



EGG CONFERENCE UK | 2018

JUNE 27TH

**TOWARD DATA
SCIENCE AT SCALE**



data
iku



The Yard

891/2 Worship St
London EC2A 2BF

about EGG UK 2018



Dear all,

Welcome to the EGG Conference UK 2018! We're excited to have you at the second edition of EGG and to continue to expand the connections and valuable lessons from the data community through this event.

I suspect some of you might be reading this in order to answer one burning question: what does EGG stand for? Well I'm sorry to say that you'll have to continue to use your imagination to answer that. But I will offer a little insight and say that we started EGG because we felt something was missing in the space. There are plenty of conferences organized around specific technologies or certain industries, but we didn't feel that there were enough events bringing together leaders in data science, machine learning, and AI to talk about how they made the leap to executing these techniques in real life and at scale.

In other words, we wanted to create a conference focused around the "how" of the data journey. Because let's face it - no company is struggling with the "what." But many companies, whether they like to admit it or not, aren't able to gain real business value from all of the data (or any of the data) they're collecting.

We hope that you leave EGG with concrete insights from companies just like yours who have been there and done it - actually made the organizational (and technological) changes necessary to become a truly data-powered business. And that with these next steps in your pocket, you have the tools to mobilize and make transformations of your own.

Best Regards,

Florian Douetteau
CEO, Dataiku

agenda

EGG UK
2018

MORNING

9:00-9:10 - **SCORING
ARENA**

THE EVOLUTION OF THE ANALYTICS
REVOLUTION

Sue Daley
techUK

9:10-9:25 - **SCORING
ARENA**

MACHINE LEARNING IS A TEAM SPORT

Florian Douetteau
Dataiku

9:25-9:45 - **SCORING
ARENA**

FOSTERING DATA CULTURE TO DRIVE
BUSINESS IMPACT

Timo Gemmecker
Daimler AG

9:45-10:00 - **SCORING
ARENA**

BUILDING A DATA SCIENCE TEAM IN A
FAST-PACED STARTUP

Dejan Petelin
Gousto

10:00-10:15 - **SCORING
ARENA**

AUTOMATE DECISION MAKING TO SCALE UP
BUSINESS: A FINTECH CASE

Spilios Tzouras
Ferratum

10:15-10:30 - **SCORING
ARENA**

HOW TO LEAD A DATA REVOLUTION FOR A
STRATEGIC ADVANTAGE IN FASHION RETAIL

Ana Peleteiro Ramallo
Tendam

10:30-10:45 - **SCORING
ARENA**

ACHIEVING HIGH PRODUCTIVITY DATA
SCIENCE IN ASOS

Saúl Vargas Sandoval
ASOS.com

BREAK

11:10-11:25 - **SCORING
ARENA**

BECOMING DATA DRIVEN IN TEN
(EASY) STEPS

Kim Nilsson
Pivigo

11:25-11:40 - **SCORING
ARENA**

WINNING WITH DATA SCIENCE – HOW 1984
AND CULTURE MATTERS

Simon Hay
Outra

11:40-11:55 - **SCORING
ARENA**

TEST DRIVEN ANALYTICS:
SHARING BT'S BEST PRACTICES

Detlef Nauck
BT

11:55-12:15 - **SCORING
ARENA**

ARTIFICIAL INTELLIGENCE, ITS RISKS AND
OPPORTUNITIES FOR THE MILITARY

Capt. Tim Hulme
UK Ministry of Defense

12:15-12:30 - **SCORING
ARENA**

FUTURE DATA SCIENTISTS:
WHO ARE THEY?

Alastair Moore
UCL

12:30-12:45 - **SCORING
ARENA**

DATA IN STORYTELLING

Sophie Warnes
Fair Warning

agenda **AFTERNOON**

EGG UK 2018

14:00-14:20 - **SCORING
ARENA**

BUILDING A BANK WITH DATA

Neal Lathia
Monzo

14:20-14:40 - **SCORING
ARENA**

TAX IN AN AGE OF BIG DATA

Pardip Bans
HMRC

14:40-15:15 - **SCORING
ARENA**

LEADING THE DATA CHARGE - VIEWS FROM
SEASONED DATA LEADERS

**Tim Carmichael, Allison Nau,
Johanna Hutchinson, Ross Simson,
Pete Williams**
Southern Water, Cox Automotive Data
Solutions, The Pensions Regulator,
Thames Water, Pladis Global

