Captain Growth

How to create data science product from scratch?

About me

Dmytro Bilash

Co-founder of Captain Growth

Marketing + data science expertise

Captain Growth

AI to rule your marketing.

Optimize and scale marketing activities in a few clicks with AI-driven suggestions and automations.
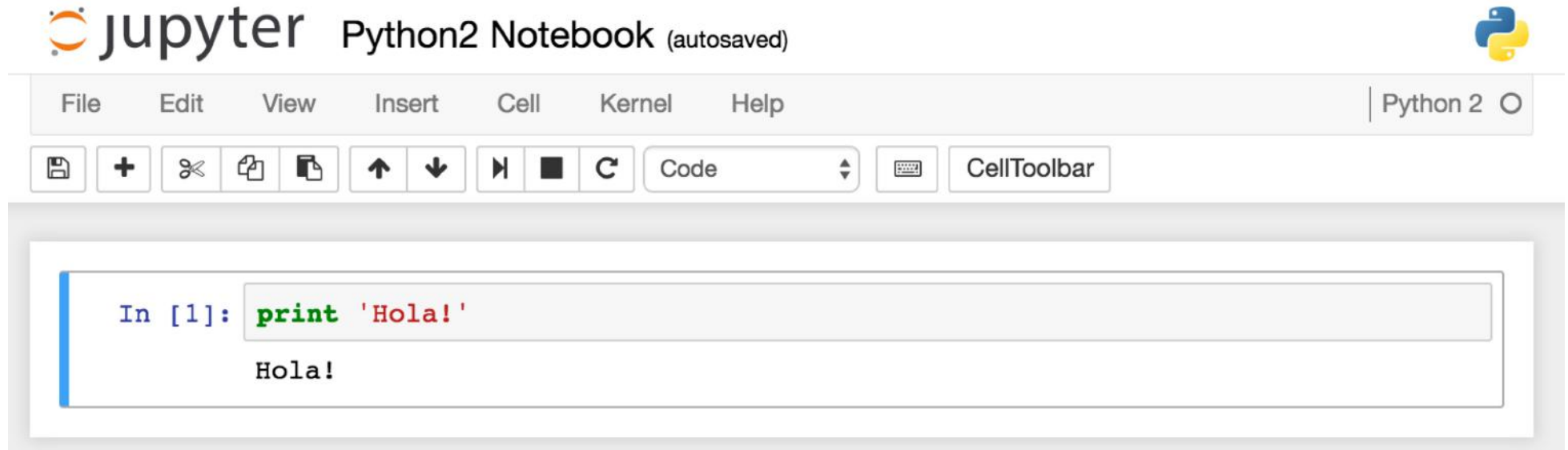
What's Captain Growth now?

