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About Bukasa Randy



O CURRENT ROLE & RESPONSIBITY

Company Name : MTN

Job Title : Data Scientist & Business Intelligence Analyst

Starting Date : 9

Key Roles :

- · Machine Learning model development; Churn Modelling; NLP sentiment analysis; Customer Segmentation; Budget and planning; Market research; Data governance; KPI Developments; Delivery of insightful market intelligence and insights to support business inte
- 1. Please check that under the key role the dot is losing the shape. Use and give it a style.



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	ADD STAFF				
Company Name	Names	Cellphone	Email	Position	Action
Jthoka (Pty) Ltd	Innocent Hlongwan	e 0608577389	innocent38318@gmail.com	CEO	ŵ
support@jthoka.com	Innocent makhubel	a 0608577389	innocent@jthoka.com	other	Û
Company Tel 0725468575	Jerry Thoka	0725468575	j.raythoka@gmail.com	Director	Û
Company Status Approved	Neo Molisapoli	0832607338	neo@ta-badira.co.za	Analyst	ŵ
Company Package Minimum					

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The interface is still the same please check figma <u>https://www.figma.com/proto/86gwr7r2OinVZUN8Y7NoNS/TalentTreck?page-</u> <u>id=2%3A11&node-id=1423%3A7833&viewport=-6277%2C-</u> <u>177%2C0.39&scaling=min-zoom&starting-point-node-id=14%3A81&show-proto-</u> <u>sidebar=1</u>

		WEBINARS INSIGHTS	TALENT PROFILE PRICING	
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Not much changes please check figma

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Our Lessons As Data Scientists: A Data Scientists World View (Part A)

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WEBINARS INSIGHTS

CANDIDATE LOGIN

Research problems

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Research forms a big part of what we do: we approach problems against the grain and with the intent of extracting novel, unbiased insights from data. Various business units within Allan Gray approach us with a problem and we have realised that a sound approach is to reframe the problem into a research question using the scientific methodology. The first, and arguably, most valuable step is to formulate a hypothesis for the problem. This allows both the data science team and business team to place a yardstick, which acts as a reference point to measure the success or failure of a problem. Doing more research also exposes the team to valuable domain knowledge that could potentially turn into a long-term project in the future.

Executive Key Takeaways

What does this mean for your decision-making?

- As highlighted above the data scientist teams are well rounded in the sense that understanding the teams' capability allows maximum value creation for your business.
- How they allow room to do so is by understanding the reason as to their sense of identity- through that being able to conduct research for your business which essentially contributes to development of your business as a whole by e.g giving accurate insights or processes in accordance to your business
- Allowing for clear creation of expectations meaning allowing you to be delivery focused on how to maximize performance.
 Through research problems being an important part as to accurately addressing the problems faced by the business this in an essence ensures effective delivery as efficiently as possible.

We still have a lot to learn as a team, but that is part of the fun!

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