15:15-15:35 - **SCORING
ARENA**

DRIVING OPERATIONAL EFFICIENCY AND
IMPROVING CUSTOMER EXPERIENCE
THROUGH DATA

Sankari Nair & Matteo Polledri
Uber

BREAK

16:00-16:20 - **SCORING
ARENA**

HOW A START-UP IS SCALING ANALYTICS
GLOBALLY

Shaun Moate
DAZN

16:20-16:40 - **SCORING
ARENA**

SNOWFLAKE - THE DATA WAREHOUSE BUILT
FOR THE CLOUD

Anthony Schneider
Snowflake

16:40-17:00 - **SCORING
ARENA**

BUSINESS TRANSFORMATION
DRIVEN BY PEOPLE ANALYTICS

**Annelies Bartlema
& Charline Cleraux**
ING Belgium

agenda AFTERNOON

EGG UK 2018

14:00-14:20 - **AUTOMATION
ARENA**

DATAIKU: FROM DESIGN TO
PRODUCTION

Jed Dougherty
Dataiku

14:20-14:40 - **AUTOMATION
ARENA**

DEEP LEARNING FOR MAIL PROCESSING

Léo Dreyfus-Schmidt
Dataiku

14:40-15:15 - **AUTOMATION
ARENA**

CLOUD OR ON-PREM : WHICH PATH TO GO?

**Ben Brandwood, Neil Fraser,
Thomas Cabrol**
CapGemini UK, Hewlett Packard
Enterprise, Dataiku

15:15-15:35 - **AUTOMATION
ARENA**

OPERATIONALIZATION OF DATA SCIENCE:
THE NEXT CHALLENGES

Kurt Muehmel
Dataiku

BREAK

16:00-16:20 - **AUTOMATION
ARENA**

HOW TO BUILD A BASIC WEBSITE
BASED ON REAL-TIME PREDICTIONS

Alexandre Hubert
Dataiku

16:20-16:40 - **AUTOMATION
ARENA**

DATAOPS: DELIVERING
AGILE DATA SCIENCE

Harvinder Atwal
MoneySuperMarket

16:40-17:00 - **AUTOMATION
ARENA**

LETS GET CLOUDY

James Allen
Teradata

speakers

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2018



**HARVINDER
ATWAL**

**Head of Data Strategy
and Advanced Analytics
at Moneysupermarket**

**DATAOPS: DELIVERING AGILE
DATA SCIENCE**

Harvinder Atwal leads a team of data scientists to deliver data-driven personalisation; develop the Data Strategy to support Advanced Analytics and define Data Science best practise in MoneySuperMarket. Harvinder was previously Insight Director for Tesco Clubcard at Dunhumby and Senior Manager for Customer Strategy and Insights at Lloyds Banking Group. He is passionately interested in Data Science, Machine Learning, Big Data technologies and how they can be used to improve Customer Experience.



**PARDIP
BANS**

**Head of Data Insight
at HMRC**

TAX IN AN AGE OF BIG DATA

Pardip Bans is head of data insight at HMRC, where he leads development of new approaches to customer insight exploiting large scale data and cutting-edge tools. He is an economist by training and previously worked at HM Treasury and before that at the Prime Minister's Strategy Unit.



**ANNELIES
BARTLEMA**

**HR Data Scientist
at ING Belgium**

**BUSINESS TRANSFORMATION
DRIVEN BY PEOPLE ANALYTICS**

Annelies Bartlema has a university training in experimental and mathematical psychology, and 3 years practical experience as a general data scientist. At ING, she combines her passion for data with her passion for people. Leading various people analytics projects, she pushes the people analytics practice and adds value to the business through data driven decision making, solutions architecture.



**BEN
BRANDWOOD**

**Head of Insights
Engineering at
CapGemini UK**

**CLOUD OR ON-PREM : WHICH
PATH TO GO?**

Ben has spent the past 15 years in consulting, working with data, breaking data and moving data around for organisations ranging from Healthcare, Telcos and Consumer Good companies. Ben currently heads up the Insights Engineering team @ CapGemini making sure we deliver robust data platforms and ecosystems for Analysts and Data Scientists to play with.



THOMAS CABROL

Chief Data Scientist at Dataiku

CLOUD OR ON-PREM : WHICH PATH TO GO?

