

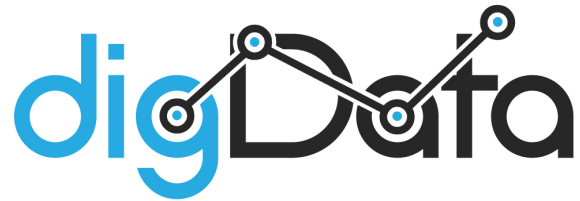
IMPROVE MODEL DEPLOYMENT

THINK LIKE A FOUNDER



Kate Bartkiewicz, Data Scientist & Former Tech Founder

www.digData.agency



Customer Journey

We know how to analyze cross-channel behavior to find opportunities.



Predictive Modeling

Advanced modeling to understand and predict marketing impact.



CRO

We identify scalable experiments focused on ROI.



Competitive Analysis

Our automations monitor their key moves so you stay ahead.



Automated Reporting

We build effective, accessible dashboards in Tableau, Looker or PowerBI.



Data Story Telling

We focus on insights that drive action, not just data dumping.



Data Implementation

Let us build you a best-in-class data layer that works with a cookie-less world.

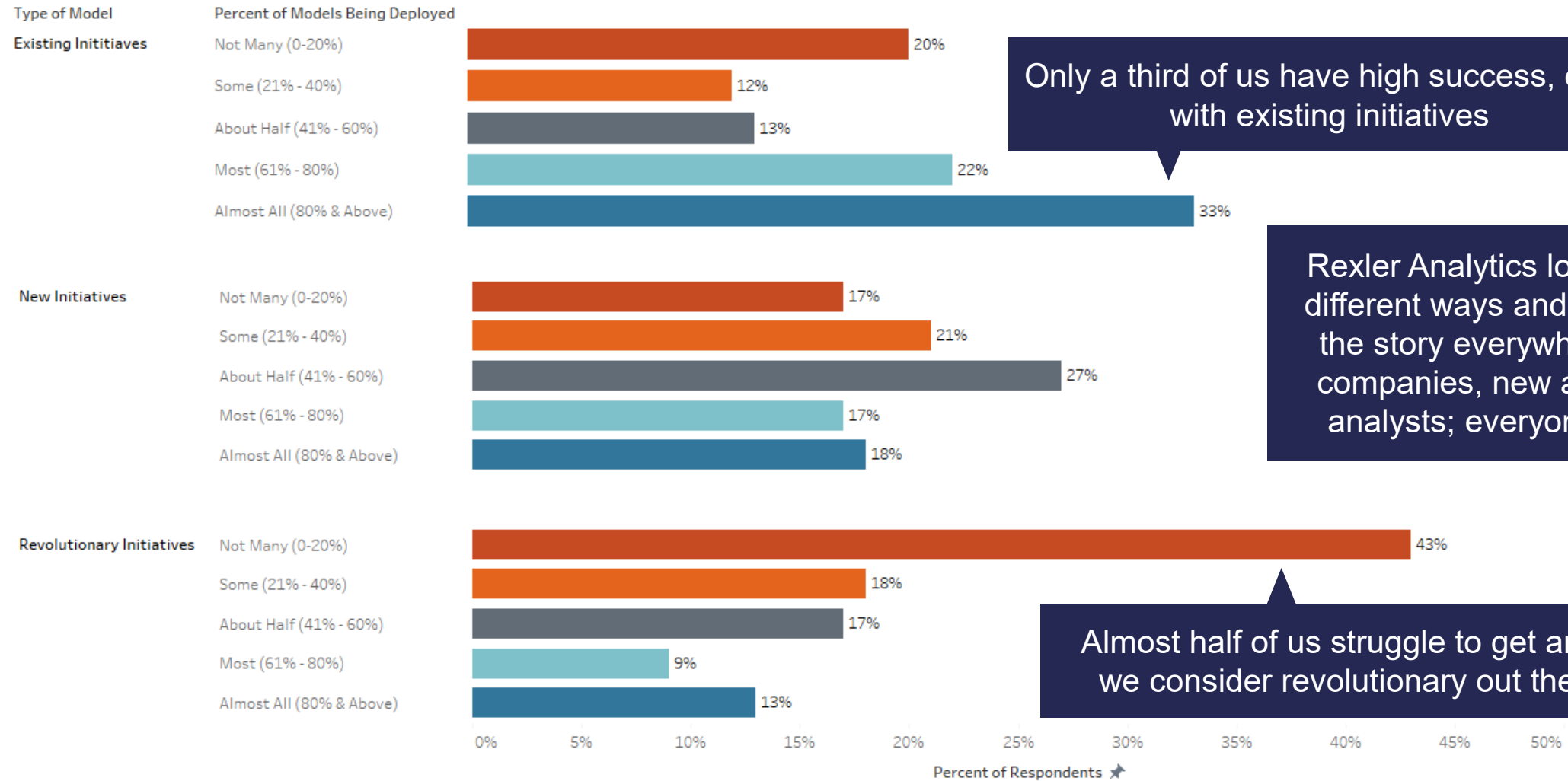