2000+ users for Facebook/Google ads

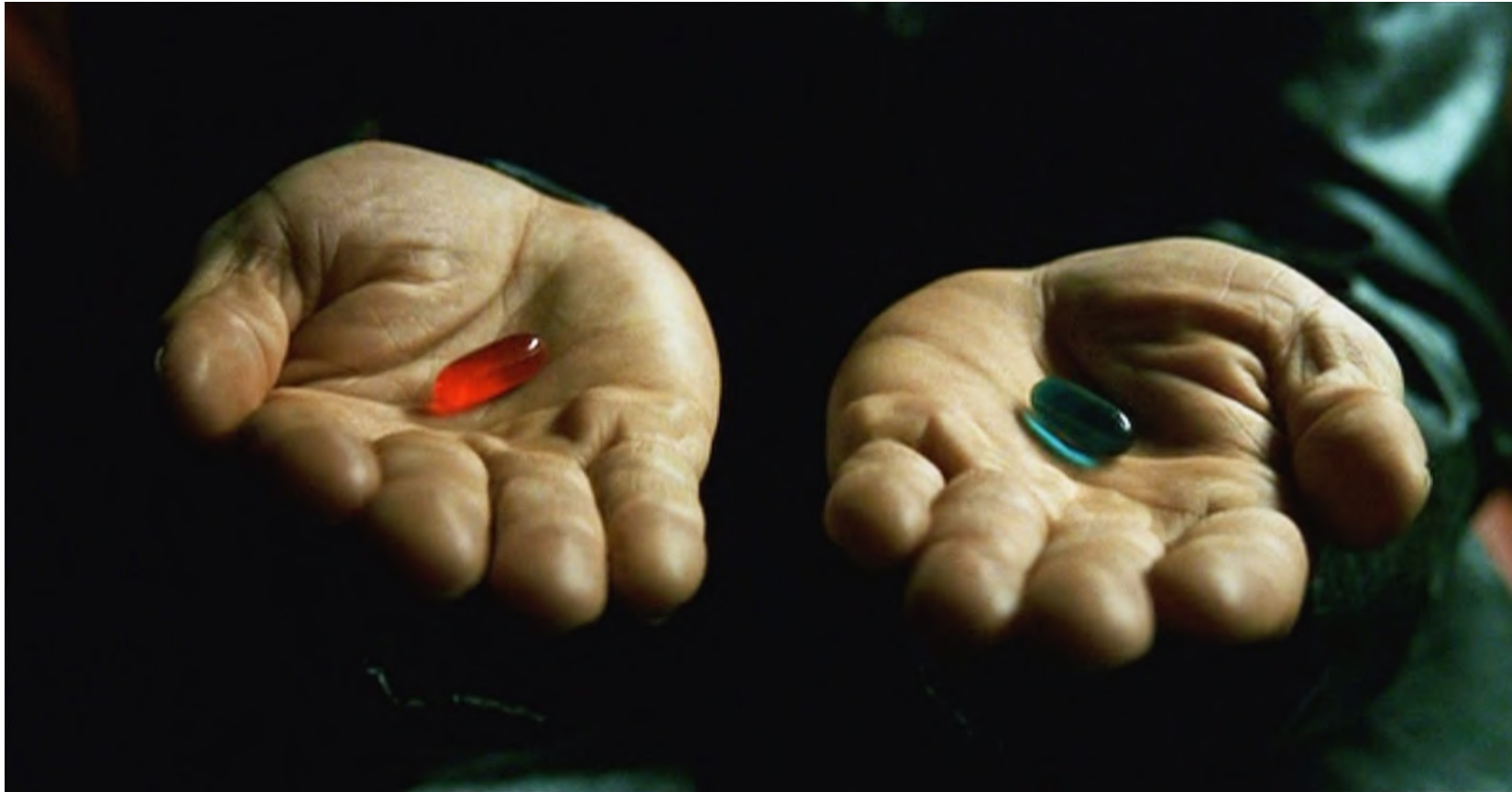10+ big enterprise clients

Unique technology

This is Captain Growth in 2017

Product + marketing

Product

01 Analyze data from different data sources

02 Finds growth points to leverage and bottlenecks to fix

03 Defines the right combination of factors that led to an issue

RAW DATA
NOISE
USELESS FACTS
INSIGHTS

How it works

Data

ANALYTICS

DECISION MAKING AND EXECUTION
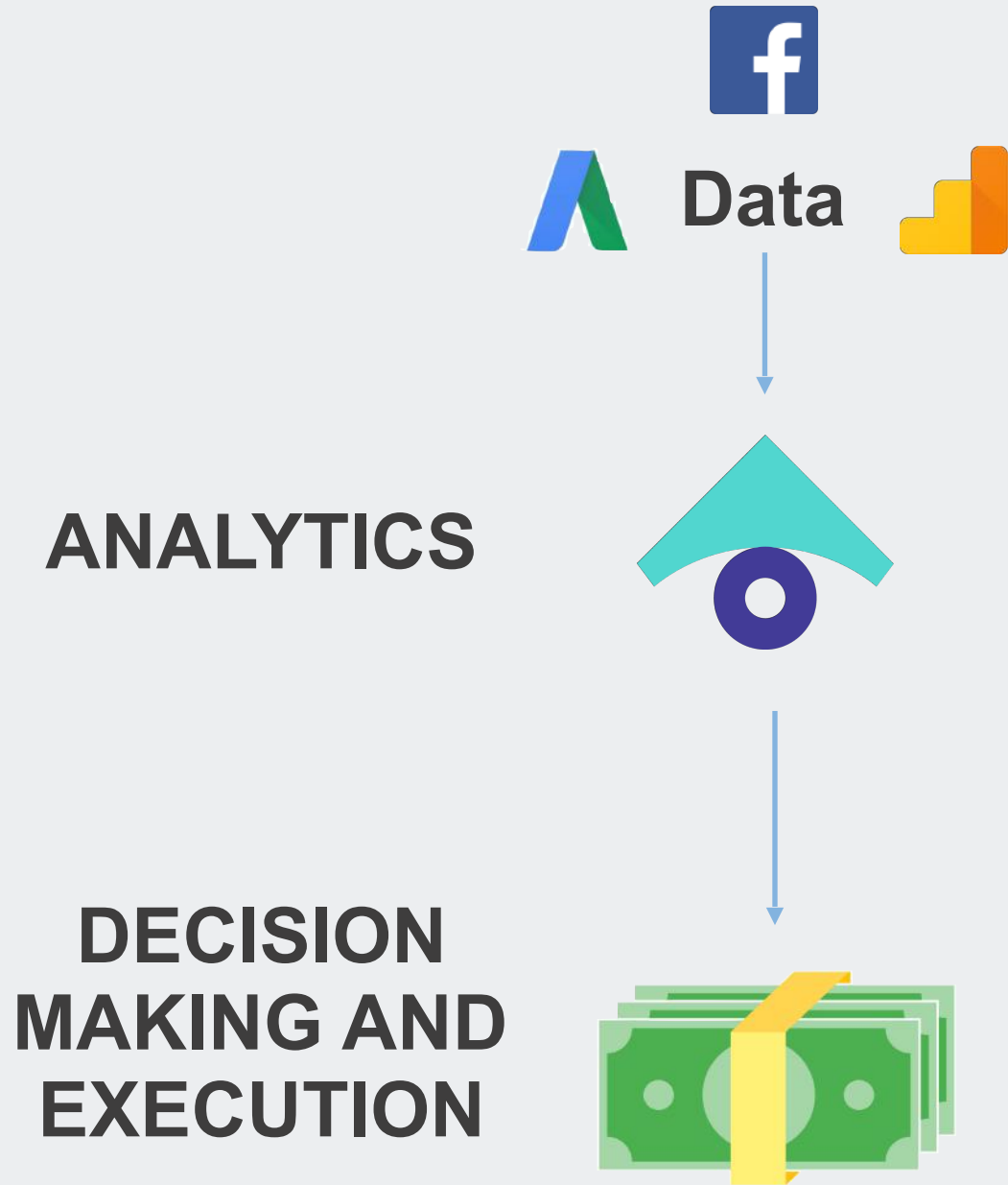
We find insights.
You use them to grow business.