Thomas is Dataiku's Chief Data Scientist. Thomas started his career in data mining for large retail and telecommunications companies. Then he led the data mining team and geo-marketing initiatives at Apple Europe. He was lead data scientist at qunb, a data visualization startup. He spent most of his career deriving value from large datasets using cutting-edge innovations.



TIM CARMICHAEL

Head of Data Transformation at Southern Water

LEADING THE DATA CHARGE - VIEWS FROM SEASONED DATA LEADERS

Tim is an award-winning C-Suite senior leader and champion of harnessing data to improve business outcomes. He was the British Army's first Chief Data Officer and Chief Analytics Officer, before founding Ensifera Limited, a consultancy specialising in data, leadership and transformation. He is now supporting his client, Southern Water, as Interim Head of Data Transformation.



CHARLINE CLERAUX

HR Data Scientist at ING Belgium

BUSINESS TRANSFORMATION DRIVEN BY PEOPLE ANALYTICS

Charline leads people analytics projects for ING Belgium with amongst others specific focus in guiding the organization through business transformation. Her vast experience includes data duplication, marketing analytics and fraud detection as a consultant, and as a statistical and IT Security Researcher for an American governmental research institute.



SUE DALEY

Head of Cloud, Data Analytics & AI at techUK

THE EVOLUTION OF THE ANALYTICS REVOLUTION

Sue leads techUK's work on cloud, data, analytics and AI and has been recognised in the UK Big Data 100 as a key influencer in driving forward the Big Data agenda. Prior to joining techUK in January 2015 Sue was responsible for Symantec's Government Relations in the UK and Ireland. Sue has an BA degree on History and American Studies from Leeds University and a Masters Degree on International Relations and Diplomacy from the University of Birmingham.



FLORIAN DOUETTEAU

CEO at Dataiku

MACHINE LEARNING IS A TEAM SPORT

Florian is Dataiku's Chief Executive Officer. Florian started his career at Exalead, an innovative search engine technology company. There, he led a R&D team of 50 brilliant data geeks, until the company was bought by Dassault Systemes in 2010 for \$150 million. Florian was then CTO at IsCool, a European leader in social gaming, where he managed game analytics and one of the biggest European cloud setups. Florian also served as freelance Lead Data Scientist in various companies, such as Criteo, the European Advertising leader.



JED DOUGHERTY

US Data Science Lead at Dataiku

DATAIKU: FROM DESIGN TO PRODUCTION

Jed leads the Dataiku's Data Science team in North America. He works with a wide variety of Fortune 50 clients and specializes in helping large companies spin up and organize Data Science teams. Before coming to Dataiku he worked on event detection, spam filtering, and survival analysis in the fields of breaking news, social media and child welfare. He earned his masters at Columbia University in its QMSS program.



LEO DREYFUS-SCHMIDT

Lead Scientist at Dataiku

DEEP LEARNING FOR MAIL PROCESSING

Leo is leading Dataiku Lab, the innovation structure of Dataiku. He has a PhD in Philosophy and Mathematics.



NEIL FRASER

Technology Consultant at Hewlett Packard Enterprise

CLOUD OR ON-PREM : WHICH PATH TO GO?

Neil is a Technology Consultant currently working within HPE Pointnext's WW CoE for AI, Data and Emerging Technology. In this team, he's applying his strong software design and development experience to the development of HPE's Prescriptive Maintenance solution in conjunction with key partners including Dataiku.



TIMO GEMMECKER

Head of Business Analytics at Daimler AG

FOSTERING DATA CULTURE TO DRIVE BUSINESS IMPACT

Timo leads the Business Analytics Team at Mercedes-Benz Cars Finance as well as drives the Topics of Data Culture, Trainings & Community. In the last 10 years he has spent nearly half of his time in China where he also ramped-up a data team for Daimler/Mercedes. Apart from Data & Analytics he previously also worked as a leadership trainer..



SIMON HAY

CEO at Outra

WINNING WITH DATA SCIENCE - HOW 1984 AND CULTURE MATTERS

Simon has spent 30 years leading change through data, science and customer focus for many of the world's leading retailers and brands. He spent 25 years at dunnhumby, the technology company owned by Tesco, including 6 years as CEO. He helped grow the business from a start-up to one working in 84 countries with 3000 employees. He is currently CEO of Outra, his third start up business.



