Abstract:
In this talk, we present some work from data science teams at Google to give students an impression of how statistics and experimental design are used in practice. Most examples will be drawn from the Search Ads Data Science team, but many of them are representative of techniques used all around the tech industry. One point of emphasis is that in data science techniques for creating meaningful data sets can be as or more important than the statistical techniques that are afterwards applied to them. Often doing a good job both in data generation and evaluation are needed to answer interesting research questions. The talk is aimed at graduate and undergraduate students with an interest in applied statistics.