75 USD

average order value

Sales — may 01-30

Last 30 days average order value was 30% lower than average in stores from Chicago on Mondays from 1PM to 6PM
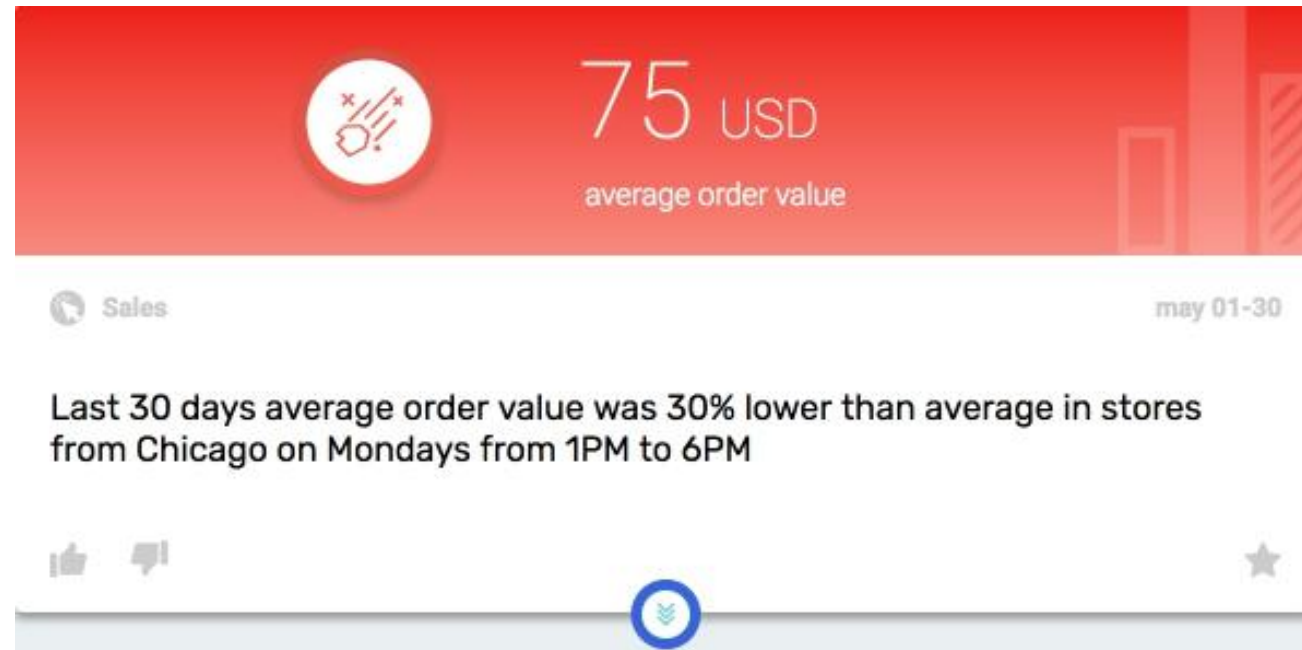
Classic dashboard and you should know which questions to ask
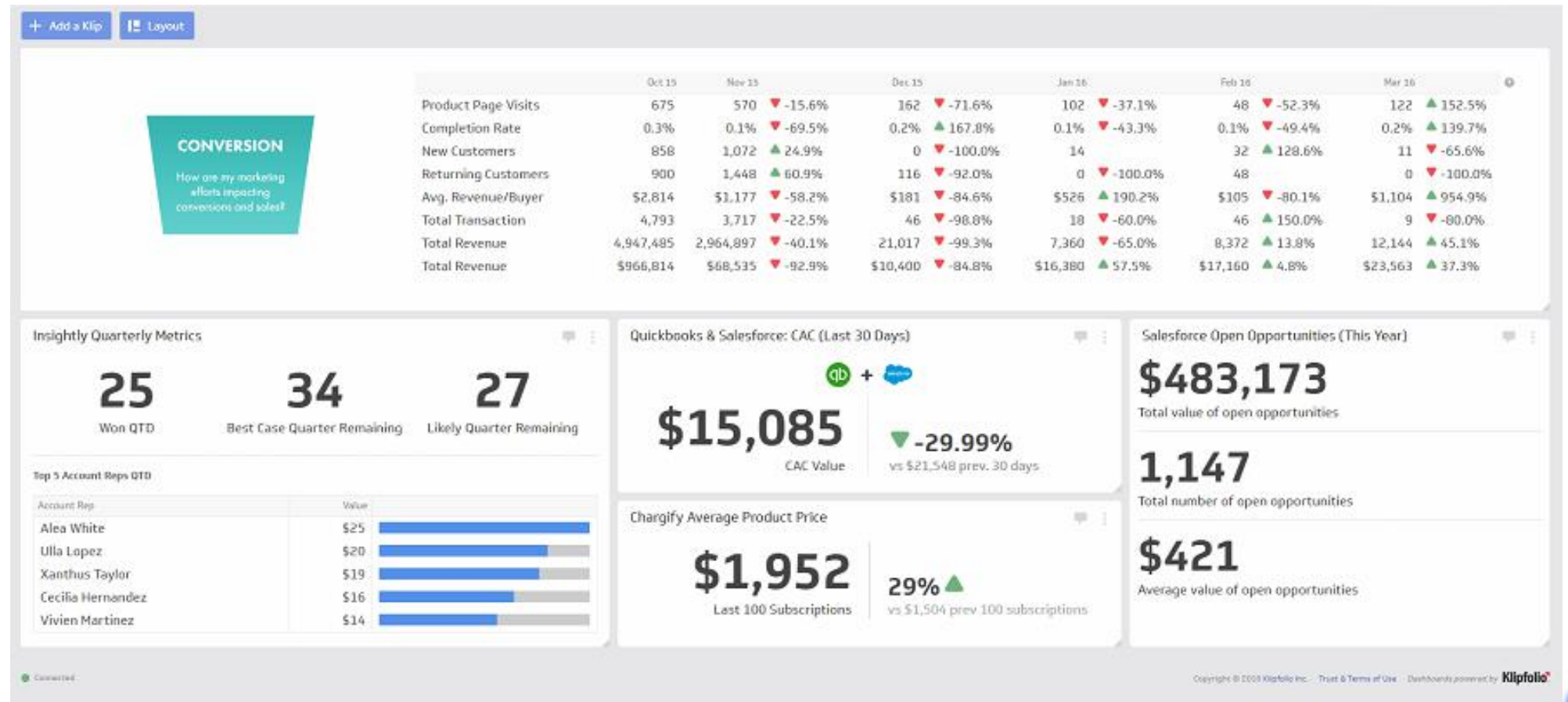
Each card is an opportunity hidden in your data

Captain Growth

Search

Organizationname Corp. ••• Henry Lancaster

Your Project

December, Saturday 22

Projects

Your Project

- Growth Opportunities
- To-Do List
- Done
- Dismissed
- In Progres

Project Settings

Add New Projects

Opportunities For You Today: **25**   Total Amount Of Money To Save: **1640$**   Additional Conversion To Get: **234**

856 USD additional revenue

Adds shown at 2 pm - 4 pm perform worse than average in adset 'New collection, Trousers — Carousel'. Use delivery scheduling to show less ads in this timeframe and get additional results in different time of a day.