ALEXANDRE HUBERT

UK Lead Data Scientist at Dataiku

HOW TO BUILD A BASIC WEBSITE BASED ON REAL-TIME PREDICTIONS

Alexandre Hubert has been a data scientist at Dataiku for more than two years. He works on several bank use cases as loan delinquency for leasing and refactoring institutions but also marketing use cases for retailers. Before that, he worked as a trader in the city of London.



CAPT TIM HULME

Assistant Head Concepts at UK Ministry of Defense

ARTIFICIAL INTELLIGENCE, ITS RISKS AND OPPORTUNITIES FOR THE MILITARY

As Assistant Head Concepts at the UK MOD's Development, Concepts and Doctrine Centre, Captain Tim Hulme is responsible for the development of analytical concepts to support and guide the development of policy, strategy and force structures. A warfare and naval aviation officer by background, with over 30 years 'before the mast', he has served at sea in the Persian Gulf as well as in the South Atlantic, the Mediterranean and in UK waters.



JOHANNA HUTCHINSON

Head of Data at The Pensions Regulator

LEADING THE DATA CHARGE - VIEWS FROM SEASONED DATA LEADERS

Johanna is currently Head of Data at the Pensions Regulator, where we are aligning data into the central functions of the organisation. Experienced data specialist with a demonstrable history of working with data and analytics in government. Previous research and lecturing career in academia as a quantitative psychologist.



NEAL LATHIA

Senior Data Scientist at Monzo

BUILDING A BANK WITH DATA

Neal is a Senior Data Scientist at Monzo in London. He's focused on applications that use machine learning; this journey has spanned digital health monitoring, smartphone sensors and applications, urban computing, recommender systems, travel information systems, and financial transactions. He used to be a Senior Data Scientist at Skyscanner. Neal has a PhD and MSci in Computer Science, both from University College London.



SHAUN MOATE

Director of Data Science & Advanced Analytics at DAZN

HOW A START-UP IS SCALING ANALYTICS GLOBALLY

The Director of Data Science & Advanced Analytics @ DAZN - a live and on-demand sports streaming service currently operating in Japan, Germany, Austria, Switzerland & Canada - tasked with building a data-driven culture in a growing global business. It focuses on the development of people, process, methods, tooling & culture to enable and encourage all stakeholders in the business to ask more of the data. Shaun has previously worked in Data Science/Analytics in varied industries, including Media, Insurance, & FMCG.



ALASTAIR MOORE

Programme Director, MSc Business Analytics at UCL School of Management

FUTURE DATA SCIENTISTS: WHO ARE THEY?

Alastair's experience spans a number of industry sectors across new venture creation & corporate innovation. He is a UCL PhD computer scientist with a track record in early stage tech, having been on the founding team of UCL spin-out Satalia.com (data science) and venture funded WeArePopUp.com (real estate marketplace). He is responsible for the coordination of entrepreneurial and new venture support in a variety of roles and is a senior teaching fellow at the UCL School of Management where he teaches Predictive Analytics on the MSc programme. Previous projects include helping set up IDEALondon innovation centre with Cisco and DC Thomson, now in its fifth year with more than 60 start-ups celebrating upwards of £60m.



KURT MUEHMEL

VP EMEA at Dataiku

OPERATIONALIZATION OF DATA SCIENCE: THE NEXT CHALLENGES

Kurt Muehmel is Vice President for EMEA at Dataiku, the developer of Dataiku DSS, a collaborative platform for analytics and data science within the enterprise. An early employee of Dataiku, Kurt has led Dataiku's international expansion and has seen Dataiku grow from 20 to 140, and is now preparing for 250 and beyond. Prior to Dataiku, Kurt worked as a Big Four strategy consultant, did a stint at the United Nations, and a professional treasure hunt creator. Kurt was born and raised in Michigan, moving to France following his graduation from the University of Michigan.



SANKARI NAIR

Lead Analytics Manager, EMEA Central Ops at UBER

DRIVING OPERATIONAL EFFICIENCY AND IMPROVING CUSTOMER EXPERIENCE THROUGH DATA

With a background in Mechatronic Engineering, Sankara has been at Uber for over 3 years, and has always focused on data analytics.



