
MIND THE GAP

TAILORING DATA SCIENCE FOR STAKEHOLDER SUCCESS

MAY 2025

Megan Robertson

BOULDER WOMEN IN MACHINE LEARNING
AND DATA SCIENCE

MEGAN ROBERTSON

Chief Data Scientist

- **MegRob Data Science and Analytics**

8+ years experience

- **Machine Learning, LLMs, AI, Time Series**



WHAT ARE EXAMPLES OF DATA SCIENCE DELIVERABLES?

DATA SCIENCE DELIVERABLES

Infrastructure



Databases, pipelines, data
dictionaries

Reporting



Dashboards, summary reports,
recommendations

WHO ARE OUR STAKEHOLDERS?

UNDERSTANDING DATA ABILITIES

- **What is your current relationship with the team?**
 - **What data skills or experience do they have?**
 - **How receptive are they to data-driven strategy and insights?**
 - **What existing tools do they use or are comfortable with?**
-

DATA SCIENCE STAKEHOLDERS

Newbies



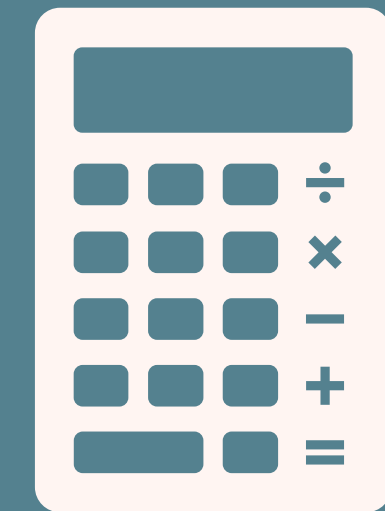
New stakeholder relationships,
basic data skills

In-betweeners



Established stakeholder teams,
Data experience

Technical Peers



Data science teams, software
engineers w/ math background

DATA SCIENCE STAKEHOLDERS

Newbies

- Less autonomy
- Emphasis on training and education

In-betweeners

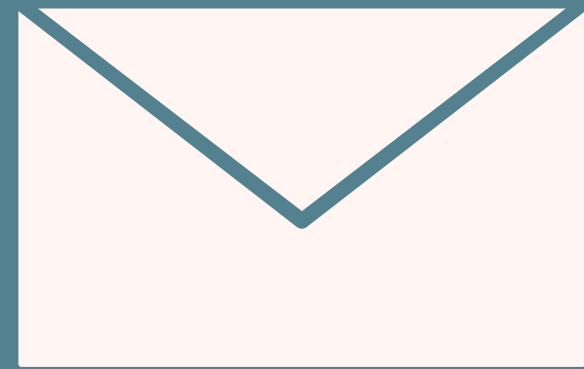
- More independence
- Still require guardrails but less hand holding



Time and experience
Data science resources

**WHAT DOES THIS LOOK LIKE IN
PRACTICE?**

OUR PROJECT



Analyze efficacy of email
campaigns for marketing
team



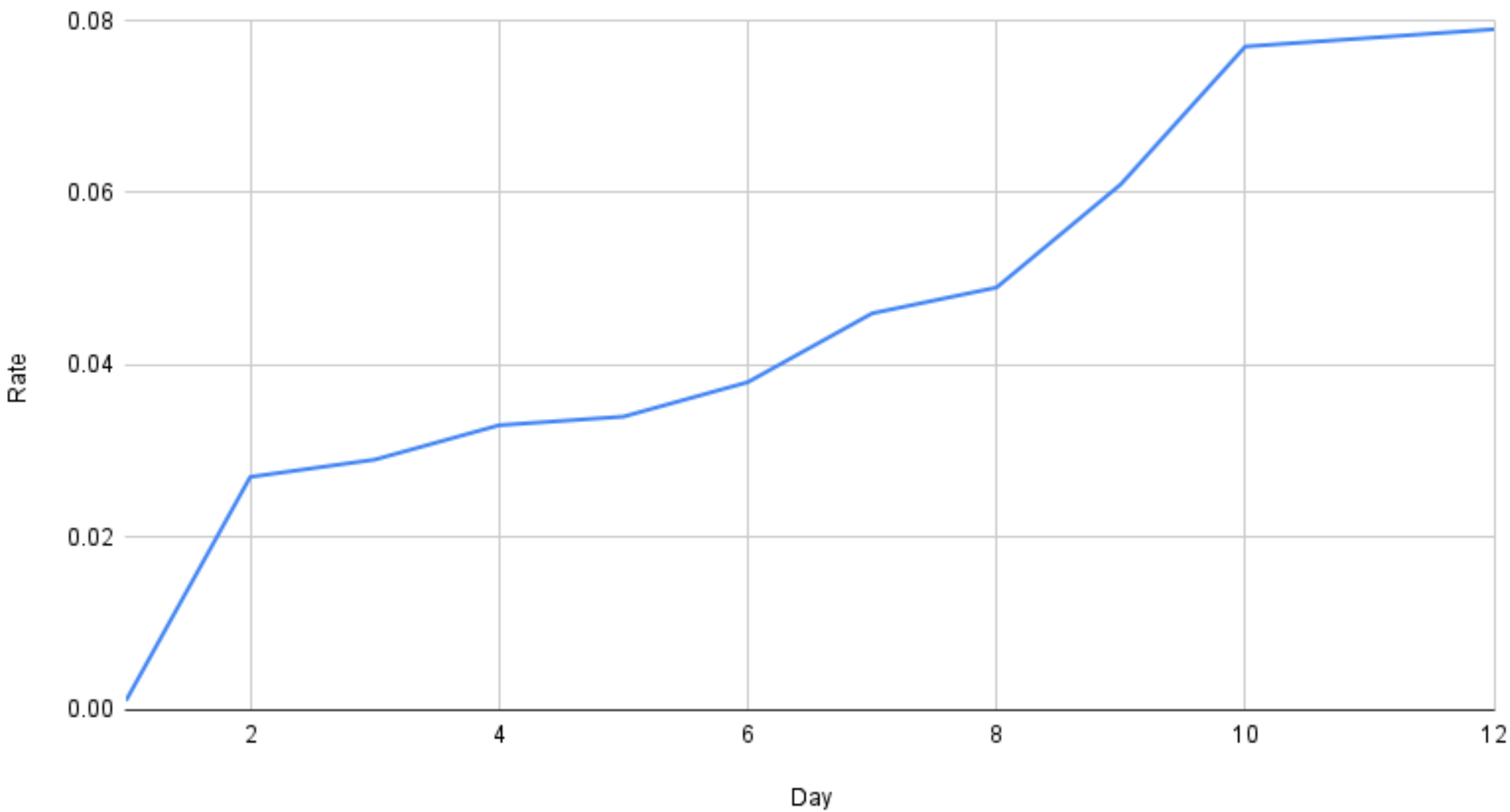
- Open Rate
- Unsubscribe rate
- Conversion Rate
- ROI