Take an Action! →   Dismiss ⊘   09, October, 2018

657 USD to save

You overspend money for underperforming adset 'MyJeans — Sale — male'. Reduce your spendings on this adset to save money.

Take an Action! →   Dismiss ⊘   09, December, 2018

237 USD additional revenue

Facebook feed performs worse than average in adset 'Straight Jeans — 2018'. Adjust your settings to spend less money there and get additional results from other placements.

Take an Action! →   Dismiss ⊘   09, October, 2018

315 USD to save

You overspend money for underperforming adset 'Female Jeans - SF - InstaStory'. Reduce your spendings on this adset to save money.

Take an Action! →   Dismiss ⊘   09, December, 2018

Manual insights' extraction:

Finding insights with Captain Growth:

Way to the product

01 Problem

02 Technology

03 Product

How to find the best idea for a data science product?

01 Find an idea in your domain

02 Be sure that this idea matches with real pains of your clients

03 Try to find a place with a lot of repetitive tasks

04 This area has to be important for a client.

Check-list for b2b data science product

✓ Easy to integrate with existing infrastructure

✓ Requires minimum changes from a client

✓ **Specialists in this area have enough trust in technologies**

Check-list for b2b data science product

✅ **You know where to get DATA**

Do you really need data science to solve your problem?

Use simple rules as long as you can

When did we realize that we really need data science?

01   200 rules and it's less than 5% of all cases

02   The amount of rules were increasing continuously along with new data types

03   We were sure that the market needs this product

Data science = risks for a startup

Risk 1. Speed

Risk 1. Speed

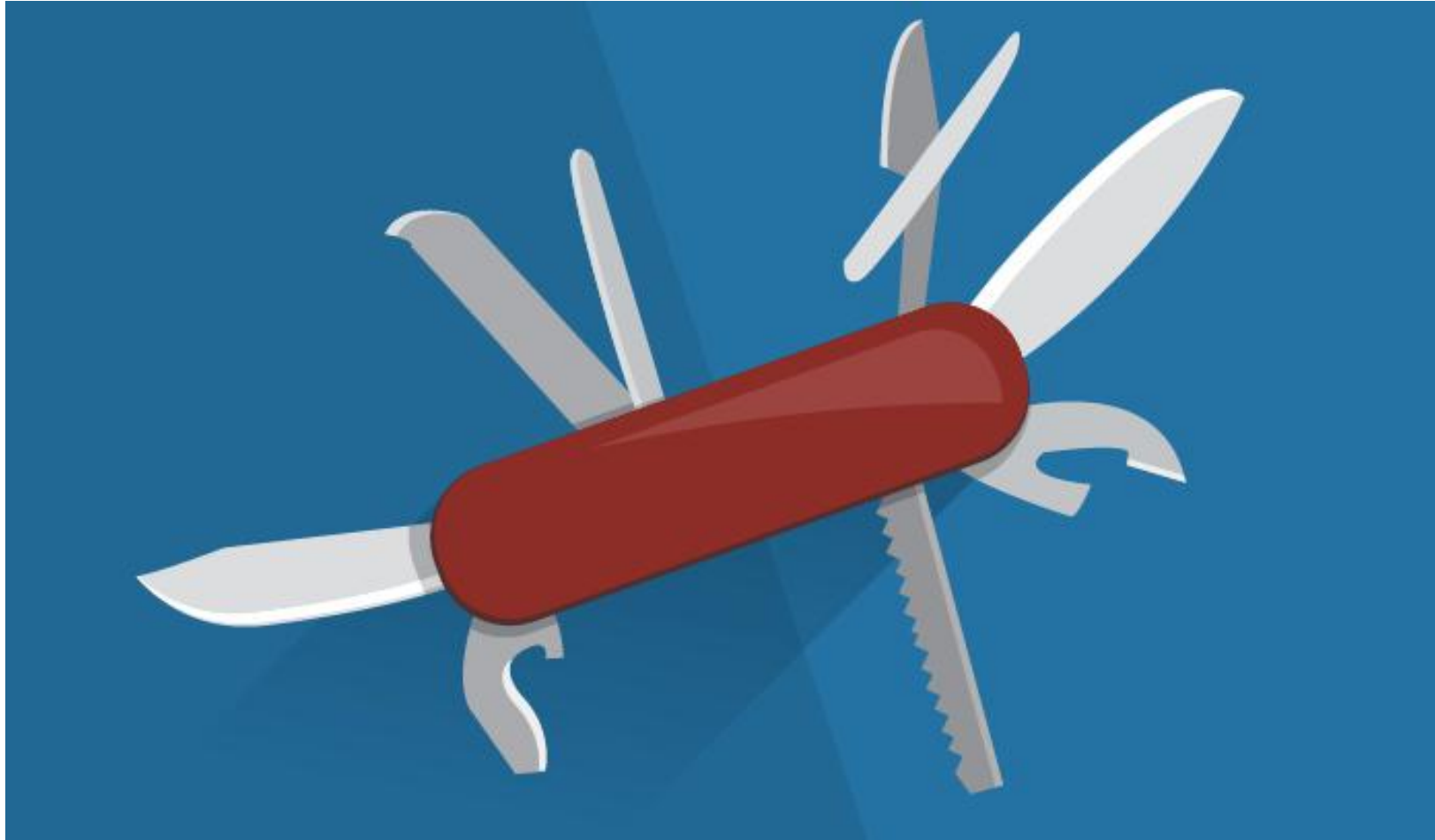**01** Data should be analyzed fast. Customers don't wait

02 Data analysis should be relatively cheap

03 You may sacrifice accuracy for speed.

Risk 2. Versatility

How to move from custom data science to a product?

