

CORRELCON 2020

NOVEMBER 6-8

A WEEKEND FOR DATA4GOOD



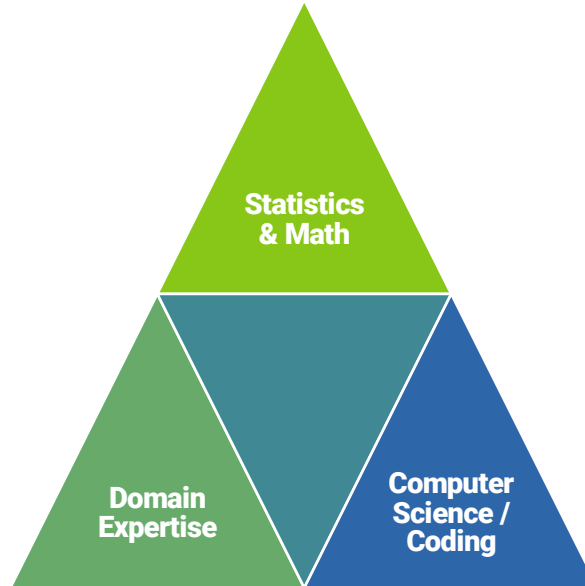
CORRELAID
GOOD CAUSES. BETTER EFFECTS.

Opening Keynote
Johannes (@jj_mllr)

Democratizing the Potential of Data Science

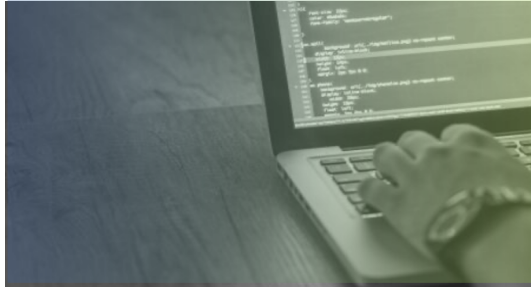
Democratizing the Potential of **Data Science**

What is Data Science?



Democratizing the **Potential** of Data Science

Potential of Data Science



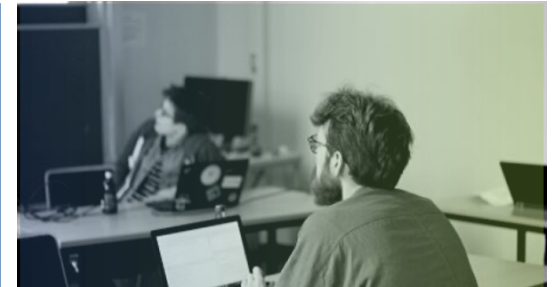
Predict Churn

Using predictive models to estimate the probability that a customer terminates their contract.



Social Media Monitoring

Using Natural Language Processing to analyze reviews or statements about a product/company.

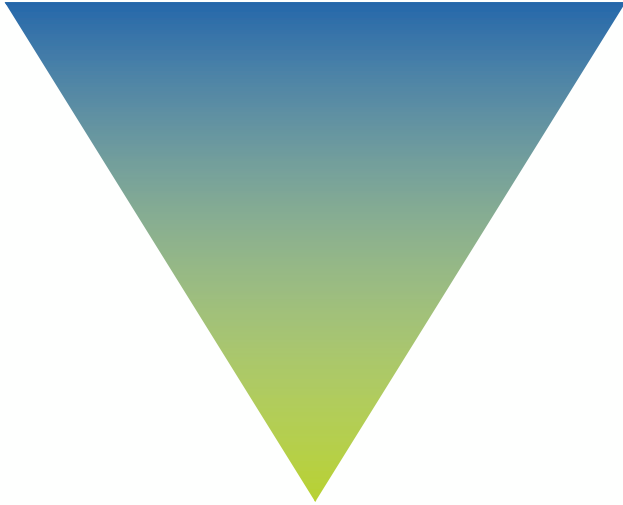


Evaluate Marketing Channels

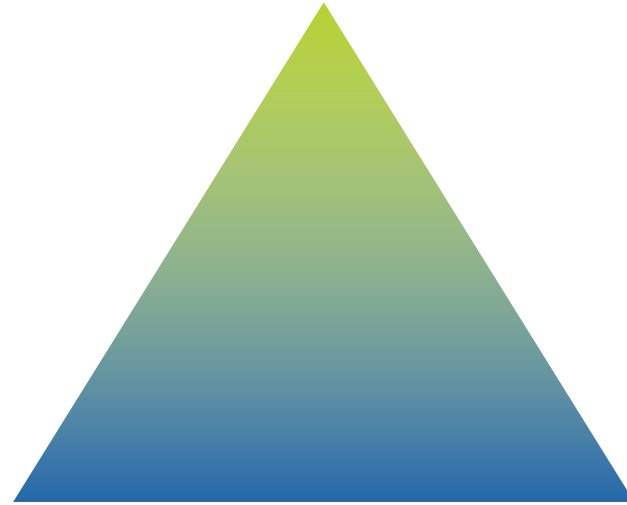
Evaluate the return-on-investment for a specific campaign or marketing channel.

