

TIM VAN DURME

Discover new insights with Azure Data Science Services

Data Driven Projects

Data Driven Maintenance

Data Driven Marketing



WHAT IS DATA SCIENCE?

*Data Science entices all activities to develop
a statistical model which helps
to accomplish a business solution*

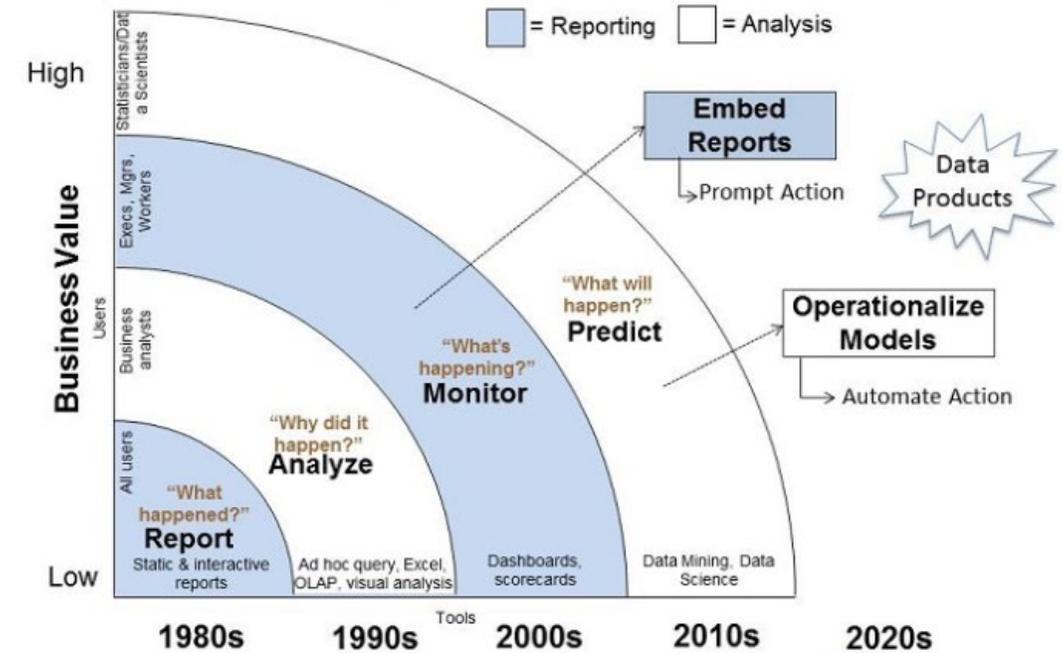
*To design a model
which transforms the raw data into intelligence,
which on its turn will be interpreted &
transformed into actions for end-users.*

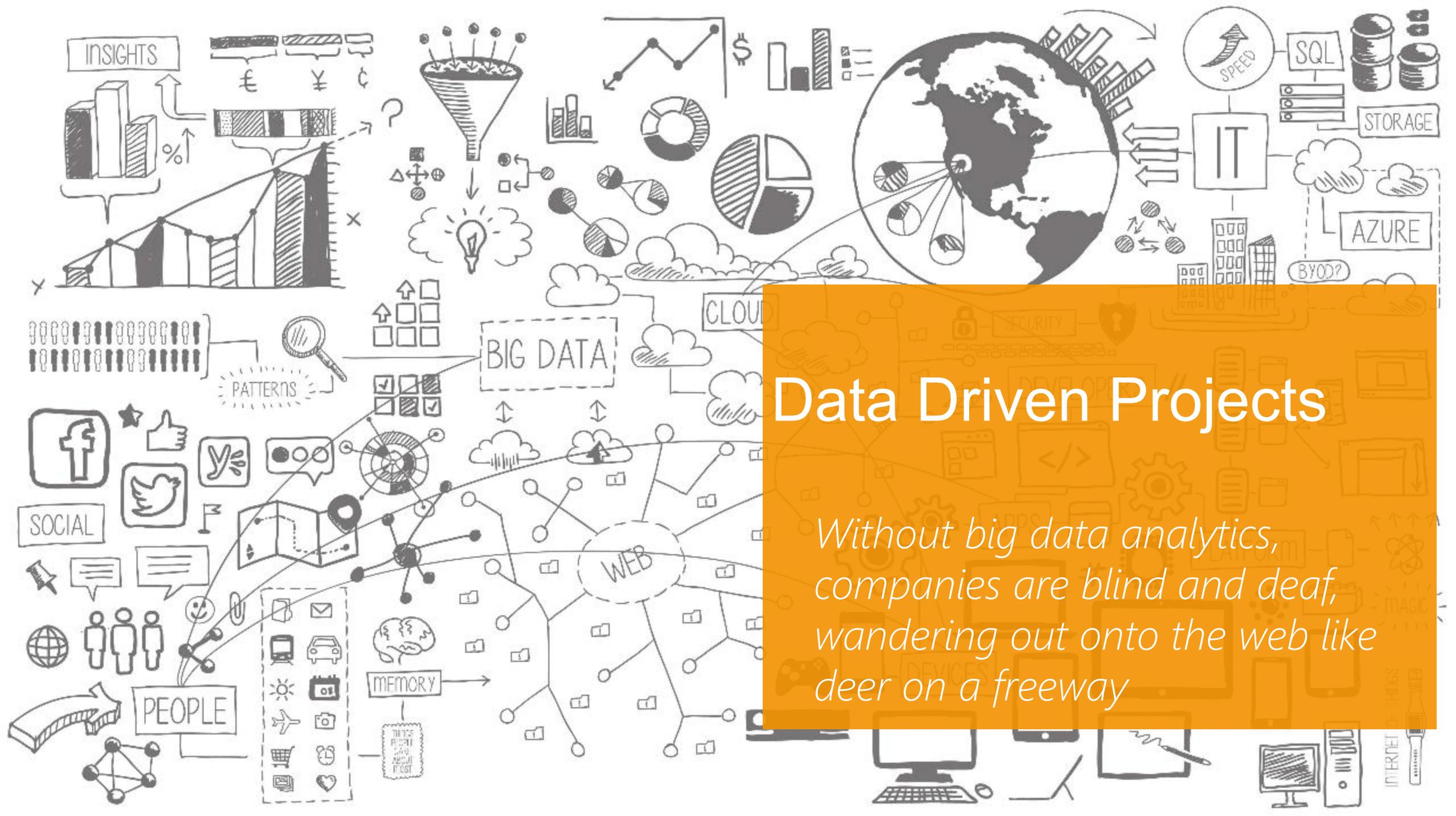


WHAT IS DATA SCIENCE?