01   Different industries, types of companies and locations
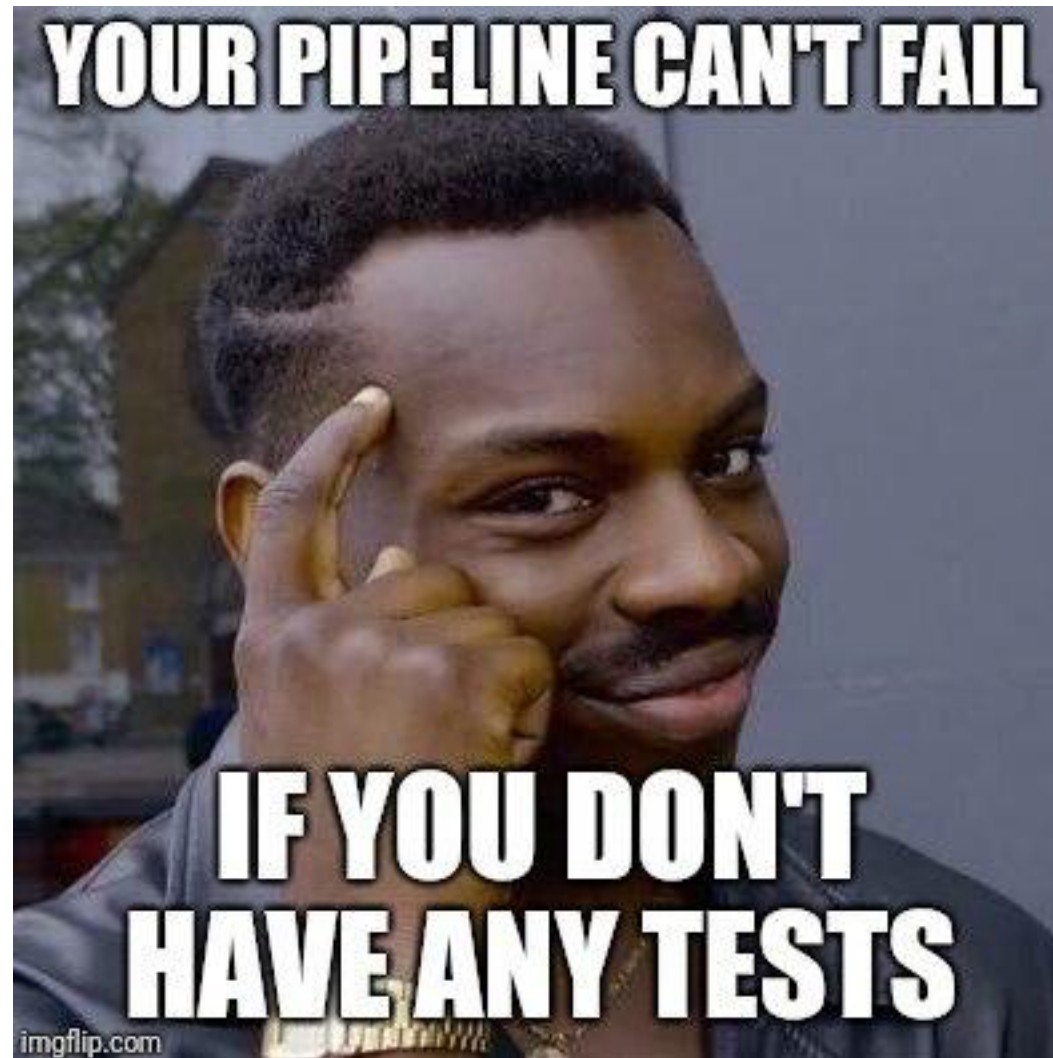
02   Different scales and and amount of data

It's easy to make a custom model.

But it's extremely hard to develop a product that fits thousands of clients.

Risk 3. Testing.
How to be sure that a product is good enough?

Our approach to testing

01   Synthetic data sets where we know what's the best outcome

02   Results are evaluated by experts

03   Likes/dislikes by customers inside the interface

Marketing

2 completely different markets

Enterprise
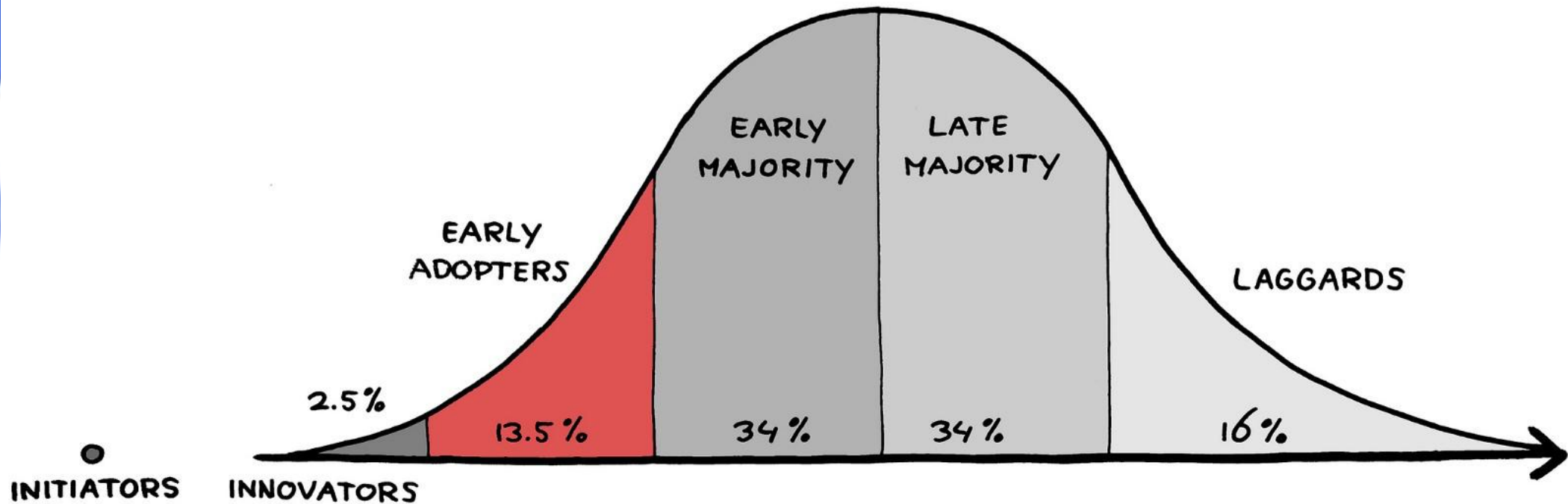
Mass market

Mass-market approach is our future because:

01 It's cheaper

02 It's faster

03 Customer can test a product and see how it works

Special features of mass-market data science

We are talking about innovators and early adopters

1. Do you want my data? Just get it.

NDA? HA-HA-HA

2. Clients are looking for a value, not technologies.

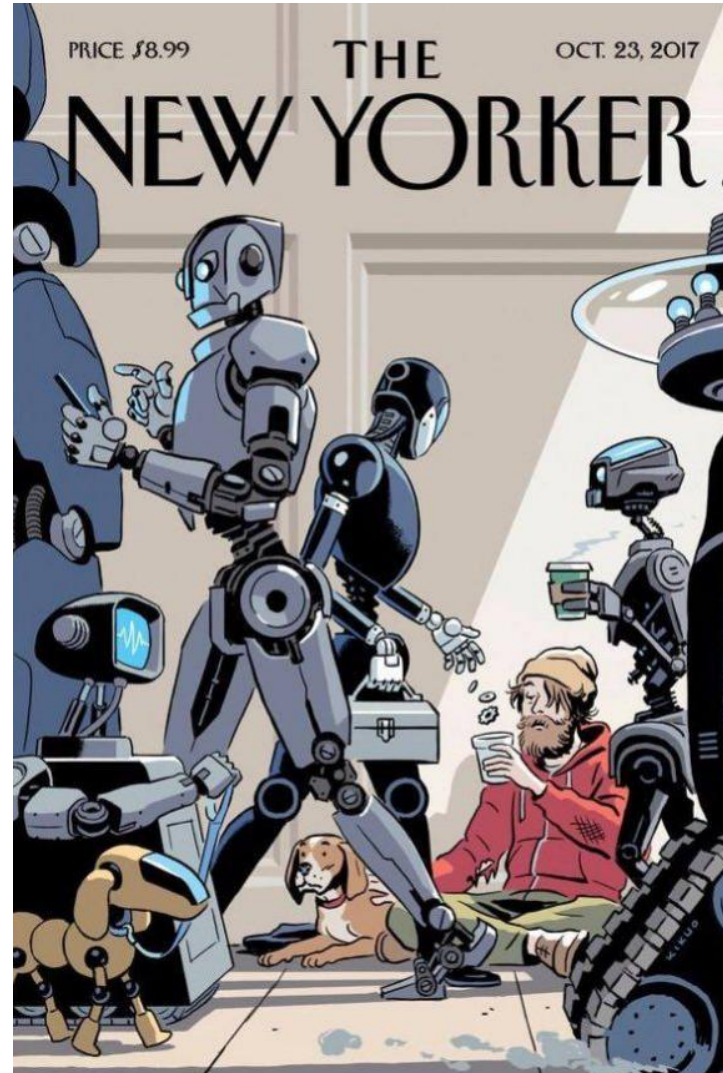# 3. Product should be affordable and plug-n-play

24$

- **Subscription model**
- **Self-service**
- **No integration fee**

4. But clients want to get a spaceship

5. AI is just a marketing cliche

Scientist tell that AI doesn't exist, but customers are sure that they can buy it

