

The left side of the slide features two vertical lines. The outer line is cyan and has three small square nodes. The inner line is blue and has three small circular nodes. Both lines have a stepped, circuit-like appearance.

**OFFER** ZEN

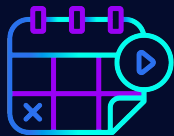
MERGE

**Everyone's a Data Scientist**

# INTRODUCTION

---

- **Brittany Wagenaar**
- **Robyn Steenekamp**



# AGENDA

---

- ① What does it mean to be a data scientist?
- ② What does it mean to be data driven?
- ③ How Luno creates a data driven culture.

# WHAT IS A DATA SCIENTIST

---

**A Data Scientist is someone that can analyse and interpret data, and make predictions about the future.**

# WHAT DOES IT MEAN TO BE DATA DRIVEN?

---

Being data driven means empowering everyone to make decisions backed by hard data rather than on intuition or observation alone.

# WHAT DOES IT MEAN TO BE DATA DRIVEN?

**Data Science Citizens** can merge data evidence with their personal domain knowledge to enhance their decision making ability.



# WHAT DOES IT MEAN TO BE DATA DRIVEN?

- Empower people to make decisions using data
- Not relying solely on personal perspective or observation



# WHY IS IT IMPORTANT TO BE DATA DRIVEN





# WHY IS IT IMPORTANT TO BE DATA DRIVEN

- Guard against bias

# WHY IS IT IMPORTANT TO BE DATA DRIVEN

---

- **Guard against bias**
  - Data is an objective and unbiased validator of our decisions

# WHY IS IT IMPORTANT TO BE DATA DRIVEN

- **Guard against bias**
  - Data is an objective and unbiased validator of our decisions
  - Data helps us understand customers behaviour - fraudsters included!

# WHY IS IT IMPORTANT TO BE DATA DRIVEN



- Guard against bias
- Accurate and Reliable data

# WHY IS IT IMPORTANT TO BE DATA DRIVEN

- **Guard against bias**
- **Accurate and Reliable data**
  - Teams provide helpful and insightful feedback

# WHY IS IT IMPORTANT TO BE DATA DRIVEN

- **Guard against bias**
- **Accurate and Reliable data**
  - Teams provide helpful and insightful feedback
  - Real-time credibility checks

# WHY IS IT IMPORTANT TO BE DATA DRIVEN

- **Guard against bias**
- **Accurate and Reliable data**
  - Teams provide helpful and insightful feedback
  - Real-time credibility checks
  - Ensures your data is honest, reliable and accurate

# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

## Data Science Citizen



Context

- Organisations are made up of domain specialists.
- People that know the area of their job inside out.



# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

## Data Science Citizen



Context

- Organisations are made up of domain specialists.
- People that know the area of their job inside out.
- They're usually the first people to see if something doesn't look right.
- How do you empower them to investigate these ad-hoc queries?

# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

---

**Data Science Citizen**



**Context**

**Data Driven Culture!**

# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

**Data Science Citizen**



**Context**

**Data Driven Culture!**



**Data Access**

# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

**Data Science Citizen**



**Context**

**Data Driven Culture!**



**Data Access**

**Data literacy**

# HOW DOES BEING DATA DRIVEN AFFECT YOUR TEAM?

**Data Science Citizen**



**Context**

**Data Driven Culture!**



**Data Access**

**Data literacy**

**Data fluency**

# HOW LUNO CREATES A DATA DRIVEN CULTURE

---

- 1 Data is accessible
- 2 Data is easy to understand
- 3 Data is easy to use

# HOW LUNO CREATES A DATA DRIVEN CULTURE

1

Data is accessible



Ainsley Seago - *To deposit or not to deposit, that is the question*

# HOW LUNO CREATES A DATA DRIVEN CULTURE

1

## Data is accessible

a. Joinable



Ainsley Seago - *To deposit or not to deposit, that is the question*



# HOW LUNO CREATES A DATA DRIVEN CULTURE

1

## Data is accessible

- a. Joinable
- b. Shareable



Ainsley Seago - *To deposit or not to deposit, that is the question*

# HOW LUNO CREATES A DATA DRIVEN CULTURE

1

## Data is accessible

- a. Joinable
- b. Shareable
- c. Queryable



Ainsley Seago - *To deposit or not to deposit, that is the question*

# HOW LUNO CREATES A DATA DRIVEN CULTURE

2

Data is understandable



# HOW LUNO CREATES A DATA DRIVEN CULTURE

2

## Data is understandable

- a. Shared vocabulary



# HOW LUNO CREATES A DATA DRIVEN CULTURE

2

## Data is understandable

- a. Shared vocabulary
- b. Context



# HOW LUNO CREATES A DATA DRIVEN CULTURE

2

## Data is understandable

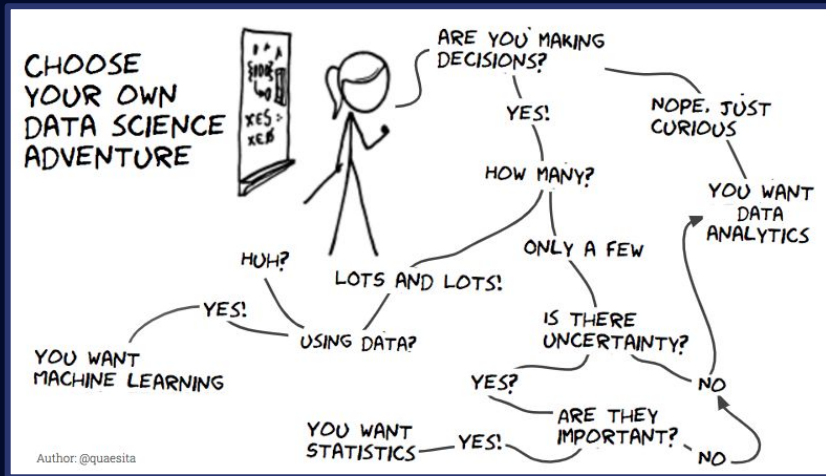
- a. Shared vocabulary
- b. Context
- c. Narrative



# HOW LUNO CREATES A DATA DRIVEN CULTURE

3

Data is easy to use

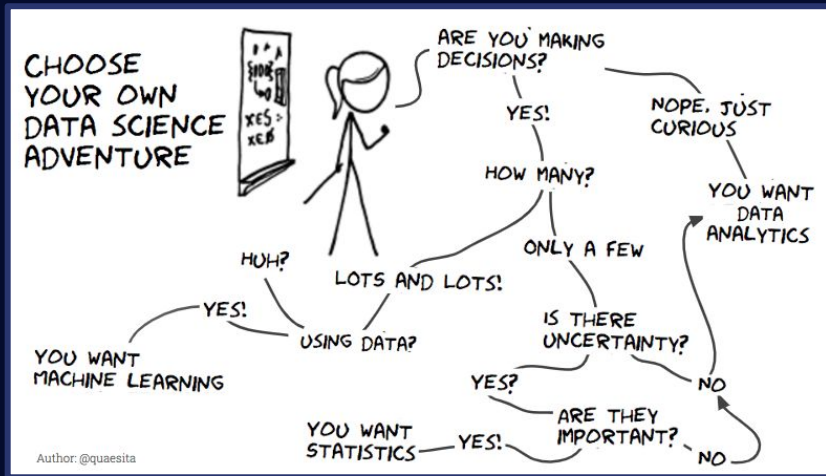


# HOW LUNO CREATES A DATA DRIVEN CULTURE

3

## Data is easy to use

### a. Data curation



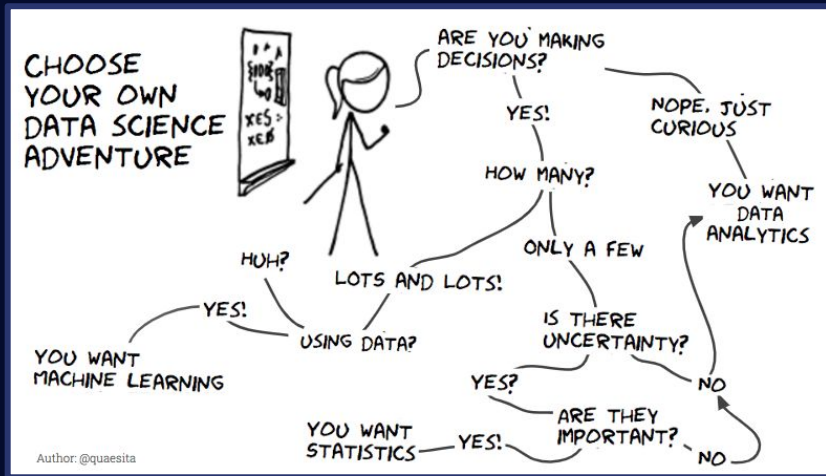


# HOW LUNO CREATES A DATA DRIVEN CULTURE

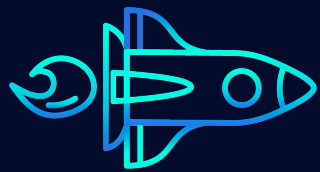
3

## Data is easy to use

- a. Data curation
- b. Data literacy







**Questions?**