- Lifetime value
- Customer cohort
- Demographic Info

XYZ FIRM MARKETING CAMPAIGNS

Open Rate



Open Rate

7.98%

(+1.3% ▲)



Campaign

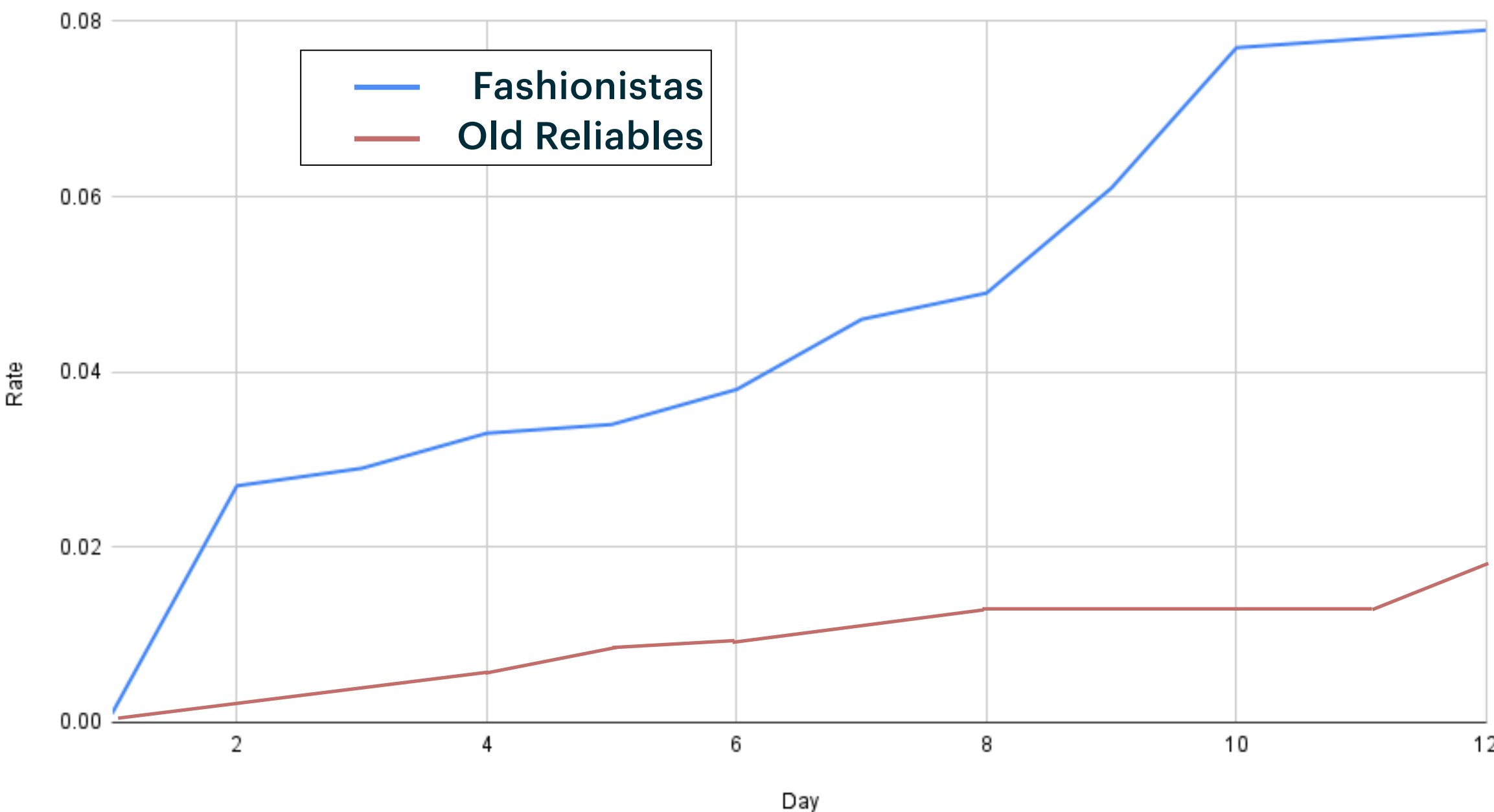
Back to School ▼

KPI

Open Rate ▼

XYZ FIRM MARKETING CAMPAIGNS

Rate vs. Day



Export Data

Open Rate

7.98%

(+1.3% ▲)



Start date

23/05/2023

End date

16/07/2023

Campaign

All

Segments

- Young Fashionistas
- Budget Conscious Parents
- Curious Newcomers
- Old Reliables

KPI

Open Rate

CONTACT INFORMATION

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