Data Transformation

We are well versed in building automations that clean up big data.

Most of us struggle to get our models deployed

What proportion of your models are deployed into production?



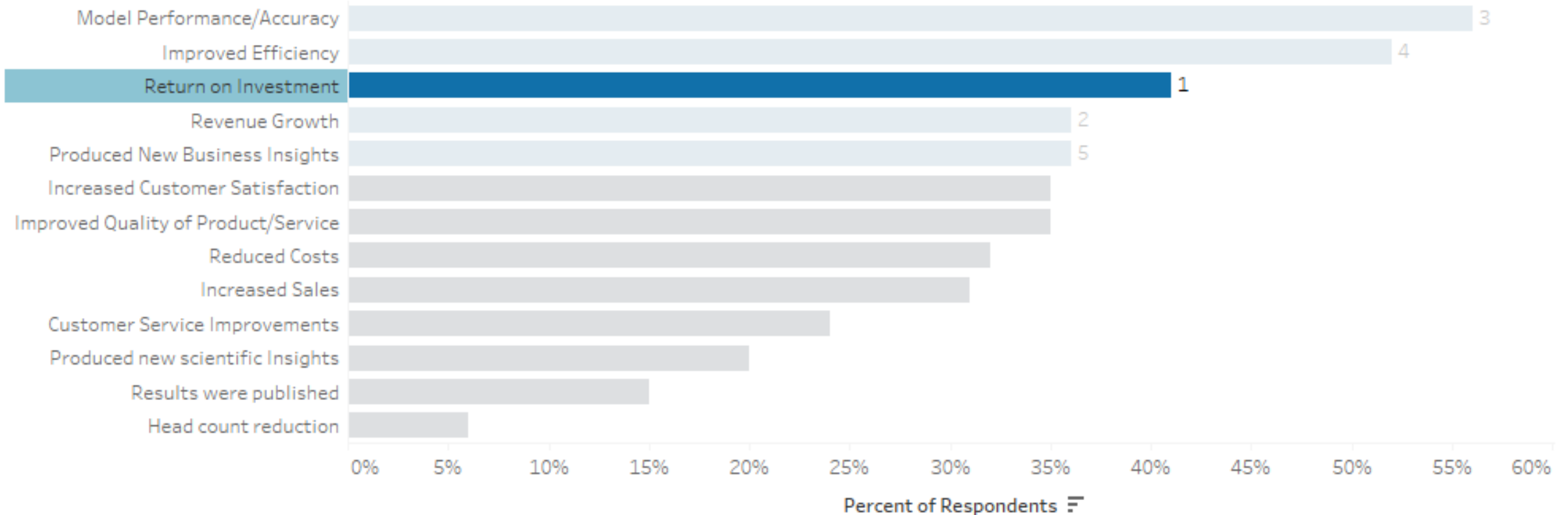
Only a third of us have high success, even with existing initiatives

Rexler Analytics looked at this data different ways and this seems to be the story everywhere: big & small companies, new and experienced analysts; everyone is struggling.

Almost half of us struggle to get anything we consider revolutionary out the door

Stakeholders want proven value above all else

How do you typically measure the success of your analytic projects? (Select One)

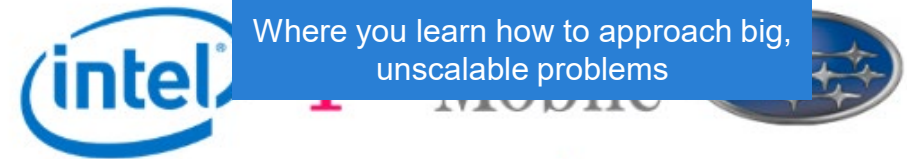


Why am I having a higher rate of success?

