

# ROAD TO DATA SCIENCE

The initiative that takes business to the new paradigms in Advanced Analytics.



BUSINESS GAMES

BRAINSTORMING

DATA VISUALIZATION

STORYTELLING

MACHINE LEARNING



For further information, write to: [datascience@reply.com](mailto:datascience@reply.com)

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«By 2020, 50% of new data transformation flows will integrate one or more Machine Learning algorithms - resulting in erroneous interpretations of data». Source: Gartner

With the help of our **Data Scientists**, how value can quickly be created by making the most of the new **Big Data & Artificial Intelligence** technological paradigms, made possible through the «**Road to Data Science**». It is a process that combines technological dimensions with business dimensions, with the former serving the latter, from an entirely **Data-Driven** perspective. The idea of a mixed working table comes from the fact that, in **Technology Reply**, we believe that using Big Data is a priority, not only in IT but also in Business, and that any initiative in this area must be driven by a «business-first» approach.

### What is the «Road to Data Science»?

Firstly, informative sessions are opened to introduce the theoretical aspects of the subject. The classes of algorithms that are now commonly used in the Enterprise world will be discovered. Our Data Scientists will then describe the applications of Artificial Intelligence in our daily professional and personal life, helping participants understand the potentials of this technological revolution, step by step. They will find out how we, often inadvertently, use Artificial Intelligence tools in our daily life and how they could automate processes, create value out of data, improve the effectiveness of business plans or outline new strategies.

The highlight of the workshop is a **brainstorming session, involving our Data Scientists along with players from different backgrounds and with different roles**: IT managers, architectural coordinators and managers of various business areas. The session is teacher-led, interactive, focused on an exchange of views and knowledge.

### What is the purpose of the «Road to Data Science»?

The result of the brainstorming session will be a **set of business cases**. That will not be the target, but the starting point! Technology Reply Data Scientists will help assess their feasibility and will select the most suitable cases to go the «Road to Data Science».

### Will my company's business be suitable for the application of Machine Learning concepts? What tools and skills should I get hold of?

Data is key. We are living in an age of over-information; everything around us generates data and this is why it is essential to change the way we analyse it.

We successfully run Artificial Intelligence projects in many different business areas every day: from retail to manufacturing, from investment banking to insurance, from fashion to utilities.

The limit often lies in finding the most effective and feasible business cases: starting a business under the guidance of **an experienced team is essential**, not least to consider using new tools and professionals, and that's why the «Road to Data Science» comes to life.

## TWO OPTIONS AVAILABLE:

### Grand Tourer

Max 9 people  
5 days training and practice



### Roadster

Max 5 people  
2 days training and practice

