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Data Products

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Data science¹ has become nearly a household phrase, but disagreement still remains about the skills a successful practitioner should have. One area of expertise that is occasionally referred to but consistently underrated is communication; specifically, the ability to exchange technical information for domain-specific information with a non-technical audience. Taking this responsibility seriously leads to the idea of data products. While some data products rely on sophisticated statistical and engineering techniques, their primary function is to address customer demand. As such, the tools of product development can be directly applied by data scientists to ensure the efficiency of their efforts and the adoption of their solutions.

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