	Business Intelligence	Data Science
Perspective	Looking backwards	Looking forwards
Actions	Slice and Dice	Interact
Expertise	Business User	Data Scientist
Data	Warehoused, Siloed	Distributed, real-time
Scope	Unlimited	Specific business question
Questions	What happened?	What will happen? What if?
Output	Table	Answer
Applicability	Historic, possible confounding factors	Future, correcting for influences

Evolution of BI/Analytics

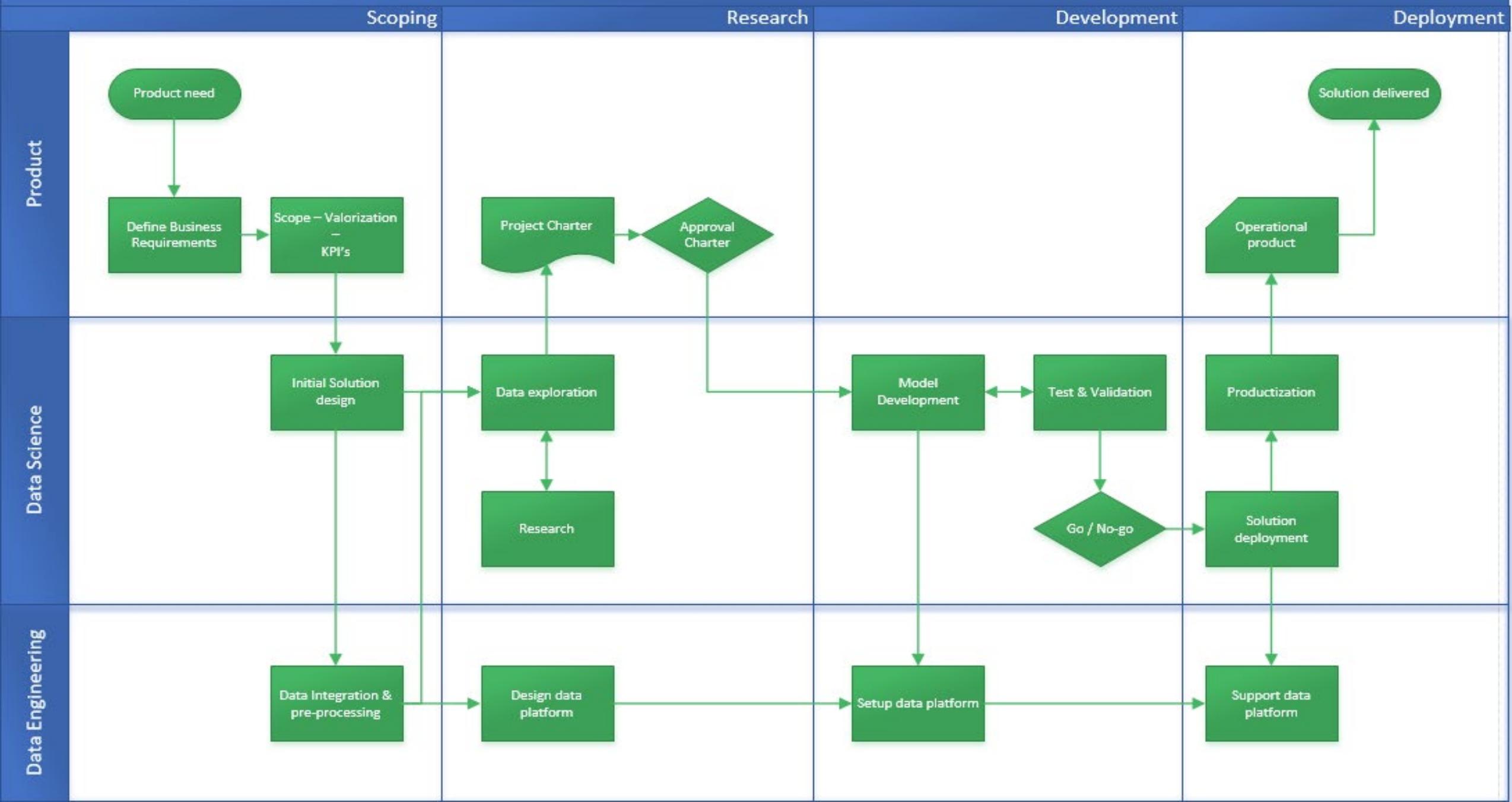




