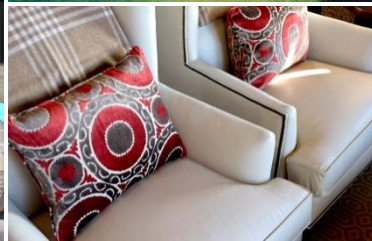




 scrippsnetworks
digital

Laura Evans, PhD
VP, Audience Development
& Data Science
@evanslaurab



The Data Scientist

Technical/engineering skills

Commercial/business side experience

Experience dealing with very granular data

Graphics, Modeling, Animation, Visualization

Cloud/Data Security

SQL Server

DataSets/XML

Data Storage, Transaction Mgmt

Statistical modeling experience

Machine Learning

ETL Automation

Organizational ability to drive success metrics

Programming Languages

Analytics implementation

QA and UAT Testing

Keep up to date on procedures, systems, workflows, best practices of data management.

Front End Development



The Data Scientist

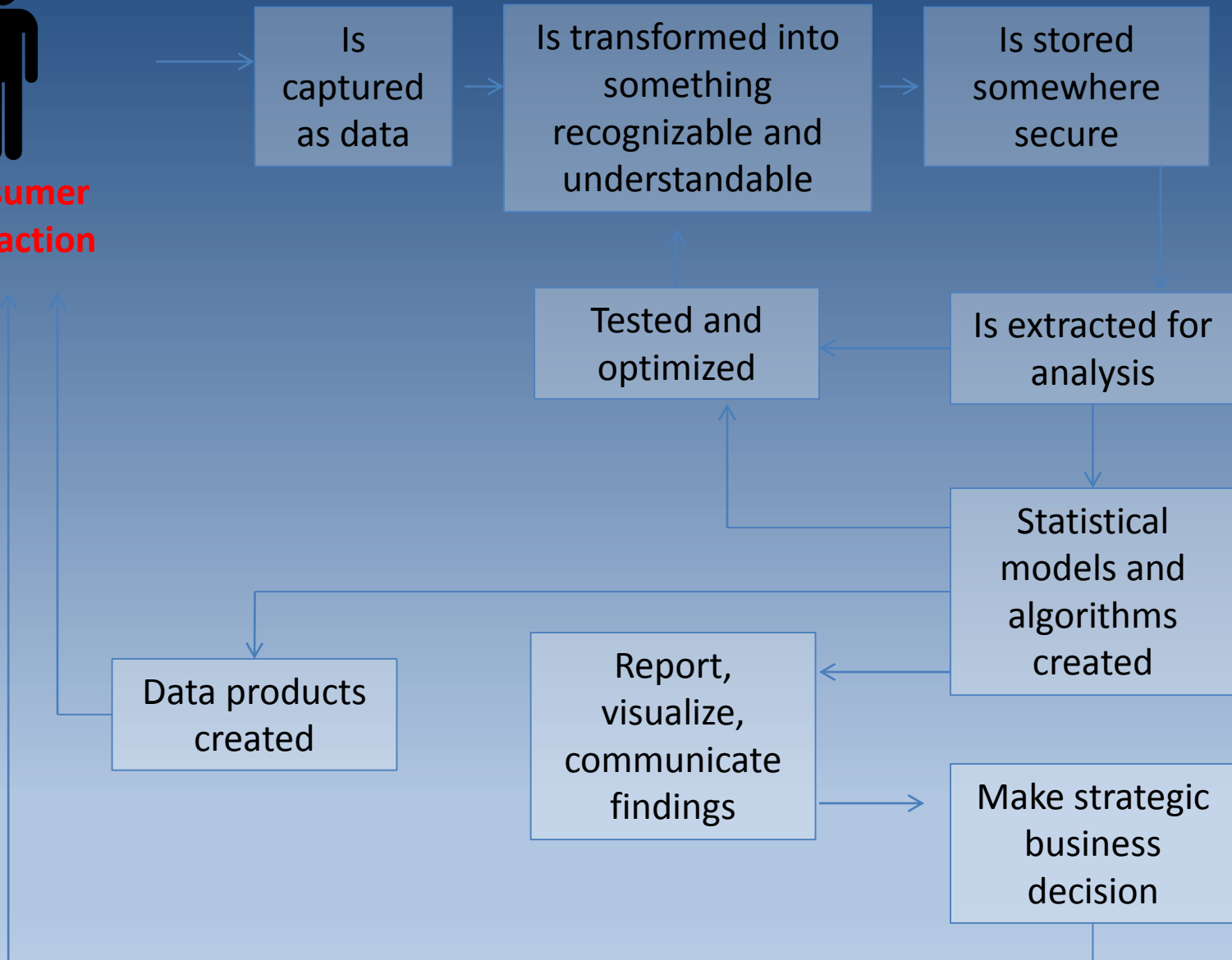


The Data Scientist





Consumer Interaction



Web Analytics Team

Analytics
Implementation

Reporting

Organizational
KPIs

Statistical modeling
experience

Operations Team

Technical/
engineering skills

Data Security

Data Storage

ETL Automation

BI Team

Graphics, Modeling,
Visualization

SQL Language

DataSets/XML

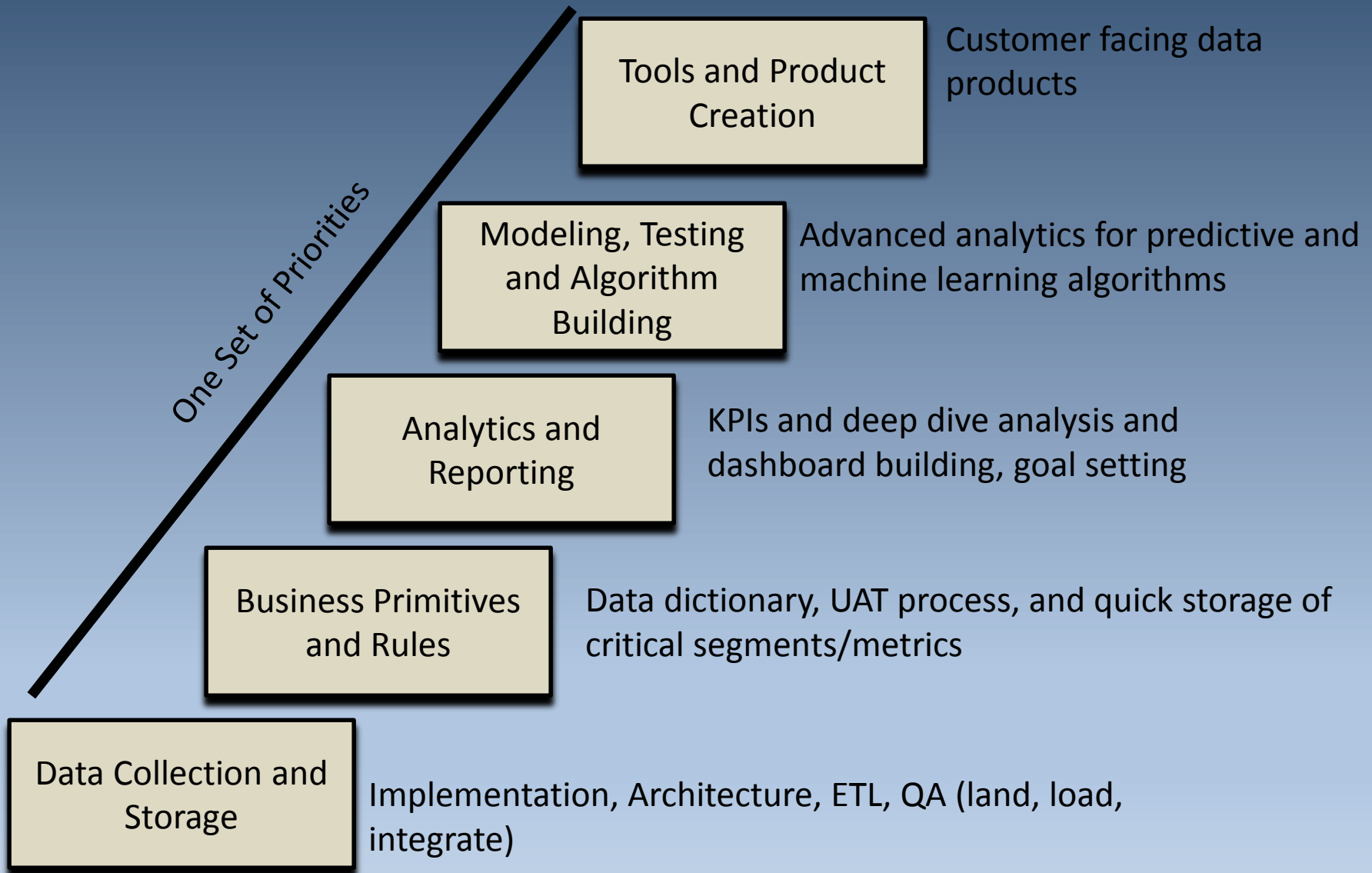
Enterprise Team

Machine Learning

Front End
Development

Programming
Languages

Data Development Lifecycle



An Example:

YOU MIGHT ALSO LIKE



New Manwich Sloppy Dog Recipe has "Kid Stopping Power" For a Busy Weeknight Meal

[Food Family Finds | Illinois Mom Blogger and Foodie](#)