01 AI products automate something

02 AI products are personalized especially for me

03 AI products make better decisions instead of me

Everything is AI now. Unfortunately :(

Online – 2000

Cloud – 2005

Social – 2010
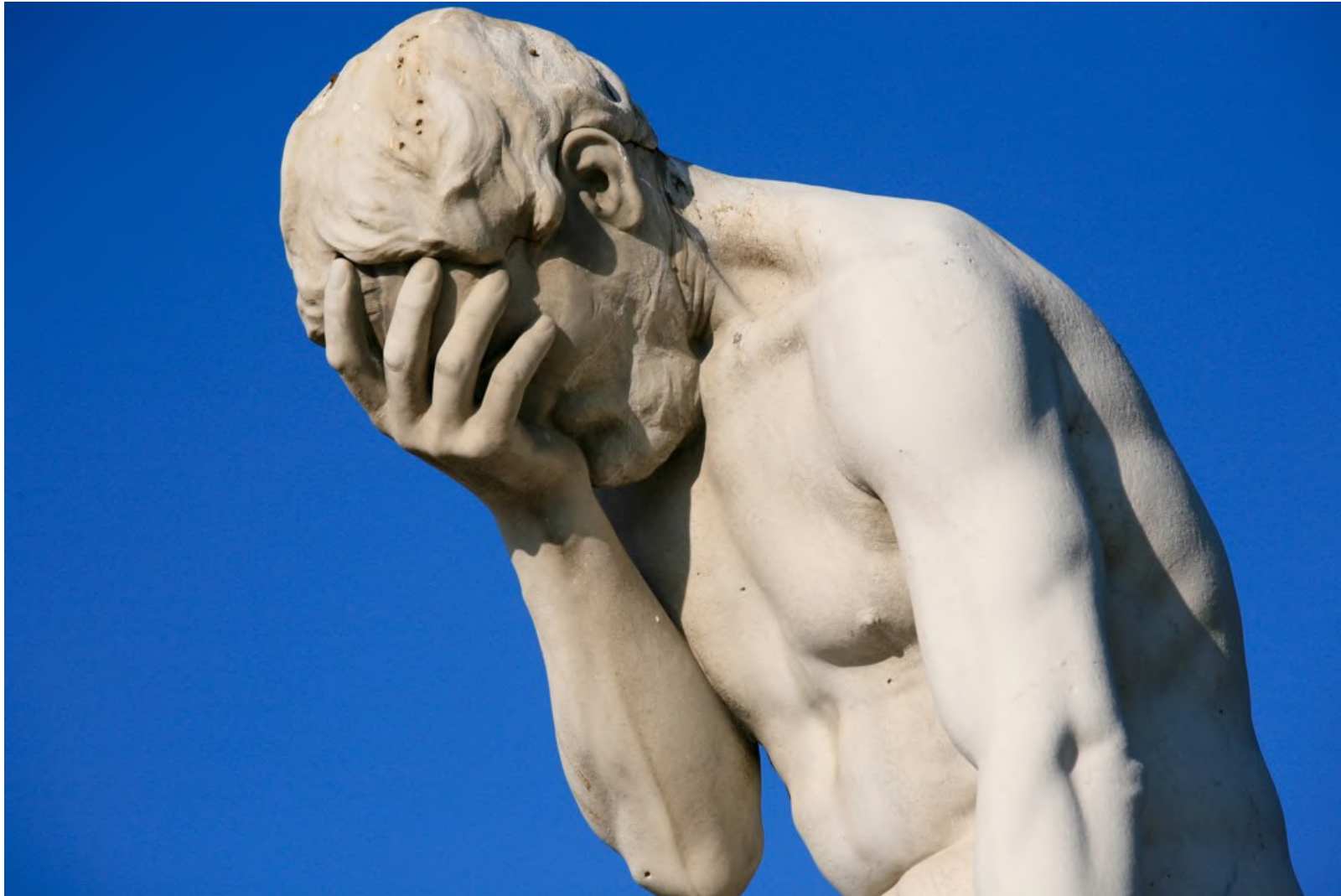
Mobile – 2012

Blockchain – 2017

AI – 2018

AI developers promise a lot, but quality is poor

Mistrust + interest is very high

How to prove that your 'AI' is really cool?

Communicate value.
Data science or AI is just a spice.

Captain Growth automates marketing analytics and gives recommendations on how to rule your marketing

Communicate value.
Data science or AI is just a spice.

Captain Growth is an AI that automates marketing analytics and gives recommendations on how to rule your marketing
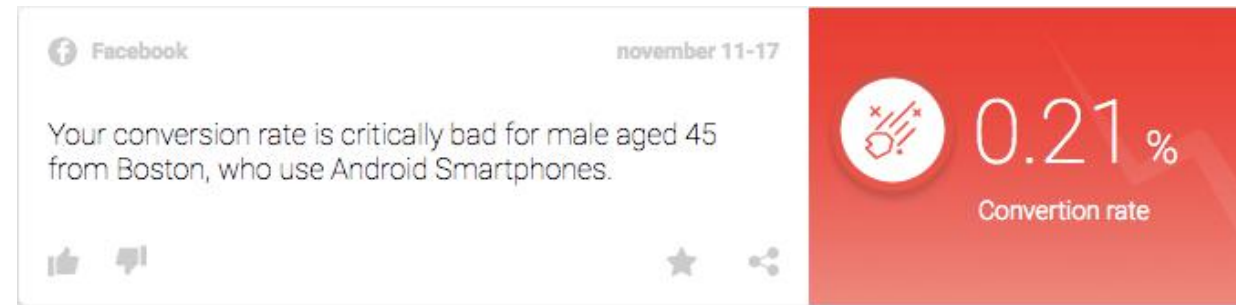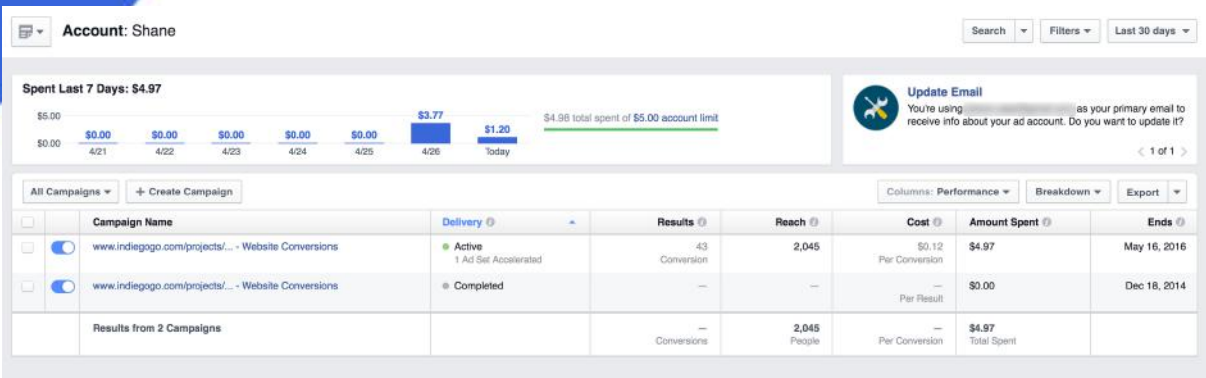
AI is about User Experience
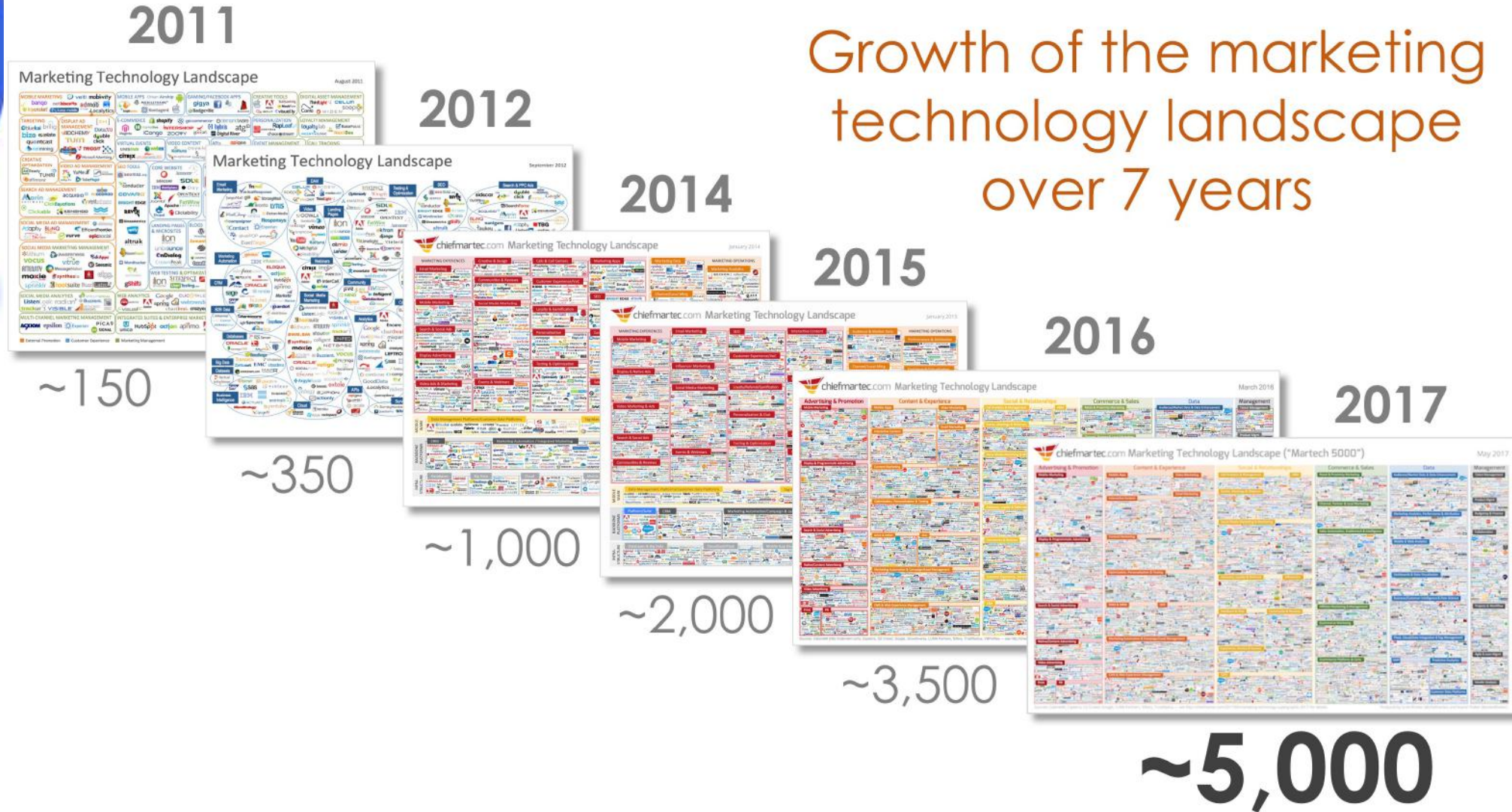
Tool