ALLISON NAU

Managing Director at Cox Automotive Data Solutions

LEADING THE DATA CHARGE - VIEWS FROM SEASONED DATA LEADERS

Allison has led the launch of Cox Automotive Data Solutions, helping internal and external clients use data to improve decision-making. Previously Allison developed the entire product portfolio for LexisNexis's new UK venture, leading to double-digit year-on-year growth whilst transforming the motor insurance industry. A trained quantitative political scientist, Allison holds a BA in mathematics and international relations from the College of Wooster, and an MA in political science from the University of Michigan.



DETLEF NAUCK

Chief Research Scientist for Data Science at BT

TEST DRIVEN ANALYTICS: SHARING BT'S BEST PRACTICES

Detlef Nauck is leading a group of international scientists working on research into Data Science, Machine Learning and AI developing innovative solutions in intelligent analytics and autonomies. He focuses on establishing best practices in Data Science for conducting analytics professionally and responsibly and using new ways of analysing data to achieve better insights. Detlef's wider research looks into new ways of making machines more intelligent and enabling them to self-learn, self-optimize and self-configure using advanced AI and machine learning methods.



KIM NILSSON

CEO at Pivigo

BECOMING DATA DRIVEN IN TEN (EASY) STEPS

Kim Nilsson is the CEO of Pivigo, a London-based data science marketplace and training provider responsible for S2DS, Europe's largest data science training program, which has by now trained more than 340 fellows working on over 85 commercial projects with 60+ partner companies, including Barclays, KPMG, Royal Mail, News UK, and Marks & Spencer. An ex-astronomer turned entrepreneur with a PhD in astrophysics and an MBA, Kim is passionate about people, data, and connecting the two.



ANA PELETEIRO RAMALLO

Data Science Director at Tendam

HOW TO LEAD A DATA REVOLUTION FOR A STRATEGIC ADVANTAGE IN FASHION RETAIL

Ana is Data Science Director at Tendam, where she leads data science initiatives in the company. Prior to that, Ana was a Senior Data Scientist at Zalando, building data-driven products that provided fashion insights using Machine Learning and Deep Learning. She holds a PhD in Artificial Intelligence, and has 30+ international peer-reviewed publications.



DEJAN PETELIN

Head of Data at Gousto

BUILDING A DATA SCIENCE TEAM IN A FAST-PACED STARTUP

Dejan Petelin is a Head of Data at Gousto, UK's leading recipe-kit business. He joined Gousto in the early stage and helped to build up a data science team, delivering machine learning and optimisation algorithms to support disrupting the UK online food market. Before joining Gousto, he finished PhD in Machine Learning, and prior that he graduated in Computer Science.



MATTEO POLLEDRI

Global Data Analyst at Uber

DRIVING OPERATIONAL EFFICIENCY AND IMPROVING CUSTOMER EXPERIENCE THROUGH DATA

Matteo is a Global Data Analyst at Uber. His work consists in supporting operations across the EMEA region by means of data analysis and predictive modelling. Before joining Uber, Matteo worked in the marketing analytics field and completed a BSc in Finance as well as a MSc in Economics & Econometrics.



ANTHONY SCHNEIDER

Solutions Architect at Snowflake

SNOWFLAKE - THE DATA
WAREHOUSE BUILT FOR THE
CLOUD

Anthony has over 10 years experience as a Data Warehouse Architect. Working as a consultant with large retailers and financial institutions across the globe to build effective data strategies. Assisting organisations making the migration to the cloud and best leveraging the advanced capabilities it brings.



ROSS SIMSON

Head of Data Factory at Thames Water

LEADING THE DATA CHARGE -
VIEWS FROM SEASONED DATA
LEADERS

Ross has over 25 years of Data, Insight & Analytics, and Transformation expertise. He works with clients on an interim basis to help them understand their customers better and fix their data issues. His clients have included: Birmingham City Council, BBC, British Gas Npower, Severn Trent Water, Ordnance survey and Sainsbury Group and currently Thames water as Head of Data Factory. He has an honours degree in Geography from Edinburgh University and has been voted into The Data IQ Big Data 100 as a "Data Titan".



SPILIOS TZOURAS

Senior Data Scientist at Ferratum Group

AUTOMATE DECISION MAKING
TO SCALE UP BUSINESS: A
FINTECH CASE

Spilios is a senior data scientist at Ferratum Group, where he is responsible for the development, deployment and maintenance of predictive models. He has previously worked as a structurer in Greece and as equity derivatives strategist in the UK. He holds a PhD in statistics from Imperial College London, he obtained his MSc in applied statistics from Oxford University and his BSc in mathematics from the University of Athen.