50 Soups



Make Ahead Casserole Recipes

Recommended by 

1. Had to understand what most important goal/content/path to the company is.

- Business acumen and experience
- Data collection knowledge

- Statistical Modeling
- SQL Language
- Granular & large datasets

2. Have a data warehouse set up with RT capabilities as well as quick extraction options (RedShift) for data processing.

- Statistical Modeling
- SQL Language
- Granular & large datasets

3. Review and analyze the data we now had to determine what key metrics and associations drove the intended behavior.

4. Create an algorithm reflecting optimal content path.

5. Build out algorithm so it can be applied to the front end and back end experience.

The screenshot shows an 'Inventory Manager' interface. At the top, there are options for 'List', 'Grid', and 'Card' views, and a 'Show 100' dropdown. Below this is a search bar with 'Spring Cleaning' entered. The main area is a table with columns: Type, Title, Publish Date, Performance Rating, Social Rating, Package Name, and Pageviews. The table contains 20 rows of data, each with a checkbox on the left. On the left side of the interface, there are several filter sections: 'Filters' (Any Type, Publish Date, End Date, Package Name, Collection, Status), 'Performance Rating' (a slider from 0 to 5), 'Social Rating' (a slider from 0 to 5), 'Last 7 Days' (a dropdown), 'Analytics Filters', and 'Advanced Query' (a dropdown for 'Export Results').

Type	Title	Publish Date	Performance Rating	Social Rating	Package Name	Pageviews
<input checked="" type="checkbox"/>	Article	Real Estate Tips	8/7/2014 0:00 ET	★★★★★	★★★★★	554
<input checked="" type="checkbox"/>	Article	Major Home Repair Pt...	8/9/2014 11:29 ET	★★★★★	★★★★★	323
<input checked="" type="checkbox"/>	Article	Easy DIY Ribbon Photo...	8/1/2014 11:29 ET	★★★★★	★★★★★	445
<input checked="" type="checkbox"/>	Article	HGT's Urban Oasis 2014...	8/10/2014 11:29 ET	★★★★★	★★★★★	2,045
<input checked="" type="checkbox"/>	Photo Gallery	Summer Plans Tips	8/7/2014 0:00 ET	★★★★★	★★★★★	1,329
<input checked="" type="checkbox"/>	Photo Gallery	13 Tips for Setting an...	8/10/2014 11:29 ET	★★★★★	★★★★★	994
<input checked="" type="checkbox"/>	Video	The Best Online Shop...	8/10/2014 11:29 ET	★★★★★	★★★★★	342
<input checked="" type="checkbox"/>	Video	3 Neighbors' Curb...	8/10/2014 11:29 ET	★★★★★	★★★★★	233
<input type="checkbox"/>	Article	How to Fix a Running...	5/18/2014 0:00 ET	★★★★★	★★★★★	109
<input type="checkbox"/>	Article	HGT's Cousins Under...	8/9/2014 0:00 ET	★★★★★	★★★★★	25
<input type="checkbox"/>	Photo Gallery	Super Duper Vacuum Cl...	8/10/2014 0:00 ET	★★★★★	★★★★★	99
<input type="checkbox"/>	Video	Vietnam Red and Bath...	8/10/2014 0:00 ET	★★★★★	★★★★★	123
<input type="checkbox"/>	Article	Turn Your Favorite Pho...	6/29/2014 5:25 ET	★★★★★	★★★★★	567
<input type="checkbox"/>	Photo Gallery	Colors We Love: Whisper...	8/10/2014 11:29 ET	★★★★★	★★★★★	345
<input type="checkbox"/>	Photo Gallery	Hollywood Speak-Actu...	8/10/2014 0:00 ET	★★★★★	★★★★★	1,000
<input type="checkbox"/>	Photo Gallery	Gannex's Garden's Big...	6/29/2014 5:25 ET	★★★★★	★★★★★	999
<input type="checkbox"/>	Photo Gallery	Front Door Design Idea...	4/11/2014 0:00 ET	★★★★★	★★★★★	32
<input type="checkbox"/>	Video	How to Lighten a H...	5/18/2014 0:00 ET	★★★★★	★★★★★	1,234
<input type="checkbox"/>	Video	8 Creative Ways to Dec...	8/10/2014 11:29 ET	★★★★★	★★★★★	2,324
<input type="checkbox"/>	Video	Around the Area at HGT...	3/12/2014 10:51 ET	★★★★★	★★★★★	765

6. Test and iterate base level formula to outpace current vendor performance.

Sarah, We Recommend For You:



New Manwich Sloppy Dog Recipe has "Kid Stopping Power" For a Busy Weeknight Meal

[Food Family Finds | Illinois Mom Blogger and Foodie](#)