Teammate

AI is about User Experience

Tool

Teammate

Your conversion rate is critically bad for male aged 45 from Boston, who use Android Smartphones.

0.21% Convertion rate

You should be recognizable

2011 ~150
2012 ~350
2014 ~1,000
2015 ~2,000
2016 ~3,500
2017 ~5,000

Growth of the marketing technology landscape over 7 years

Do something weird
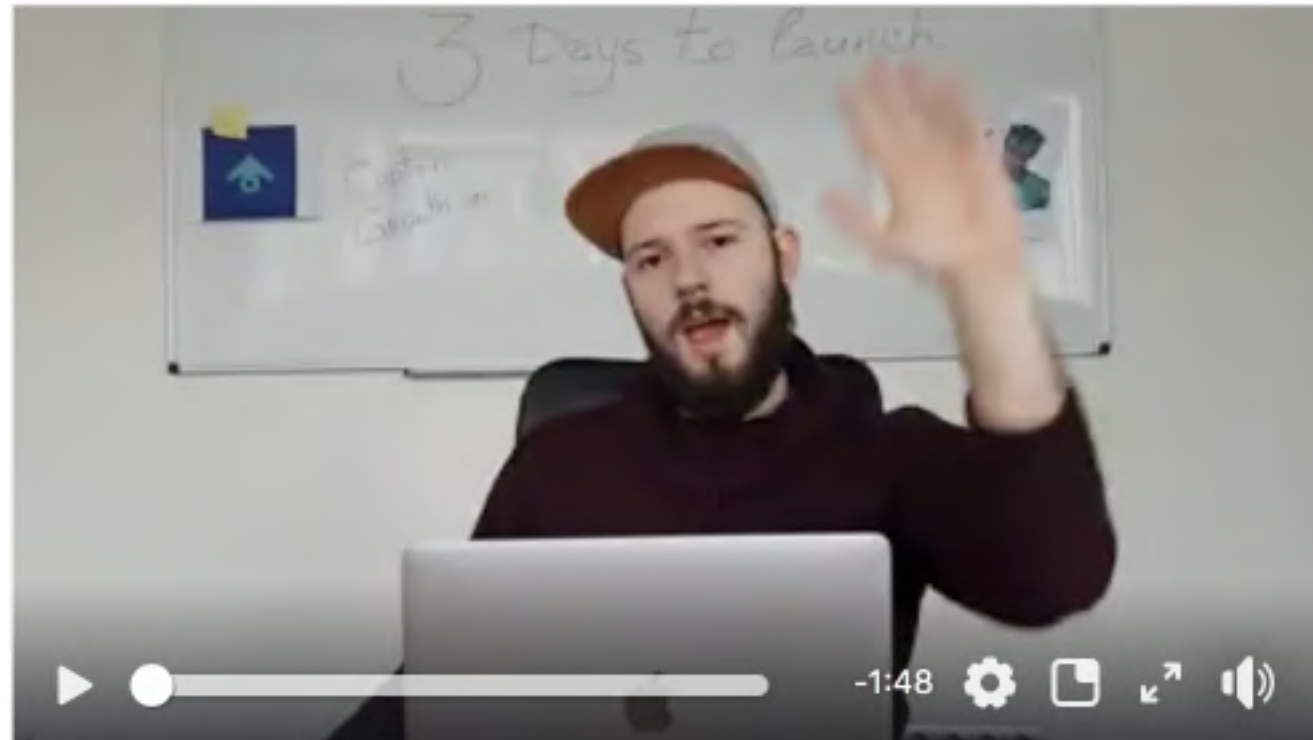
Other brands

Captain Growth

Show people who are behind the product

Build personal relationship with early adopters

LET'S MAKE
THE AI REVOLUTION
TOGETHER

d.bilash@captaingrowth.ai
+380 93 546 03 21