Quid®

"Appifying" Data Workflows

To Create Composable, User Friendly Data Products

Austen Head

Senior Data Scientist at Quid

I simplify complex data problems

Quid: A research platform to explore text-based data

SaaS Product
"Quid Pro" data
exploration tool

Consulting services
use Quid Pro
internally to answer
client questions

Food trends pander to youth

Surprising new food trend: chickpeas and chocolate

Helsinki's food scene, coming on strong

Coloring by Cluster

Food Trends	30%
Top Restaurants	21%
Food Safety	19%
Nutrition & Diet	10%

"Appifying" Data Workflows

1. Discover user data-workflows from the front line

2. Lower user requirements to expand the addressable market

3. Constrain technical implementation to accelerate development

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News / Blogs Search

🔗 **Visualize** 💾 Save

Filters

Max Stories to Visualize

10000

Publish Date

From 10/16/2018 📅
To 04/16/2019 📅

1Y 6M 3M 1M 1W

Source Country

☑ United States 3.5K
☑ United Kingdom 1.2K
☑ India 476
☑ Germany 187
☑ Australia 138

SELECT ALL

Source Quality

☑ Top Tier 984
☑ Mid Tier & Niche 5.9K
☐ Other

Source Category

☑ National & Int'l 691
☑ Local 460
☑ Trade & Research 4.1K
☑ Press Release & Wire 449
☐ Other 1.2K

SELECT ALL

(📄 "machine learning" ✕ +2) AND (📄 "software engineering" ✕ +3) 🔍

Related terms: **"machine learning"** *Click on the related term to add it to the query*

📄 "data science" 📄 "artificial intelligence" 📄 algorithms 📄 "neural networks" 📄 "predictive analytics" 📄 "pattern recognition" 📄 "big data" 📄 mathematical

📄 computational 📄 semantic 📄 "mathematical algorithms"

Technology	3.8K
General Technology	2.2K
PC	425
Enterprise Computing	267
Cloud Computing	266
OS	203

Industry	2.0K
Telecom	398
Healthcare	300
Engineering	154
E-Commerce	146
Semiconductor	128

Finance	1.5K
General Finance	1.1K
Stocks	252
M&A	142
Earnings	132
Private Markets	117

Politics & Society	1.3K
General Politics & Society	541
Education	409
Politics	102
EU	90
Military	62

Business	500
Exec Moves	228
Product Launch	100
Patents	83

Entertainment	66
Books	26
Fine Arts	15
General Entertainment	13

7.5K STORIES, ~30% UNIQUE   Sort by: **Relevance** ▾

Is Artificial Intelligence the Future of Software Development?
Finextra Research (Jan 1, 2019)   Reporter: Ankit Patel
'Alexa' is your new assistant. Welcome to the artificial intelligence world wher...

Making an Efficient Software Development Process Using Artificial Intelligence
CIOReview (Feb 4, 2019)
Technology tools are set to change the traditional processes of software devel...

USAA adds data engineering skills to speed data science work
SearchUnifiedCommunications.com (Apr 5, 2019)   Reporter: George Lawton
It's easy for IT managers to conflate data science and data engineering. After ...

