



Stop looking for data scientists

Roel Van den Bergh, VP Commercial Operations at DataStories, explains why it's time to turn your in-house experts into specialist data scientists

Data. Love it or hate it, it is essential to any business, and effective data collection, analysis and development can be the difference between driving a company forward or being left behind in the dust of its competitors.

But not everybody knows how best to use collected data. In fact, 90% of research and development (R&D) and business budgets are usually spent on data collection with little to no plans on what to do with it later down the line.

This is a story that Roel Van den Bergh, VP Commercial Operations at DataStories, has seen time and time again with clients. Often, Van den Bergh encounters enterprises with large R&D departments that are thinking of letting go of their current scientists and subject matter experts, with the view of replacing them with newly-graduated data scientists, who rarely have the experience, domain knowledge or context to produce the results desired.

One such client reached out to Van den Bergh after DataStories was recommended to them. "Our client was a VP at a major speciality chemicals company who had been experiencing an increase in competition from start-ups who were data aware," explains Van den Bergh, "To try and keep on top of their game, the client started to run pilots with predictive analytics companies, only to find that they weren't learning anything actionable. They came to us to find a different solution – to help turn their current experts into experienced data scientists."

THEIR STORY

DataStories is a fast growing Belgian predictive analytics company with twelve data scientists and engineers, located in Turnhout, Belgium, delivering and deploying industrial-grade analytics solutions. The company was named Belgium's Top Innovative Startup by geektime.com, bloovi.be and smartbiz.be, won Procter & Gamble's Big Data hackathon on Manufacturing Sustainability, and earned Corporate LiveWire's Data-driven Innovation and Excellence award

DataStories are on a mission to help people understand what really matters in their data

The DataStories software platform was rolled out, half a day of training was given and a couple days worth of ad-hoc expert services were made available.

Where other predictive companies may spend weeks on just the pre-processing alone of R&D data, DataStories automates the entire process. For example, clients can easily take a spreadsheet, with all of its imperfections, and drop it into the DataStories platform; select the key performance Indicator (KPI), the target they would like to optimise or model; and then run the automated flow, resulting in predictive models, insights and a strategy to improve.

"We have had clients telling us it's almost too good to be true," says Van den Bergh, "They've been calling it math magic."

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