

**Dan Hammer**

**Data Science, Designed**

The objective of data science is to convert raw data into actionable insight. Finding relevant questions to ask and answer requires user research, human centered design, and empathy. There is nothing scalable about empathy. This talk will begin to address the central, coordinated investments required in order to enable a diverse set of applications that rely on water data. How do we scale data science for a better, more sustainable allocation of water in California? The talk will present strategies and success stories from private industry; and will map them to environmental or public contexts, more broadly.