

Hot Takes and Tragic Mistakes

How (not) to integrate data people
in your app dev team workflows

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TL;DR

- Include your data people in cross functional conversations
- Collaborate early & regularly



***"Can you just add a little AI
to the product?"***



**Hot Take #1:
Data is more
important than AI**



**Tragic Mistake #1:
Pursuing AI when you don't
have good data or metrics**

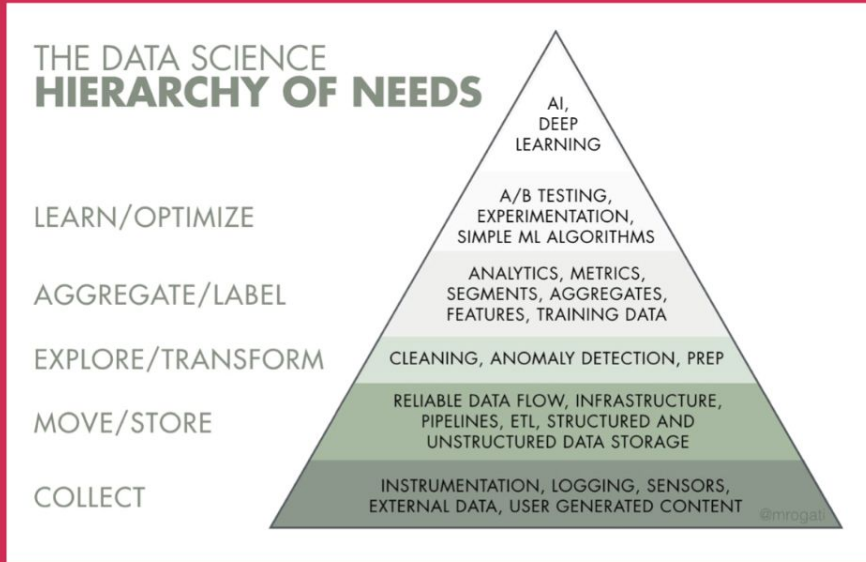


Hot Take #2:
No, you cannot
"just add a little AI"



**Tragic Mistake #2:
Not involving your data
people at all**





What Data Scientists and Data Engineers do

Source: "The AI Hierarchy of Needs" by Monica Rogati (@mrogati)



**Who exactly is working
together?**



What are we talking about?



**Hot Take #3:
It is never too early
to talk, but it is
often too late**



Data scientists and data engineers can de-risk your AI and data efforts



**Tragic Mistake #3:
We want to build AI, but no
one was responsible for
data**



**Hot take #4:
One conversation
is not a
collaboration**



Collaborate regularly

e.g. invite data people to sprint planning
and demos



**Tragic Mistake #4:
We had ONE conversation,
and now the things we built
don't work together**



**You *can* add AI to a product,
but it will be painful**



Recap



Penultimate Thought

"Are you ready for AI?" Initial Checklist

- Data
- People
- Use case



Last Thought

Collaboration Framework

- Assemble the team
- Talk before things are built
- Meet regularly (weekly/monthly)



Thank you!