Data Driven Projects

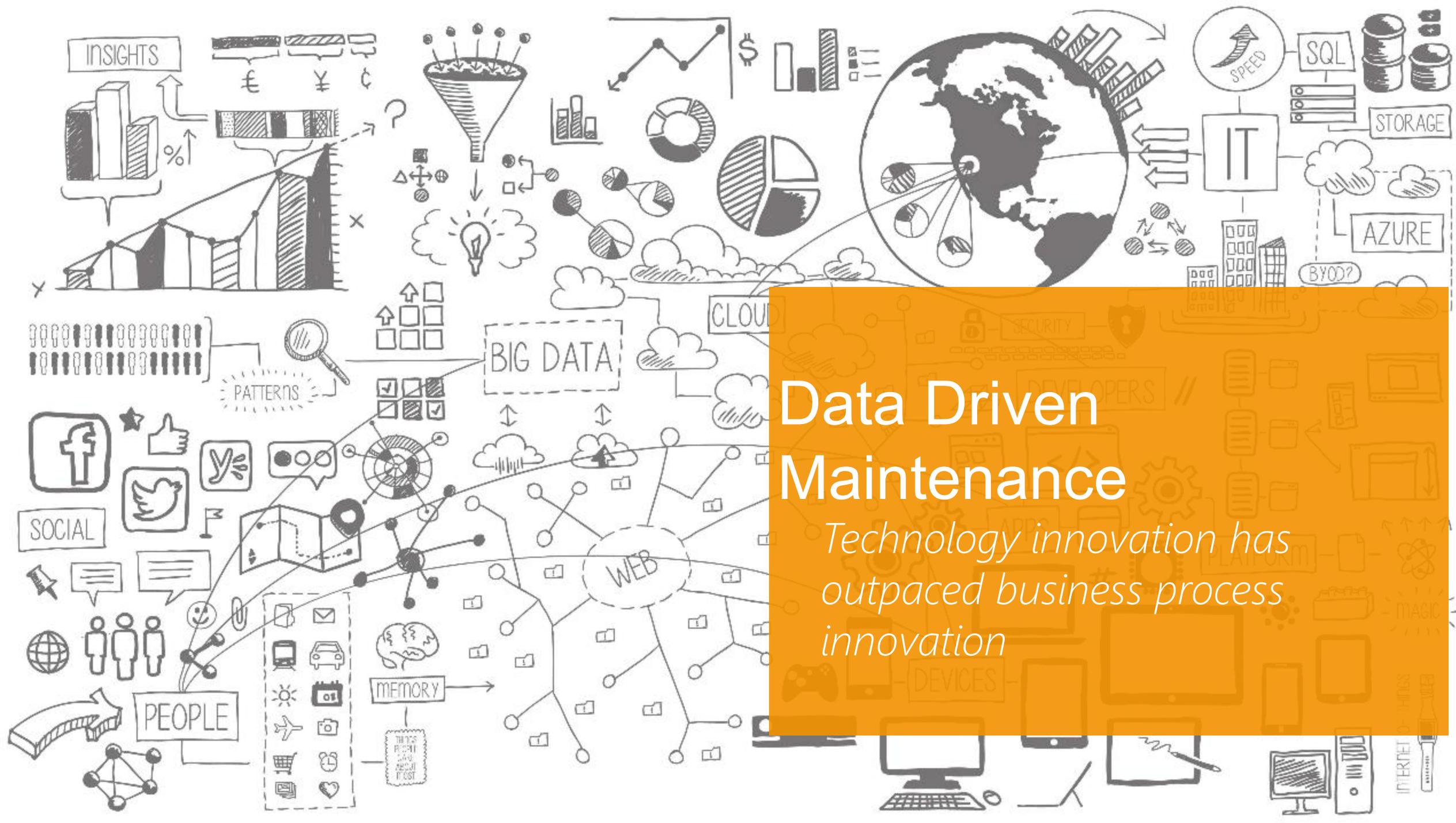
Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway

Data Science – Project Approach



THE DATA DRIVEN VISION





Data Driven Maintenance

*Technology innovation has
outpaced business process
innovation*



The Maintenance Scene

*Maximizing productivity
and
increasing facilities availability
at the lowest cost and at the highest quality and safety standards*



