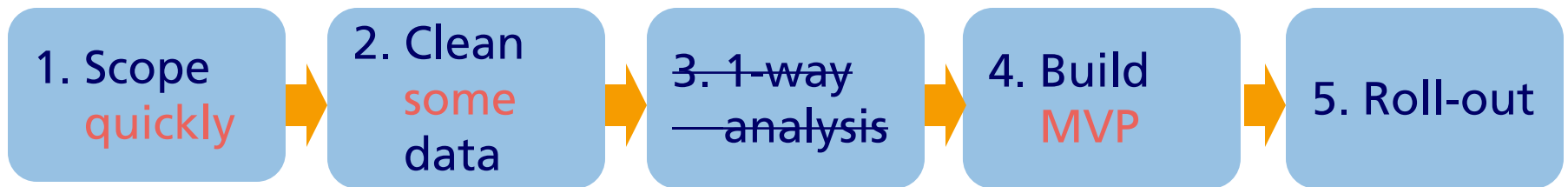
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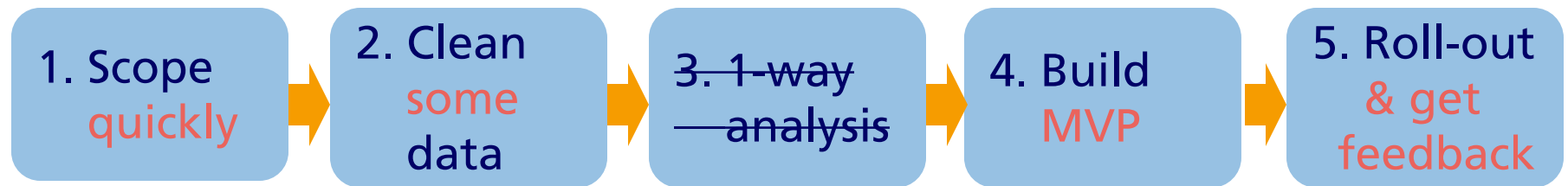
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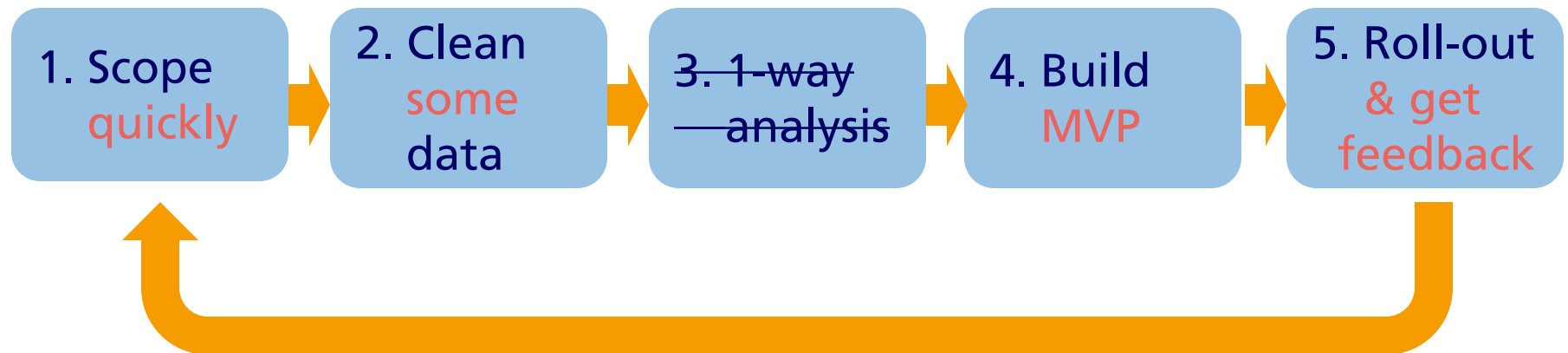
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