[read ebook] Applied Text Analysis with Python: Enabling Language-Aware Data Products with Machine Learning EPUB PDF
SlideShare.net (Jan 28, 2019)
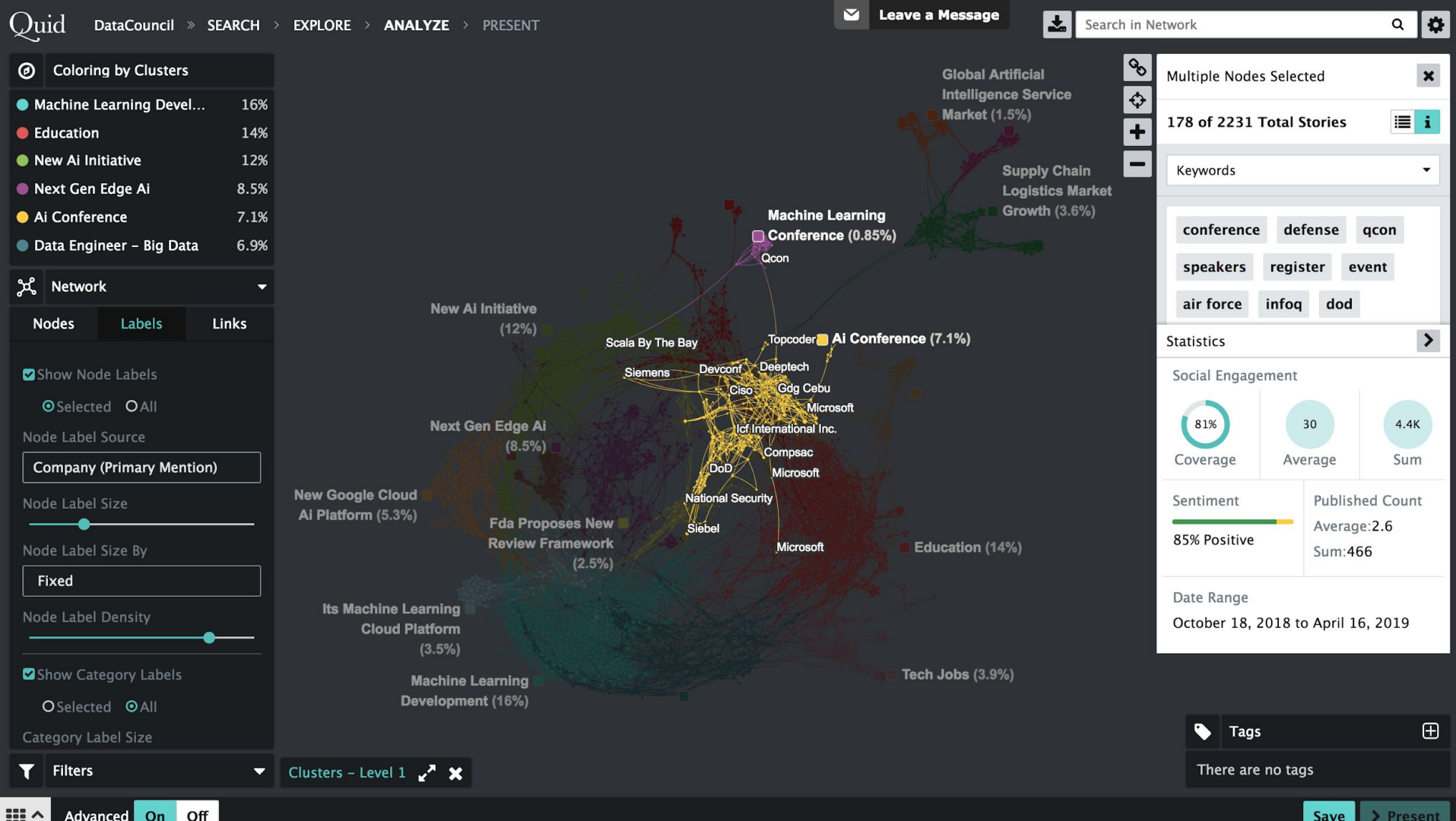[PDF] Download Applied Text Analysis with Python: Enabling Language-Awar...

Read Book Applied Text Analysis with Python: Enabling Language-Aware Data Products with Machine Learning COMPLETE Books
SlideShare.net (Mar 31, 2019)
[PDF] Download Applied Text Analysis with Python: Enabling Language-Awar...

DOWNLOAD EPUB Applied Text Analysis with Python: Enabling

Leave a Message

Search in Network

Coloring by Cluster

●	Machine Learning Develop...	16%
●	Education	14%
●	New Ai Initiative	12%
●	Next Gen Edge Ai	8.5%
●	Ai Conference	7.1%
●	Data Engineer – Big Data	6.9%
●	New Google Cloud Ai Platf...	5.3%
●	Tech Funding	5.1%
●	Tech Jobs	3.9%

Scatter Plot

Axes | Nodes | Labels | Links

X-Axis Property

Published Count (Sum)

☑ Log X-Axis

☐ X-Axis Range

20 — 1522

Y-Axis Property

Social Engagement (Mean)

☑ Log Y-Axis

☐ Y-Axis Range

0.0344 — 773.26

Filters

Clusters – Level 1 ✕

Advanced On Off

Multiple Nodes Selected ✕

178 of 2231 Total Stories

Articles sorted by relevance

SLASSCOM AI Asia Summit 2018 International speakers on data science, machine learning and analytics
DailyFT (October 23, 2018)

Presentation: Jupyter Notebooks: Interactive Visualization Approaches
InfoQ (March 31, 2019)

Thales completes acquisition of Gemalto...
Communications Africa/Afrique (April 9, 2019)

HashedIn to Boost Training and Research in AI, Product Development, and Design
Press Trust of India (December 21, 2018)

Tags ⊞

There are no tags

Save › Present

Scatter plot axes:

Y-axis — Social Engagement (Mean): 0.034, 0.42, 5.2, 63, 773

X-axis — Published Count (Sum): 20, 59, 174, 515, 1522

Node labels on plot:
- Tech Jobs
- Education
- Data Engineer - Big Data
- Ai Conference
- Its Machine Learning Cloud Platform
- New Google Cloud Ai Platform
- New Ai Initiative
- Machine Learning Conference
- Top Custom Software Development Companies
- Supply Chain Logistics Market Growth
- Global Artificial Intelligence Service Market

Client engagement unveils valuable patterns

Reframe problems

Guide to Success

Augment processes

Set Best Practices

Specializations from a general tool

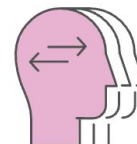First Apps have automated marketing data workflows

COMPETITOR BRIEFING

Understand how companies and their competitors are being covered in the media.

CONTENT STRATEGY

Identify topics and themes that can inspire your content.

KEY OPINION LEADERS

Identify and rank Key Opinion Leaders (KOLs) within a given topic area.

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What topic do you want to analyze?

Enter a keyword below to begin your search. For example, you may want to explore content around **smartphones**.

If you'd like, you can add any related keywords to help expand your search. For instance, terms related to **smartphones** may include **iPhone**, **Pixel** or **Nexus**.

machine learning   🔍

Selected topics:

data science Topic	✖	artificial intelligence ✖

← Back   ● ─ ○ ─ ○   Next →

Here we can focus the results on subjects more important to you.

For example, you may be interested in content specifically around **Camera Quality**, or products from **Verizon**. If not, just click Next. This input is completely optional.

software engineering	🔍

software engineering
Topic

software engineering solutions
Topic

software engineering experience
Topic

Software Engineering Institute
Institution

Add ″software engineering″ as Topic

Analysis Builder:

machine learning	+2	✚	**data engineering**
Topic			Topic

← Back

Next →

Select the time period for your analysis:

From

| 10/16/2018 | 📅 |

To

| 04/16/2019 | 📅 |

| Past 12 months | **Past 6 months** | Past 3 months | Past month | Past week |

Analysis Builder:

| **machine learning** | +2 | ✚ | **software engineering** | +1 |
| Topic | | | Topic | |

← Back

Create Analysis
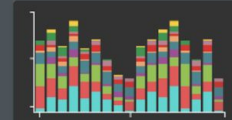
Table   **Traction**

("DATA SCIENCE" OR "ARTIFICIAL
INTELLIGENCE" OR "MACHINE LEARNING")
AND ("SOFTWARE ENGINEERING" OR "DATA
ENGINEERING")

KOL COMPANY ?

KOL Presence in media, sized by overall score,
and colored by sentiment of the articles in which
they appear

Highlights:

01.	Facebook is closest to the traction sweet spot with high average social engagement and high publication count
02.	Cisco Systems is a hidden influencer with high average social engagement but low publication count
03.	Hewlett-packard is highly published but with a low average social engagement
04.	Facebook has the highest total sum of social sharing count

Scatter plot titled "Social Engagement (Mean)" (y-axis) versus "Mention Count" (x-axis). Data points include: Facebook, Cisco Systems, Goldman Sachs, Linkedin, Intel, IBM, Samsung, Glassdoor, Google, Netflix, Forbes, AWS, Microsoft, Alexa Internet, Huawei, Gartner, Accenture, M2 Communications, Nvidia, Cloudera, Machine Learning, Databricks, Data Engineering, Jpmorgan Chase, Software Engineering, Dell, Hewlett-packard. Y-axis values: 101, 41, 16, 6.5, 2.6. X-axis values: 45, 125, 350, 976, 2721.
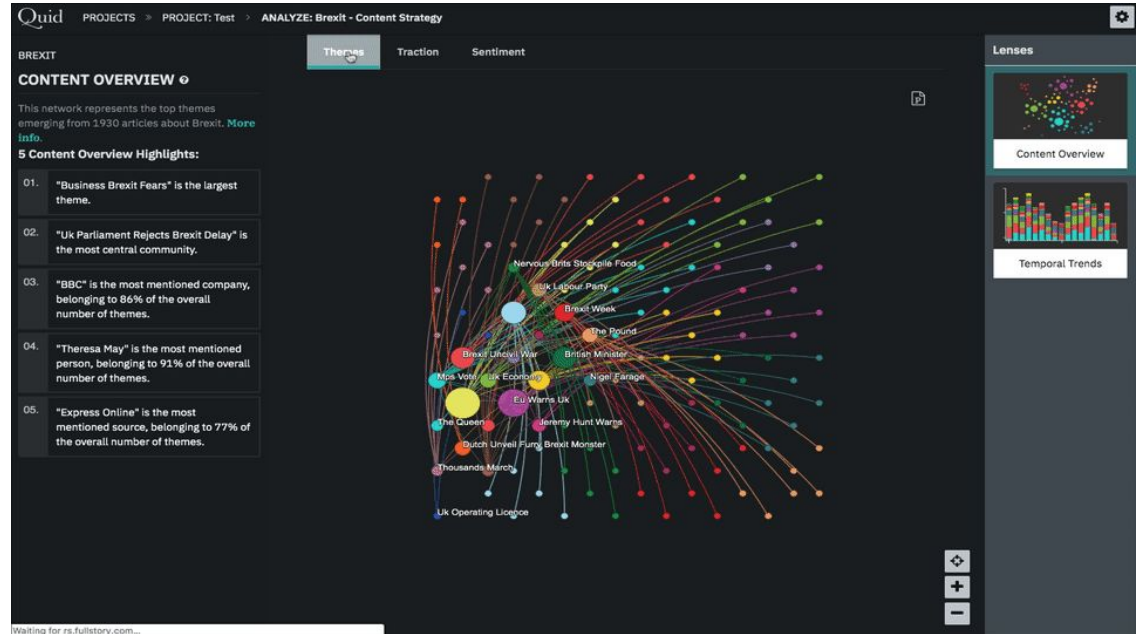
Lenses