Democratizing the Potential of Data Science

Data For Good



Top-Down



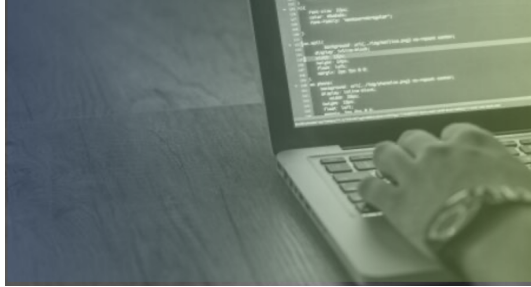
Bottom-Up

CorrelAid



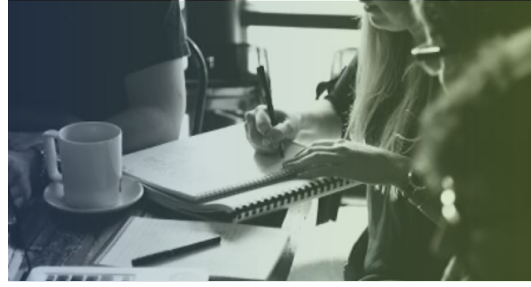
We are a Germany-wide network of over 1300 data scientists who want to use data science for social impact.

Our Mission



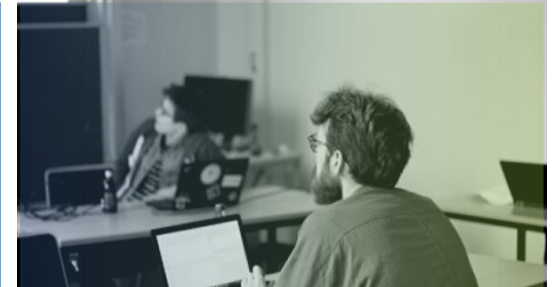
DATA4GOOD PROJECTS

We carry out pro bono data analysis projects for non-profit organizations. These collaborations offer our data analysts the opportunity to apply and expand their knowledge.



EDUCATION

We network committed socially-minded data analysts and offer them opportunities to apply and expand their knowledge.



DIALOG

We enter dialogue about the value and usefulness of data and data analysis for the common good

Our Work in Numbers



1.300 Data analysts form our interdisciplinary and diverse network

25 Volunteers get involved in our organization team

30 completed projects with well-known NPOs such as Ashoka and EYP since 2015

50 Workshops, through which we share our knowledge with those interested

11 Local chapters implement Data4Good throughout Germany

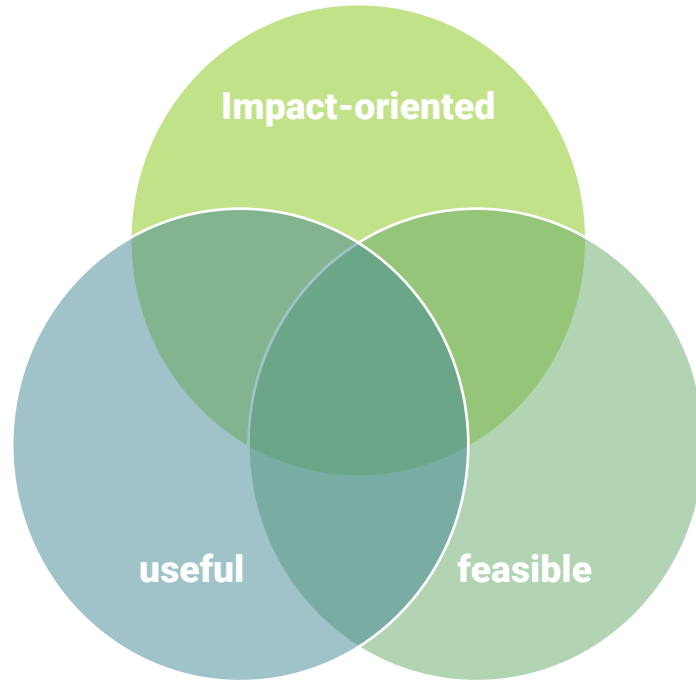


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4 Lessons Learned about Data for Good

1. A problem well stated is half solved

What is a good data4good problem?