- Shortly after launching my career in data science, I founded an analytics SaaS
- I've been learning to work with stakeholders while simultaneously learning how to pitch to investors and build a **Minimum Viable Product (MVP)**
- **I realized I've been using a similar MVP approach to data projects**
- I've spent much of my career as an outside consultant, which means I'm constantly "pitching" and "bootstrapping" projects.



techstars_



Founder Mindset:

1	Work the problem!
2	Do things that don't scale!
3	Show, don't tell!
4	Build, don't buy!
5	Lean into your failures!
6	Ask your advisors!

Just like investors, your stakeholders want to know there is a big upside for their investment (ROI).

They also want to mitigate risk by seeing traction and an ambitious but well-thought out solution.

They also likely have a lot of projects and teams competing for their resources.

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- Get access to the data in whatever state it exists now and get messy.
- You need a lot of data to work a problem, but not necessarily to *solve* the problem.
- When you get stuck, try a placeholder or whatever duct tape you need to keep going.

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- Being too scale focused can deter you from solving big, meaningful problems.
- Be scale-aware with your prototype/MVP, but not scale focused
- How many end users/use cases could you serve with the current MVP? What are the scale trade offs?

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- **People don't necessarily buy the best products, they buy what they understand.**
- I walk people through my KNIME workflows
- Put a user interface on it!
- Watch the user drive. Let them change inputs and see different scenarios, let them interact in some way with the model.

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- Even if considering a 3rd party vendor, I still recommend building a light MVP.
- **Vendors over sell capabilities and underestimate onboarding.**
- A working use case can inform a better POC, speed up QA and be clear on requirements.

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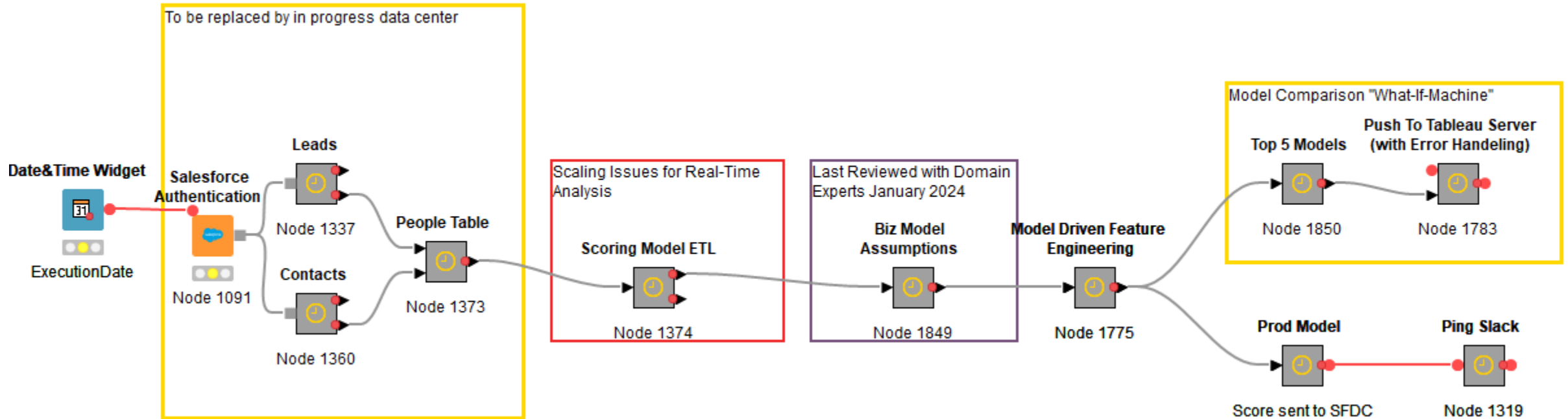
- 82% of founders fail the first time around.
- **Repeat Founders raise more money and have higher rates of success.**