KOL Person

KOL Company

KOL Institution

Appifying workflows expands our user base

- Existing clients can easily ramp up new users in Quid Apps

- New clients have a lower barrier to entry

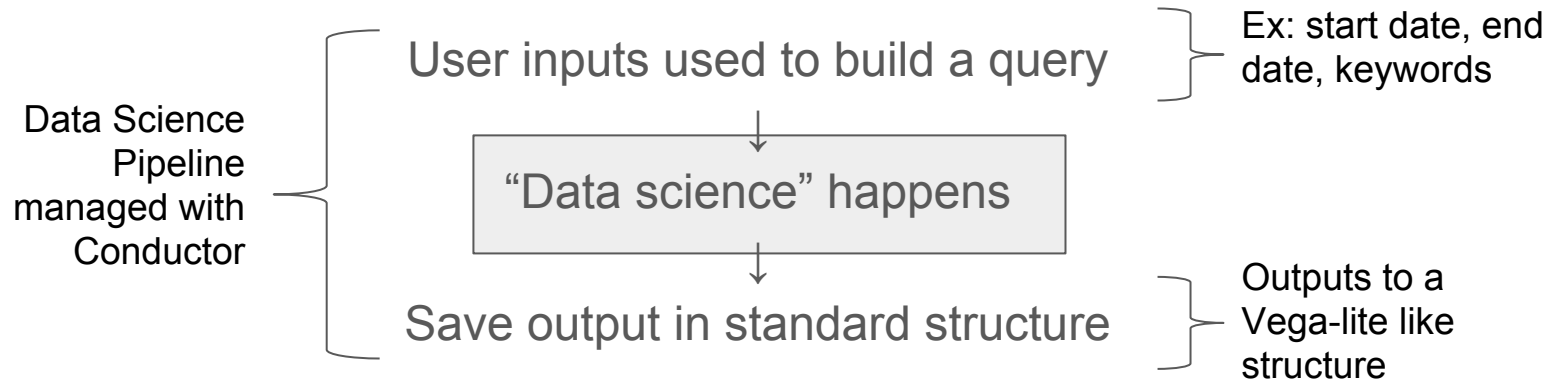- Each app makes Quid more attractive to prospective clients

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Data Science Pipelines → Products

Data Science pipelines as strongly typed boxes

Data Science Pipeline managed with Conductor

User inputs used to build a query

Ex: start date, end date, keywords

"Data science" happens

Save output in standard structure

Outputs to a Vega-lite like structure

- Apps Framework team owns the Conductor services and provide support
- Output feeds the visualization engine that powers all Apps at Quid

Constraints are good for DS Productivity and Users

DS productivity:

- Easier to get up to speed on new apps
- Modules can be safely shared between the components of these apps
- Like code styles and formatting, constraints on composable structure force "best practices" on app architecture

User experience:

- Increased coherence between apps (using any app makes it easier to use and interpret any other app)

Upfront investment → High velocity development

- 1 year building app framework and 3 apps

- More apps in development

- Data scientists can ship new apps easily

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Impact

By including apps in our product offering, we're able to:
- Expose best practices of workflows to users
- Expand to new types of users within and outside our current client base
- Shift resources from services and training to product development

By maintaining Services, Quid Pro, and Quid Apps, we continue to discover and develop data-product market fit

Thank You!

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