SAUL VARGAS SANDOVAL

Senior Data Scientist at ASOS

ACHIEVING HIGH PRODUCTIVITY
DATA SCIENCE IN ASOS

Dr Saúl Vargas Sandoval is a Senior Data Scientist in ASOS. His current work focuses on designing and adapting recommendation algorithms to help customers discover relevant products. Saúl has a PhD from the Autonomous University of Madrid (Spain) on the topic of novelty and diversity in recommender systems, and has previously applied his skills in other industries such as emergency and crises management and academic publishing.



SOPHIE WARNES

Editor at Fair Warning

DATA IN STORYTELLING

Sophie Warnes is a senior data journalist at the Office for National Statistics. She has previously worked at national newspapers including a Daily Mirror project called Amp3d, The Guardian, The Week, ITV News, and The Independent. In her spare time she writes a newsletter about data journalism and storytelling called Fair Warning.



PETE WILLIAMS

Head of Analytics and Insights at Pladis Global

LEADING THE DATA CHARGE -
VIEWS FROM SEASONED DATA
LEADERS

Pete is the Head of Analytics and Insights at Pladis, a global biscuit and confectionery company.



JAMES ALLEN

UK & Ireland Professional Services Lead at Teradata

LETS GET CLOUDY

James joined Teradata in 2018 to lead the professional services offering in the UK & Ireland. Having previously worked in several of the Big 4 & a very large SI, he comes with a wealth of Analytics Consultancy experience. He has worked across industries & domains within Analytics over his career moving, over time, from technical delivery to people & customer management. Now he is focusing his time on building on the success of Think Big Analytics consulting as part of the overall Teradata offering.

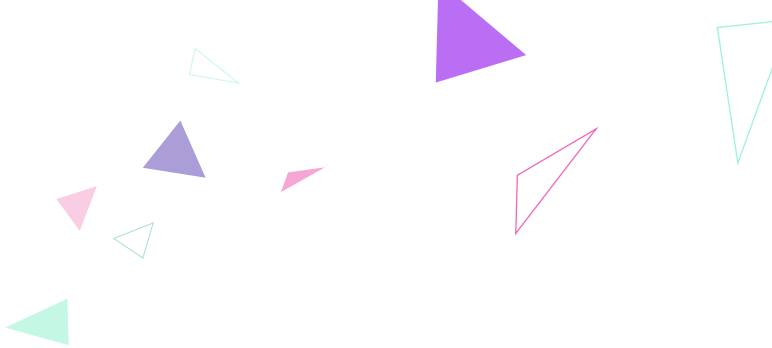


JENNIFER ROUBAUD SMITH

UK and Ireland VP at Dataiku

CONFERENCE MODERATOR

Jennifer is the UK and Ireland VP for Dataiku. Prior to leading Dataiku's operations in the UK and Ireland, Jennifer led the international expansion of a division of a FTSE 100 company, after having previously spent several years in Management Consulting, primarily focusing on telecommunications and media companies in the EMEA region. Jennifer has an MBA from Columbia Business School as well as an MSc in Management from Ecole de Management de Lyon.



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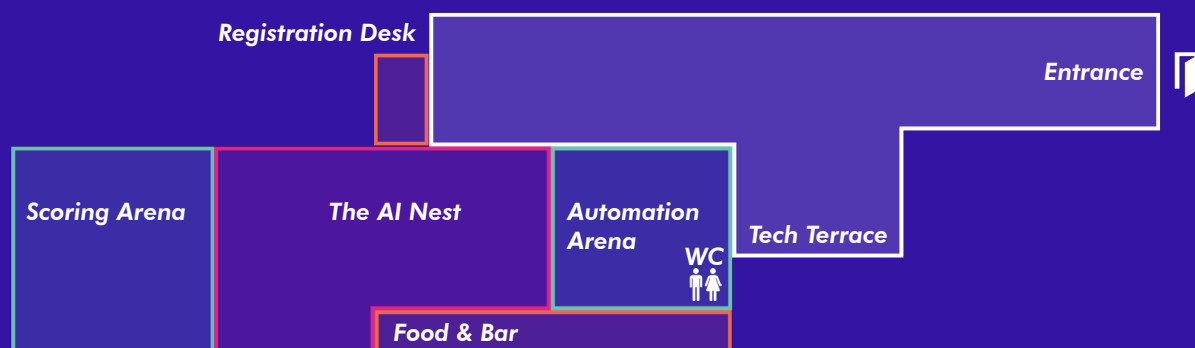
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map EGG UK 2018