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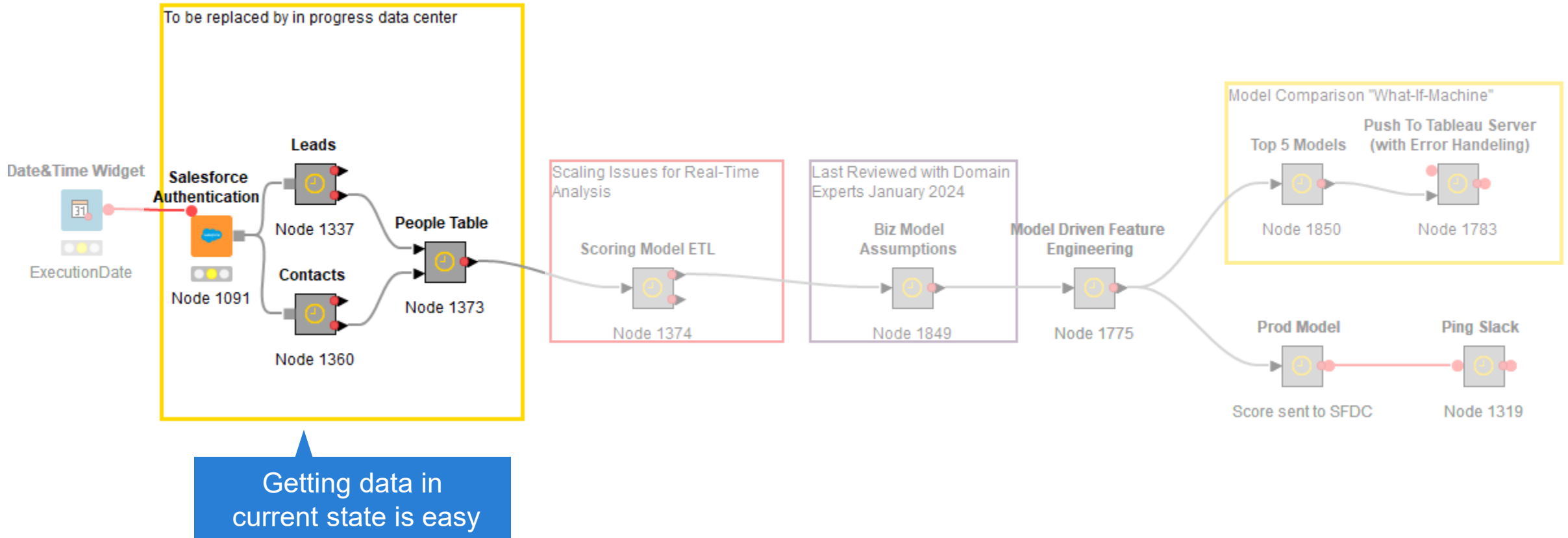
- **One of the first things you do as a founder is identify a group of advisors from diverse expertise.**
- Advisors are an optional sounding board, not an accountability board.
- These are helpful to have within the company and as external mentors (keeping an eye on confidentiality)

How KNIME Supports Founder Mindset

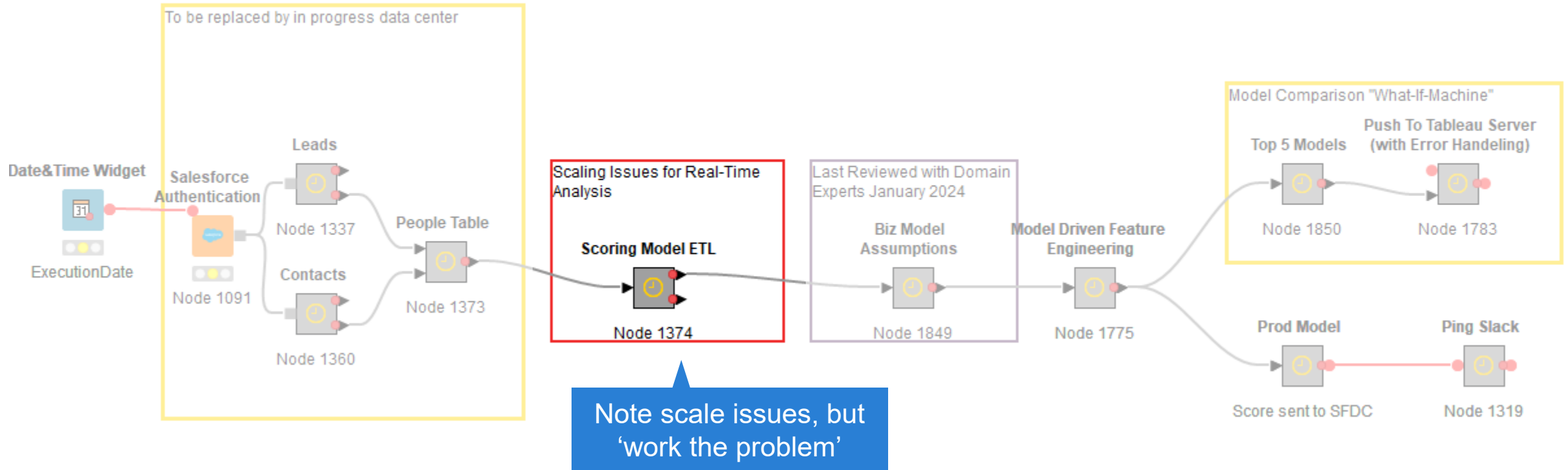


Important note: I build by MVPs in KNIME regardless if the client uses KNIME in their own data center