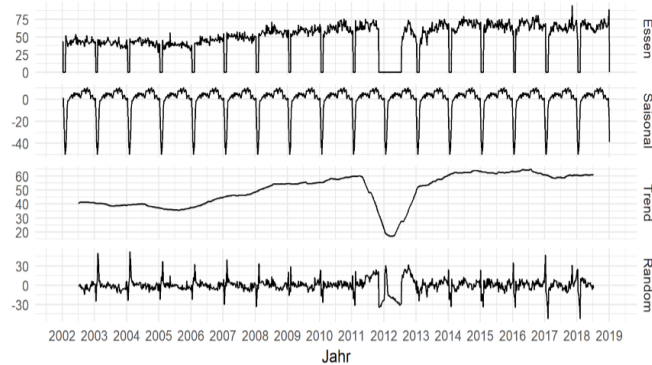


2. Data for good is not a one way street

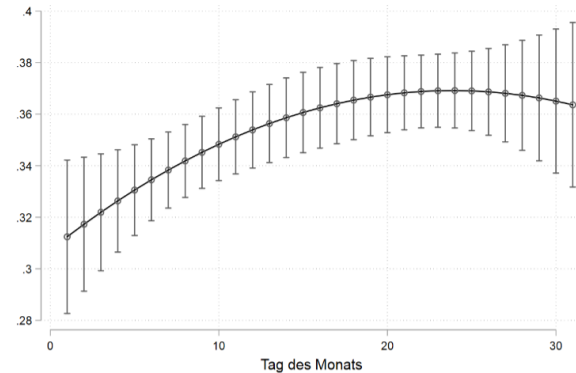
3. „Do what you can, with what you have, where you are“

It is fancy, but is it useful?

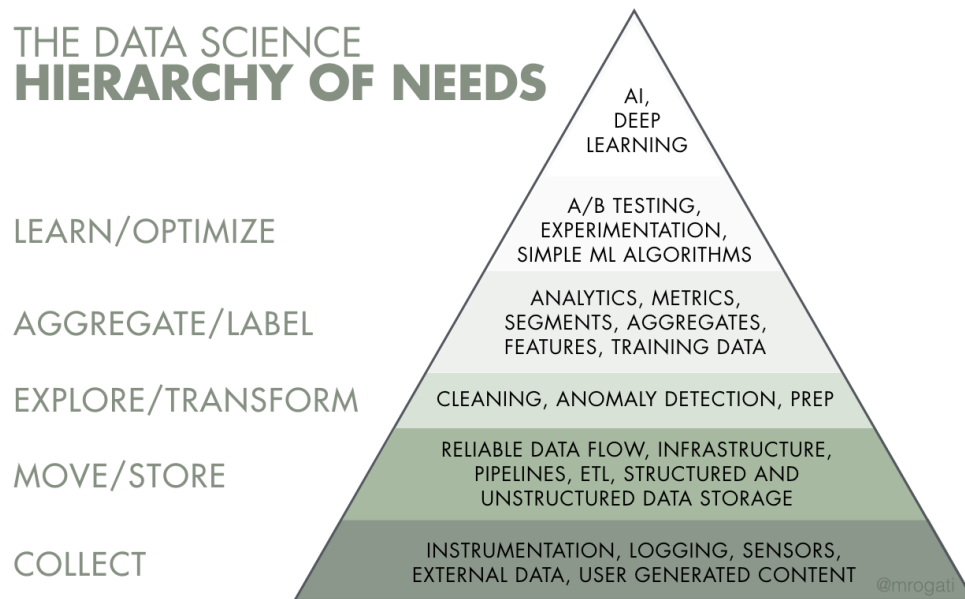
Dekomposition der Zeitreihe "Mittlere Anzahl Essen pro Woche"



Mittlerer Anteil Essensgutscheine im Monatsverlauf (seit 2012)



Data Science Hierarchy of Needs (Monica Rogati)



4. Finding the right narrative is hard

Our Guiding Principles



Flexibility

Diversity

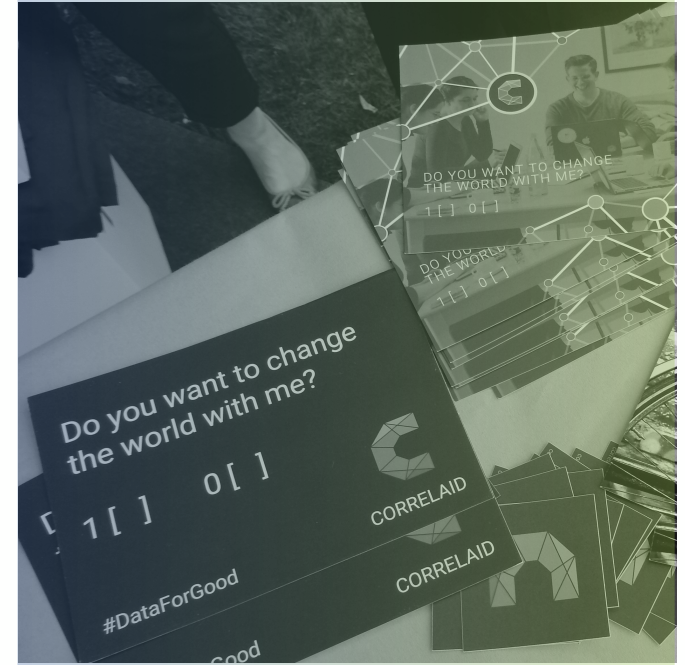
Pragmatism

Knowledge
Management

Appreciation

Empowerment

Welcome to the CorrelCon 2020!





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