**Corrective
Maintenance**



**Scheduled
Maintenance**



**Continuous
Improvement**



True
Maintenance
point



Preventive
vendor
point



True
Maintenance
point

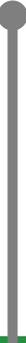


Data





Preventive
vendor
point



Condition
based
point

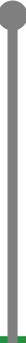


True
Maintenance
point





Preventive
vendor
point



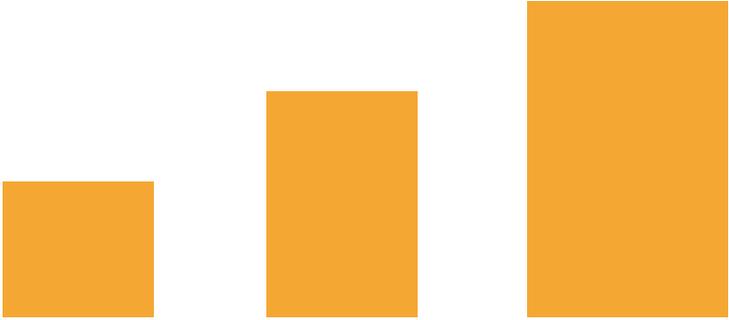
Condition
based
point



ML
population
point



True
Maintenance
point





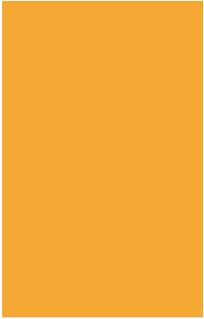
Preventive
vendor
point

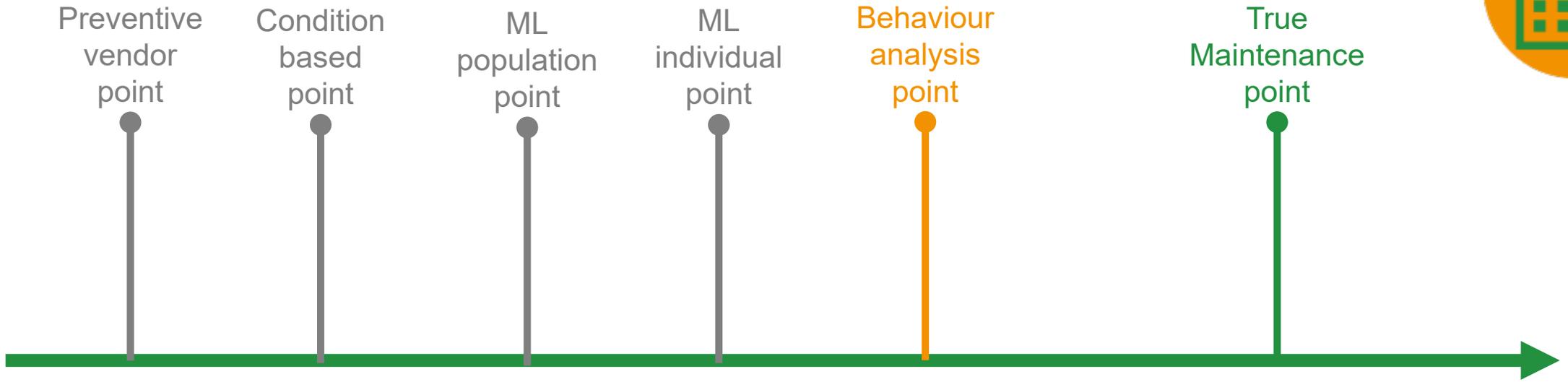
Condition
based
point

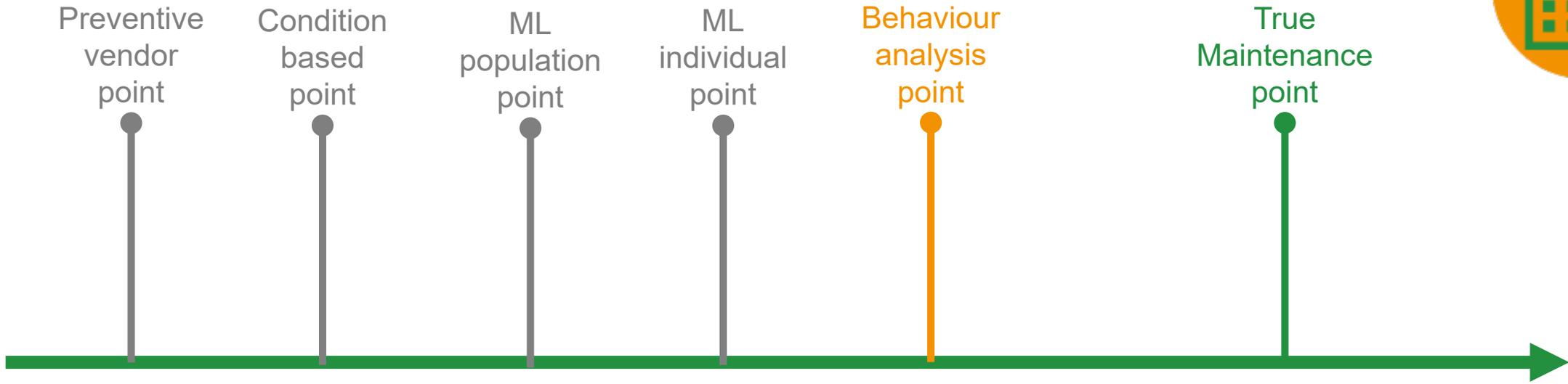
ML
population
point

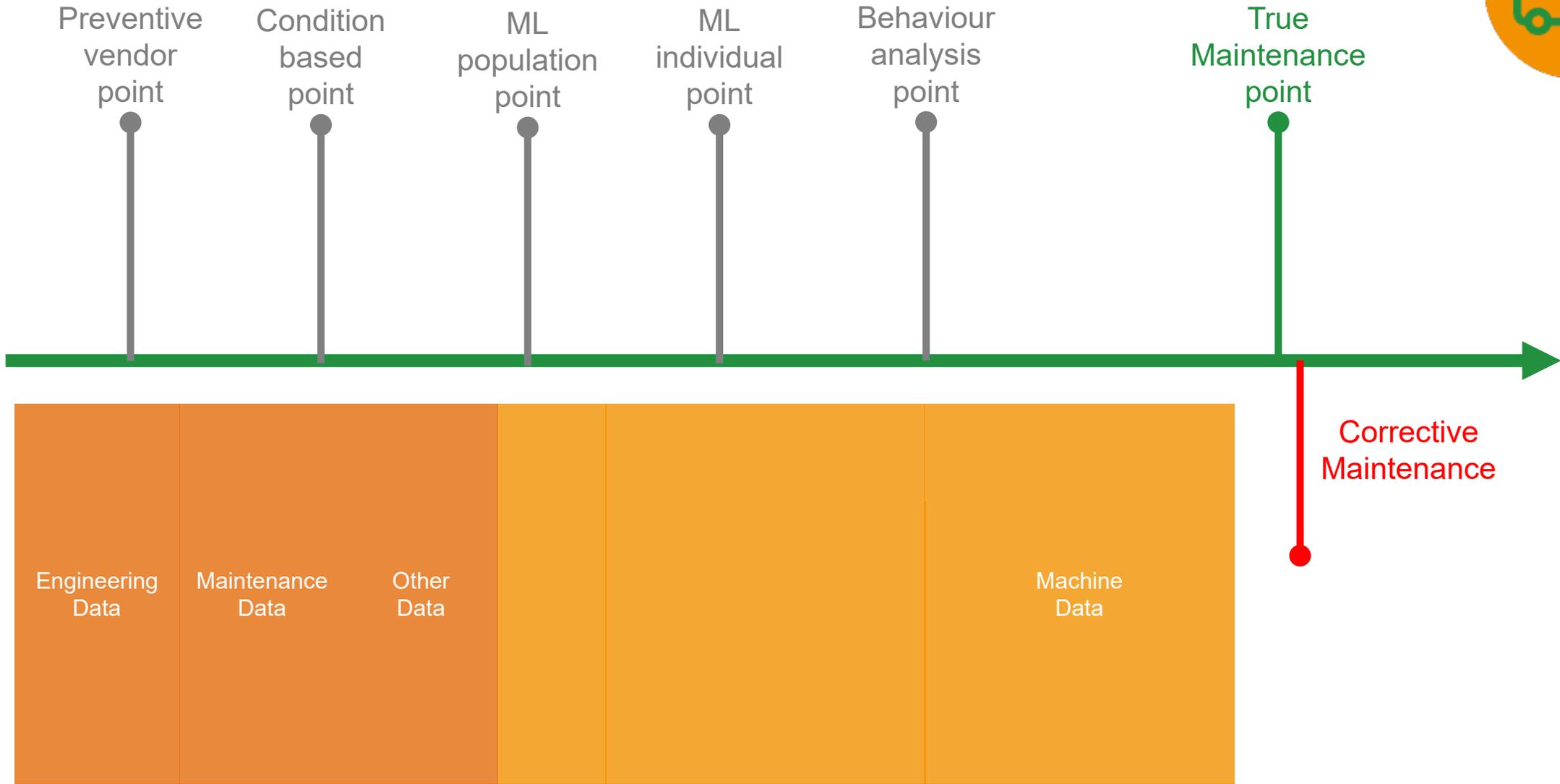
ML
individual
point

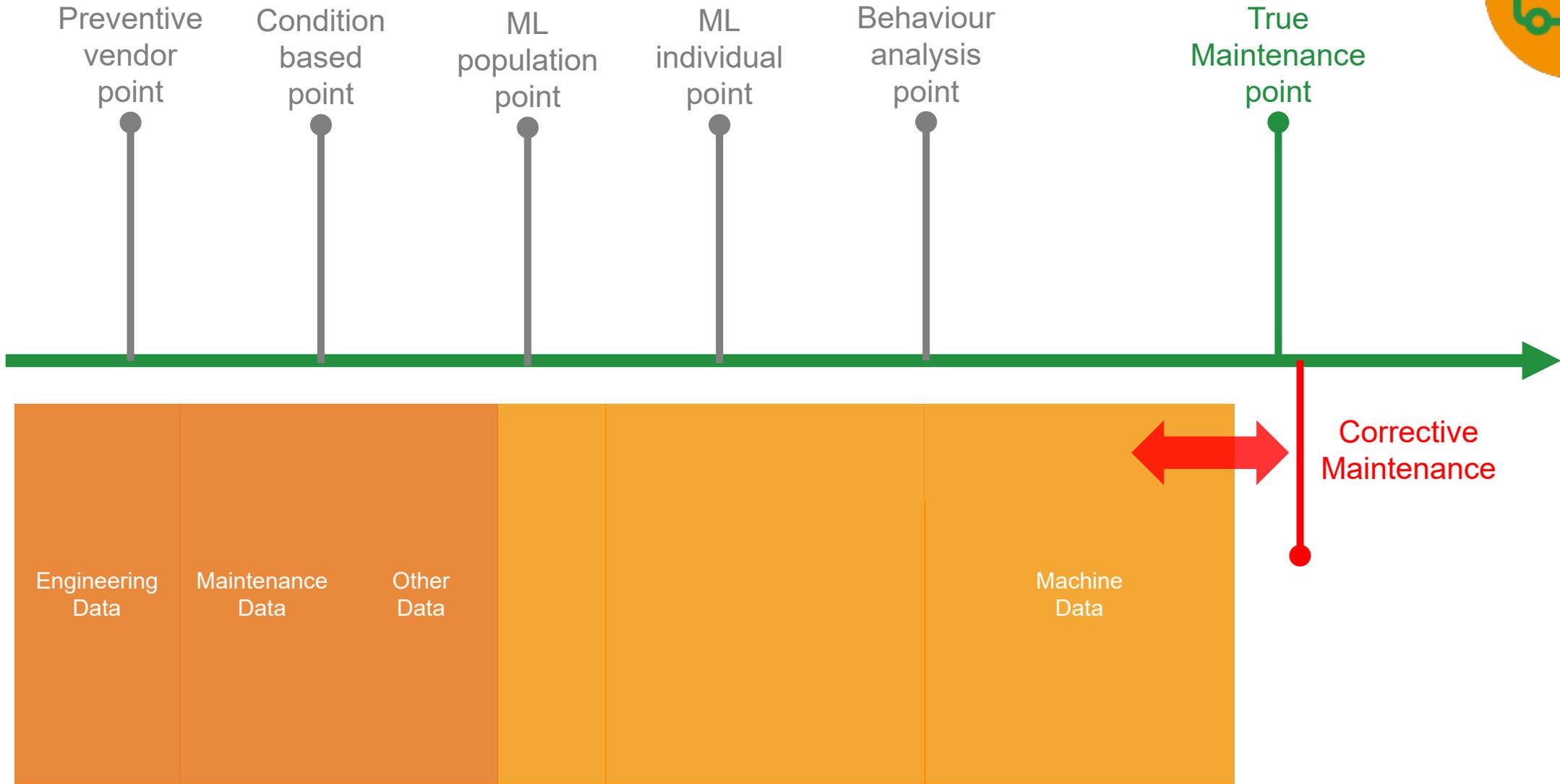
True
Maintenance
point

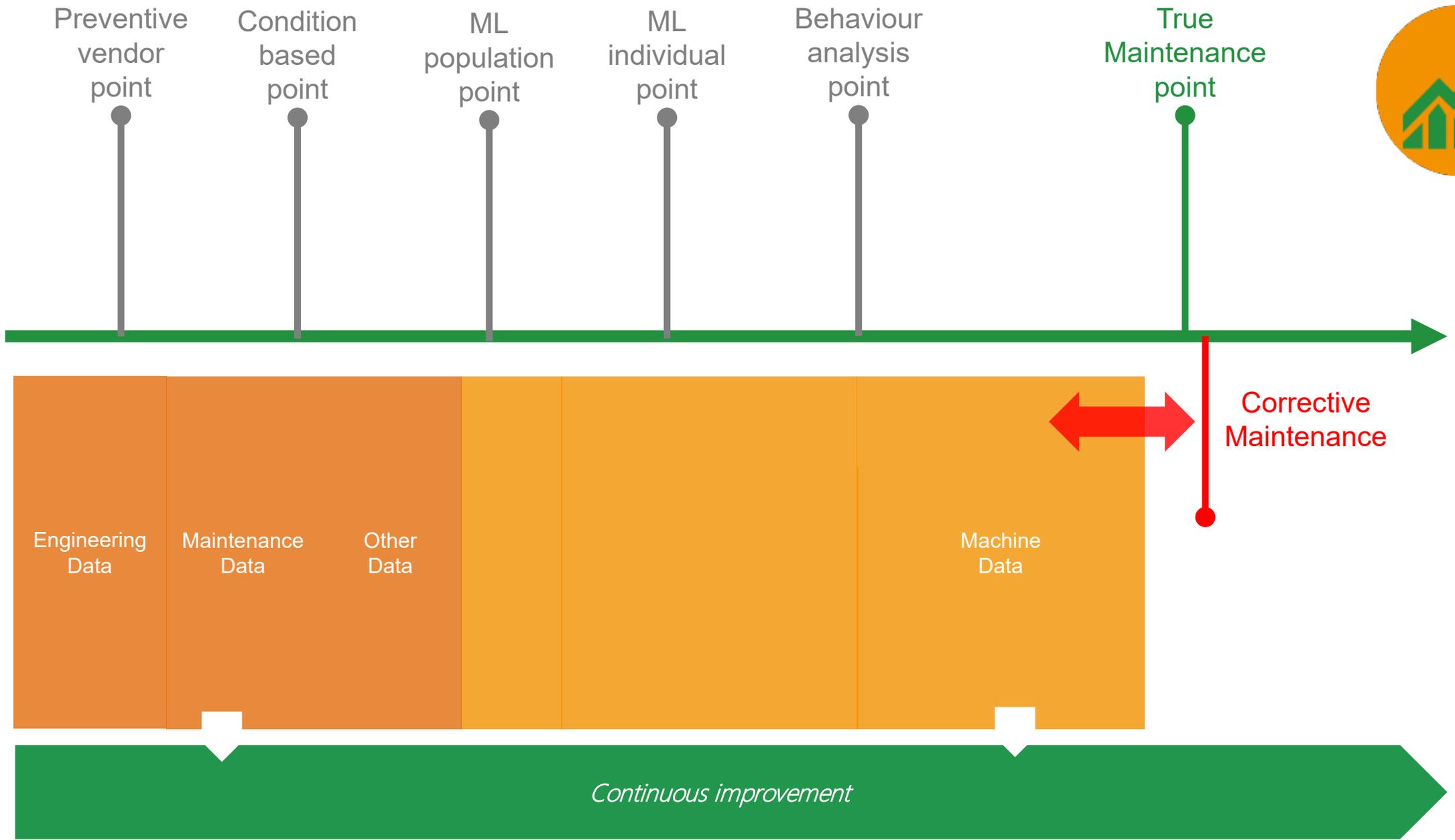








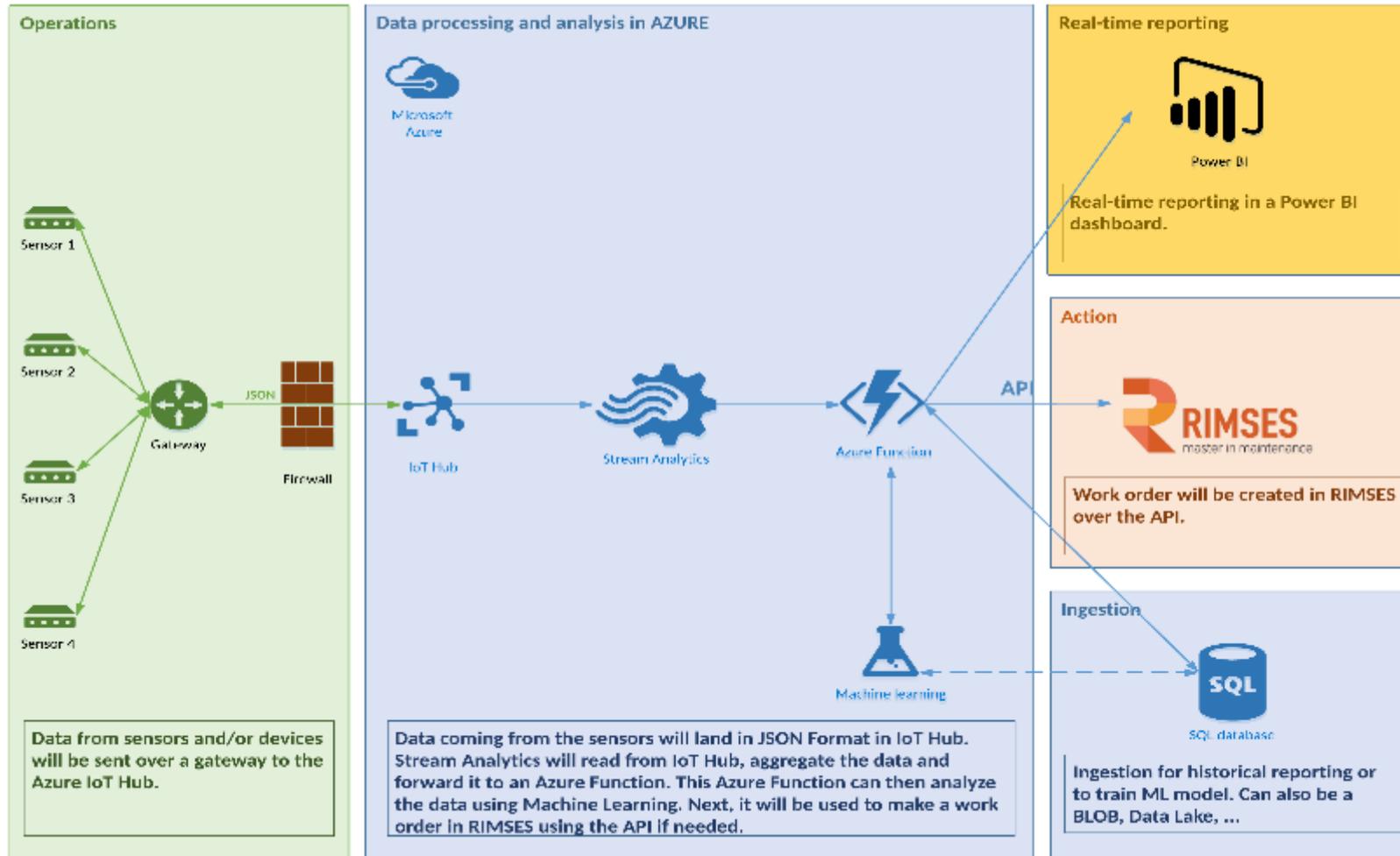




Demo: Predictive Maintenance

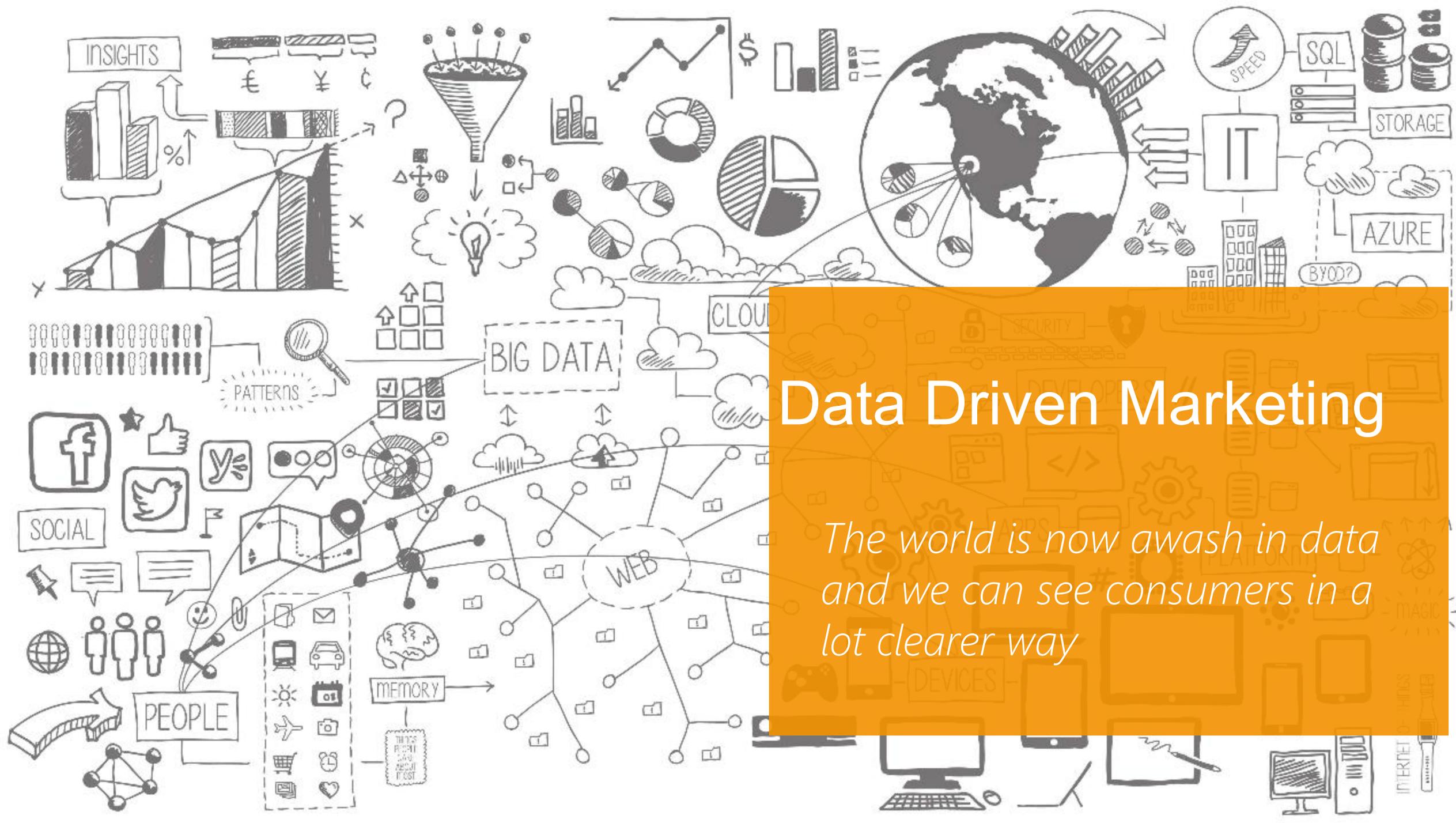


DEMO: PREDICTIVE MAINTENANCE



Data → Intelligence → Action





Data Driven Marketing

The world is now awash in data and we can see consumers in a lot clearer way

WHAT IS SENTIMENT ANALYSIS?

*Sentiment analysis is contextual **mining of text** which identifies and **extracts subjective information** in source material, and helping a business to **understand the social sentiment** of their brand, product or service while monitoring online conversations.*



WHY SENTIMENT ANALYSIS?

- Customer insights
 - Why do they (dis)like our product?
 - What is their buying process?
 - What is their decision process?
 - Lead generation
 - Adjust marketing strategy
 - ...
- Cost
 - Traditional market research
 - ❖ Focus groups: +- €5000 per group
 - ❖ In-depth interviews: +-€200 per interview
 - ❖ Surveys: up to €20000
 - ❖ Not the quickest process...
 - Power of the cloud & open-source technologies
 - ❖ +- €11
 - ❖ Quick insights



WHY SENTIMENT ANALYSIS?