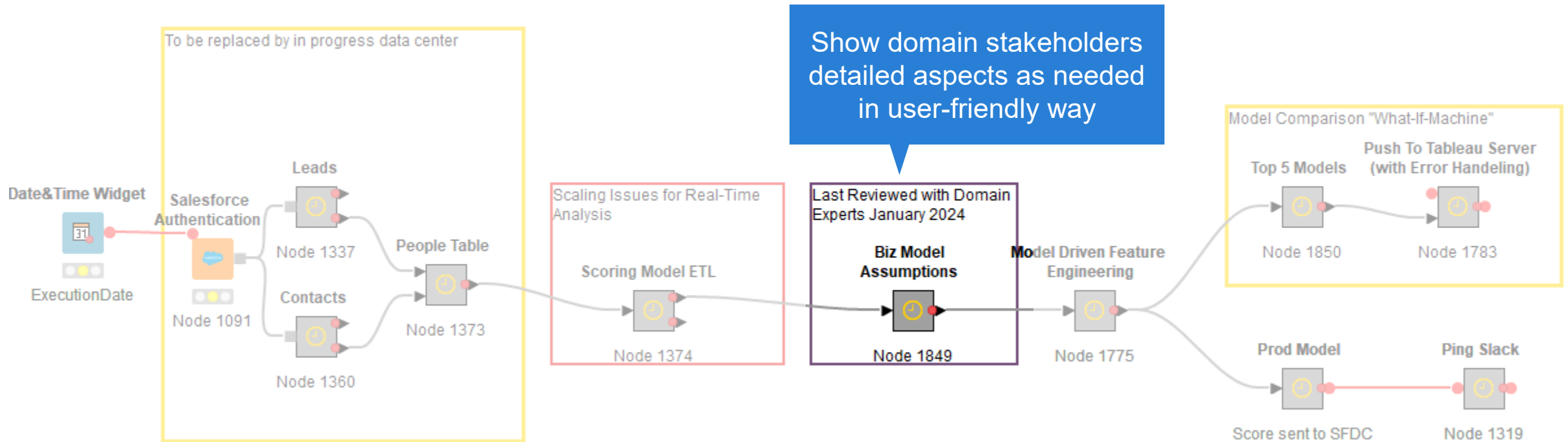
How KNIME Supports Founder Mindset



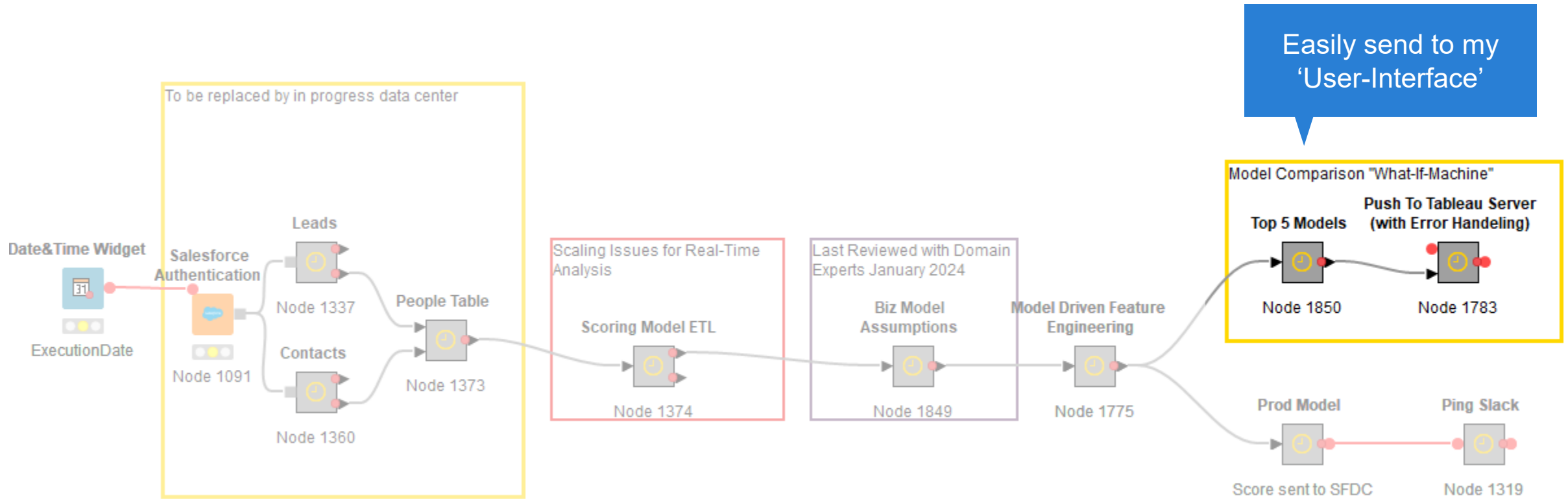
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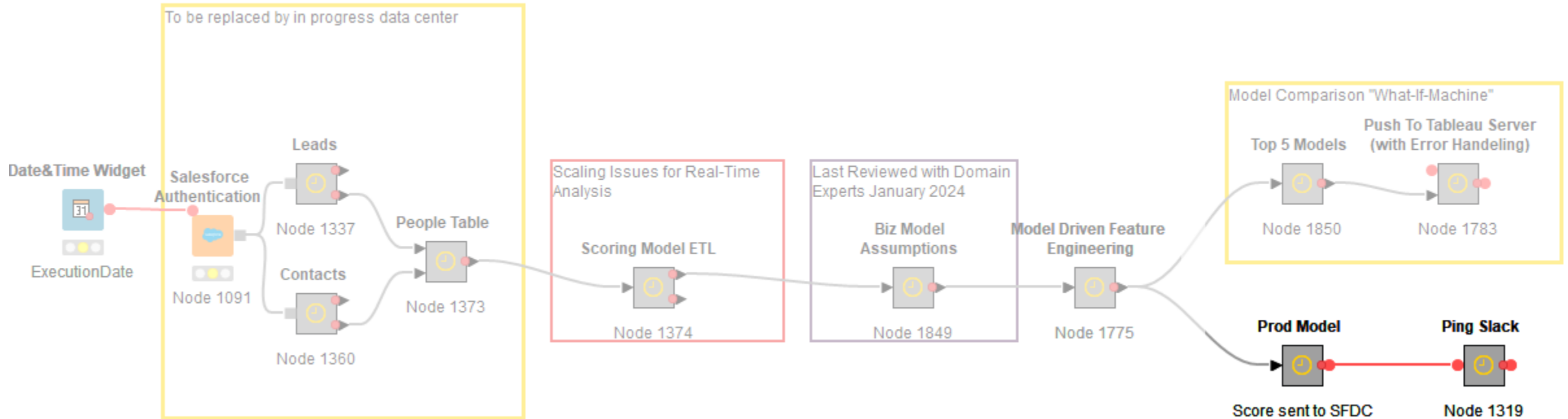
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If client doesn't use KNIME, I eventually transition the model requirements to preferred data team/structure

Easily deploy

Pitch Your Model Like a Founder:

The Problem:	What's the big, ambitious problem you are solving? What's the end user pain point?
The Upside:	What's solving this worth in \$\$\$
Solution:	Focus on user benefits, not features.
Team:	Do you have the right people on this? Show them off!
Traction:	Who's using it now? What's it worth to them?
Alternatives/ Competition:	What other solutions are feasible? How is this better?
How will it Scale:	How big or fast can it be?
What's the Investment Need:	What resources do you need to get there?

Marketing Attribution Use Case:

MVP Approach	
✓	Built V1 within 30 days; Iterated V2 in 90 days
✓	Identified issues to be solved in underlying data, but didn't slow progress (solved them in KNIME)
✓	Because key stakeholders involved in methodology, able to explain and advocate
✓	V1 Adopted by C-Suite; ROI delivered
✓	Aligns with SSOT mindset
✓	No incremental cost; using existing resources
✗	Some scale issues with real-time, but real-time not a required use case
✗	Solving all user pain points, but no "bells and whistles;" building only as requested

3 rd Party Purchases Solution	
✗	Onboarding 9+ months
✗	Underlying data issues had to be solved or accepted
✗	Only a few organizational experts, lack of trust
✗	Not adopted by leadership, ROI not delivered
✗	Out of step with SSOT
✗	Incremental costs and long-term contracts
✓	No scale issues
✗	Many out-of-the-box features that don't solve stakeholder pain points; required custom build