The Yard

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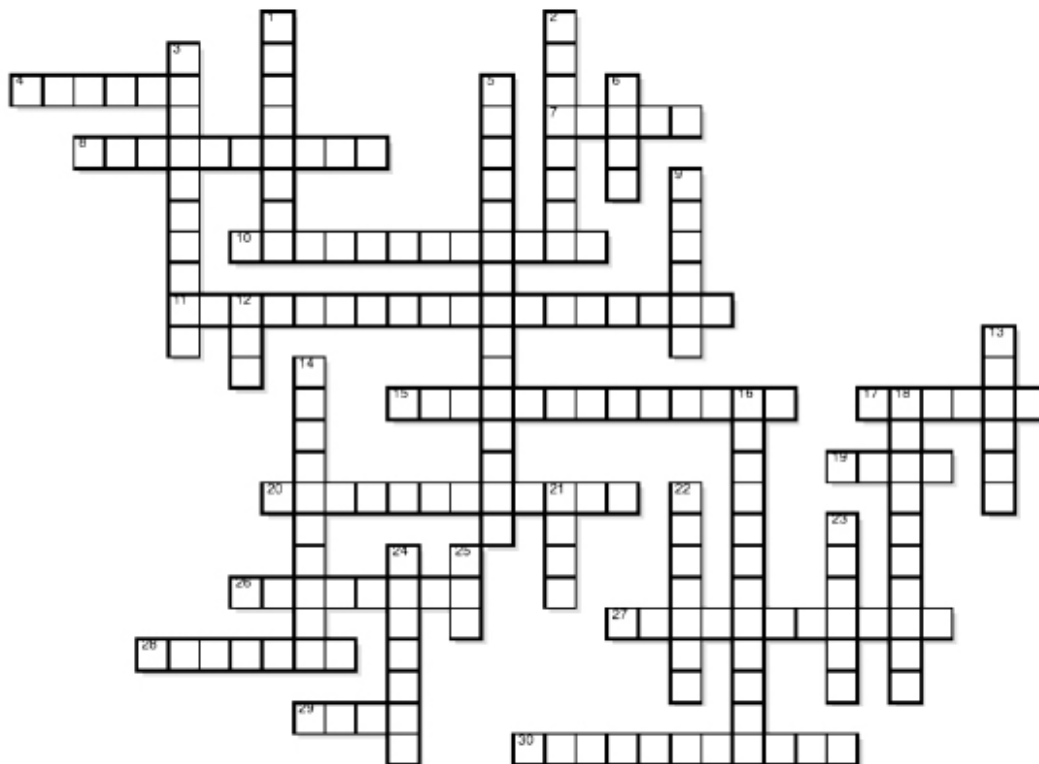
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game time

CROSSWORD INSTRUCTIONS & TIPS

1. Use the clues to fill in the grid.
2. The clues play to the strengths of all members of a data team (i.e., some are technical and some are not) - you may want to collaborate with others that have different strengths than you if you're stuck!



ACROSS

- 4 Data at Dataiku Paris
- 7 One full training cycle on the training set
- 8 χ^2
- 10 Makes use of (N across/down)s
- 11 The process of putting data projects into production
- 15 Like the human brain
- 17 Extracting ore... or insights
- 19 May 25, 2018
- 20 Supervised learning algorithm for classification problems
- 26 Meta-algorithm for improving performance
- 27 Stochastic model named after a Russian mathematician
- 28 Not a chicken, but hosts EGGs
- 29 Inclination or prejudice (in data and in life)
- 30 A modelling error

DOWN

- 1 The average of squared distances from the mean
- 2 A range of concepts named after an English statistician/ Presbyterian minister
- 3 Google Brain's brainchild
- 5 Devising complex models for prediction
- 6 # of Dataiku offices worldwide
- 9 A yellow elephant is it's mascot
- 12 Makes data science over-easy?
- 13 Inhabitants of the bamboo forest (or an open-source library)
- 14 Worker, aside from a data scientist, who might be concerned with (X across/down, Y across/down, Z across/down)?
- 16 A collection of (X across/down)s
- 18 The process of replacing missing data points with a substituted value
- 21
$$\sqrt{\frac{\sum_{t=1}^n (x_{1,t} - x_{2,t})^2}{n}}$$
- 22 Input: dataiku returns dat, ata, tai, aik, iku
- 23 Snake (or programming language)
- 24 The lower, the better
- 25 Data prep step