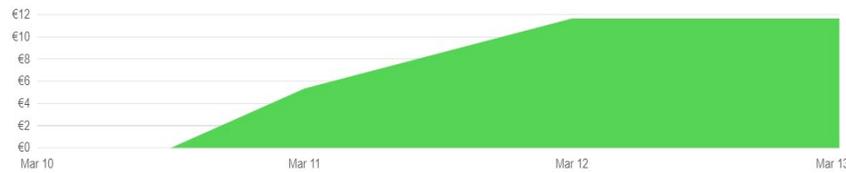
- Cost sentiment analysis

- Twitter API

FREE

- Azure Databricks

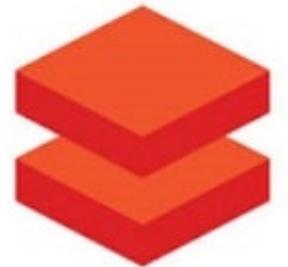
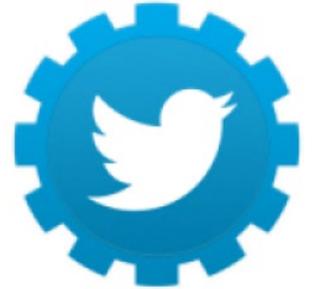
€11.65 --



Service name ▾



virtual machines	€8.36
storage	€3.17
virtual network	€0.12
bandwidth	€0



- Azure Cognitive Services

FREE

Quota info

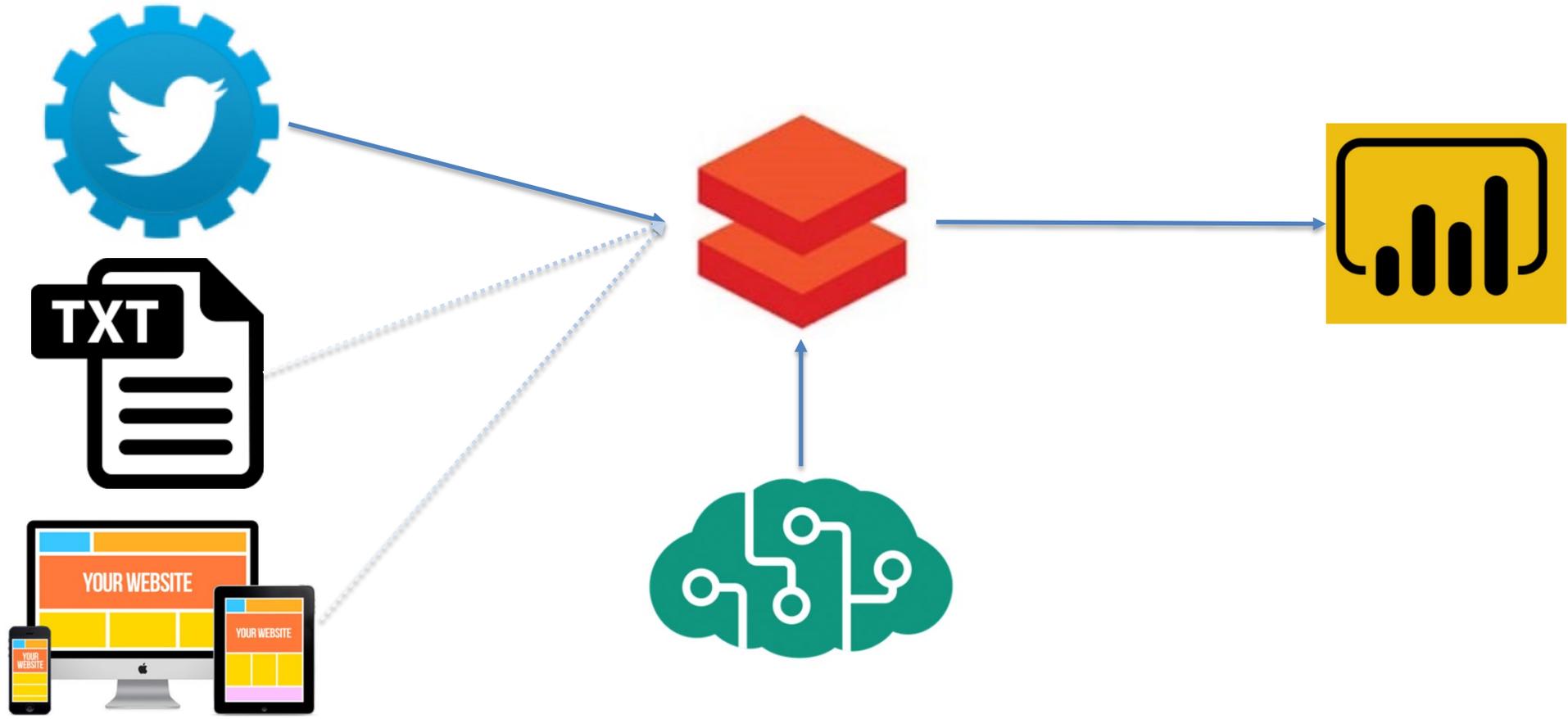
Free tier Total	5000 Calls
Free tier Remaining	3498 Calls
Free tier Rest period	30.00 Days



Demo: sentiment analysis



DEMO: SENTIMENT ANALYSIS



Data



Intelligence



Action



Q & A



CONTACT

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WHAT'S NEXT ?

	Technical Track	Services & Management Track
16:15-17:00	<p>Identity-as-a-Service using Azure Active Directory</p> <p><i>Harold Baele</i></p>	<p>How to make your teams more productive with (Azure) Devops</p> <p><i>Vlad Tomsa, Microsoft</i></p>
17:00-18:30	Reception and Networking	



New challenges

NEW IDEAS



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