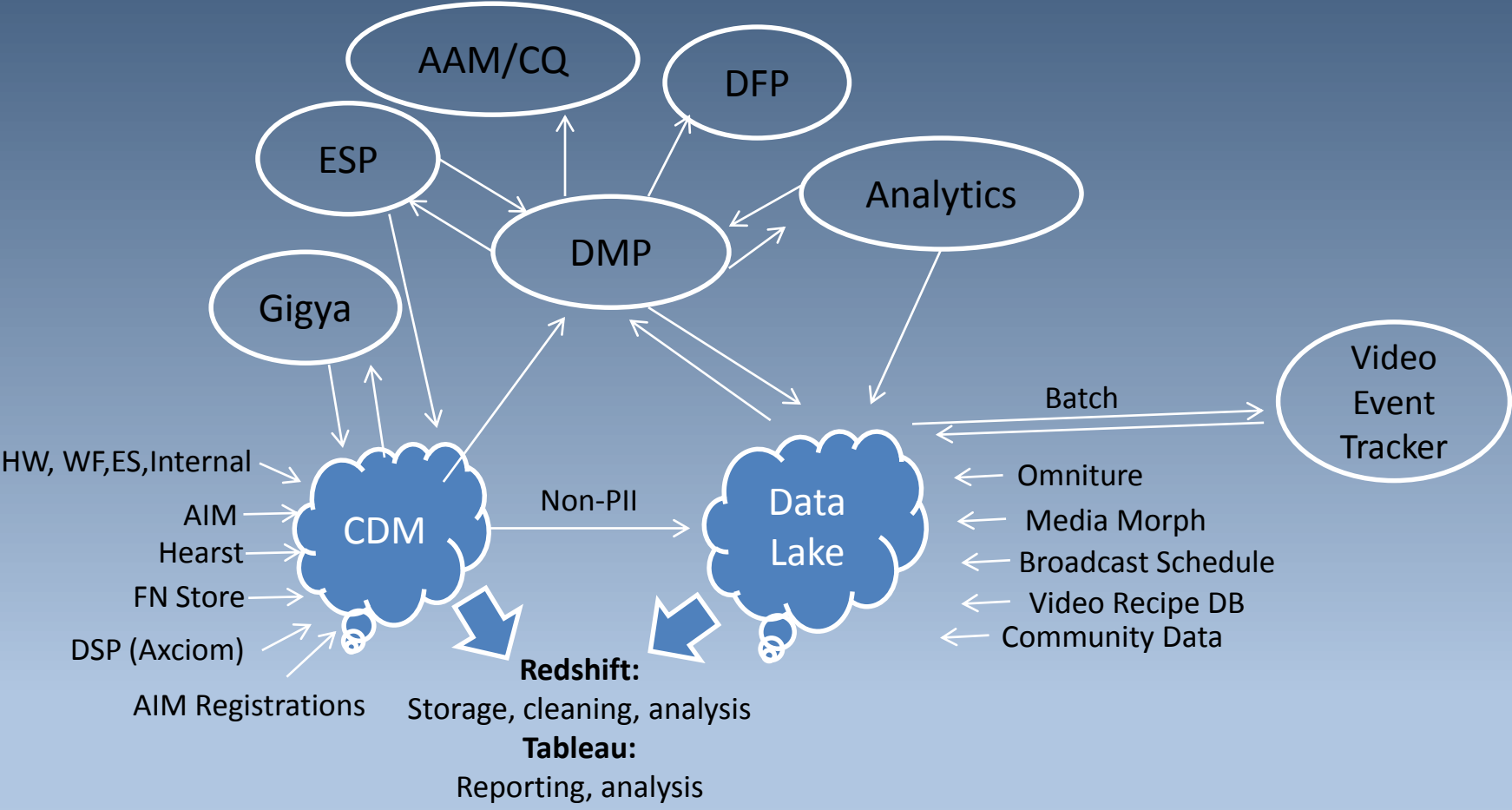


50 Soups



Make Ahead Casserole Recipes

Additional Projects:



Capture and Collect

- Analytics Implementation
- Data Services
- Progressive Profiling
- Operational Data
- Data Security

Report and Analyze

- Dashboards
- Analysis
- AB Testing
- Segmentation
- Goal Setting

Use and Grow

- Newsletters
- Marketing
- Audience Segmentation
- Data Products
- Content Personalization

Key Lessons Learned:

1. Patience.
2. 80% of the way there is usually good enough to get started.
3. What they didn't click is as important as what they did.
4. Not census data. Need modeling.
5. Build for Step 5, but start at Step 1.



 scrippsnetworks
digital

Laura Evans, PhD
VP, Audience Development
& Data Science
@evanslaurab