LOGIC PUZZLE INSTRUCTIONS & TIPS

1. Andrew, Grace, Rosalind, and Robert work together on data projects using Dataiku in different capacities and locations. As you progress through each clue below, your task is to deduce each data team member's role, the part of the data project they contribute to, and the country of the office they work in. Your goal is to figure out each item's matches using just the clues given and pure logical deduction.

Name	Role	Part of Data Project	Country
Andrew			
Grace			
Rosalind			
Robert			

2. As you proceed through the puzzle, more and more of the grid will be filled in with either X (if you've eliminated the possibility) or O (if you've successfully determined the relationship between each person and their role, part of data project, and country).

3. When have successfully revealed the relationships between each and every item on the grid, and puzzle is solved.

4. Every item in the puzzle is matched to one, and only one, other item in each category.

5. No two items in the same category will ever be matched to the same item in another category.

6. Stuck? Then go over the clues again one at a time. Have you really used every bit of information that can be squeezed out of each one?

		Part of Data Project				Country				Role			
		Machine Learning	Deployment	Data Wrangling	Viewing Dashboards	USA	UK	Germany	France	Data Scientist	Data Analyst	BI Analyst	Data Engineer ¹
Name	Grace												
	Robert												
	Rosalind												
	Andrew												
Role	Data Scientist												
	Data Analyst												
	BI Analyst												
	Data Engineer												
Country	USA												
	UK												
	Germany												
	France												

Clues:

- Robert is not the data scientist.
- The person who is the data engineer works with deployment.
- Rosalind is either the person doing machine learning or data wrangling.
- If the data scientist is based in the USA, he or she must be doing machine learning.
- Grace works in a country that begins with the letter U.
- Andrew and the data analyst are both based in different European countries.
- If two names begin with the same letter, the part of the data project they work on must also start with the same letter.
- The data analyst and the BI analyst are located in countries that share a border.
- The data analyst does not do machine learning*.
- The person in the UK is also the person who works with deployment.
- The BI analyst is based in France.

*True in this puzzle, but not true in real life because Dataiku offers an easy-to-use visual interface for guided machine learning!

Social media **egg apps**



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Tweet with us at
#EGGUK2018



INSTAGRAM

<https://www.instagram.com/dataiku/>
#EGGUK2018



FACEBOOK

Live stream of talks available here:
<https://www.facebook.com/dataiku/>



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@dataiku



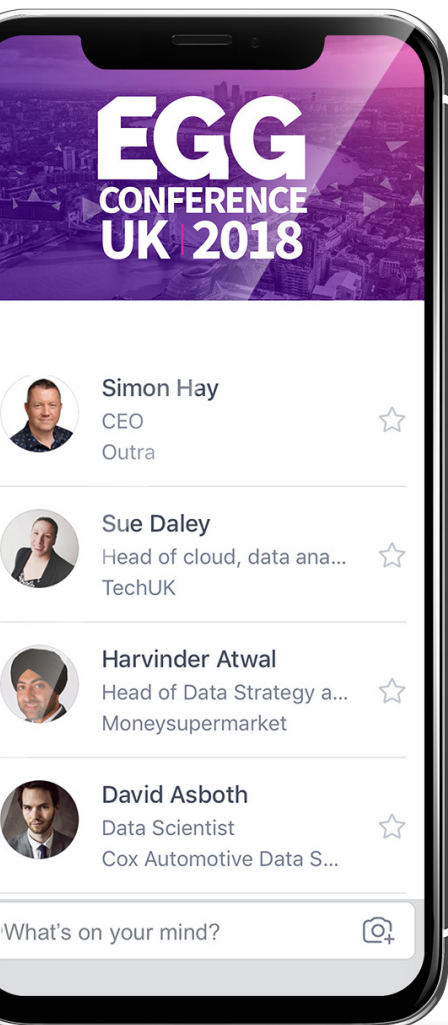
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JUNE 27TH

TOWARD DATA
SCIENCE AT SCALE

Thank you for being here !



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iku