Do you know on average our brain can only store [SEVEN numbers](#) at a time? In a way, the advance of technology is always at odds with the advance of human evolution, for our cognitive abilities become increasingly depleted with the onset of data.

How do we extract efficient information? How do we predict and forecast? And how do we visualise statistics to understand probabilities? These are some of the fundamental questions that data science aims to tackle, so that soon (we hope!) more people are able to make their data make an impact.

Strata Data Conference, London 2018

-- Catherine, May 2018

This year Quantess London had the opportunity to participate and contribute at the Strata Data Conference in London. We sponsored our member Christina, whom some of you might remember from our [seminar](#) last year, to present at the FinDay event, discussing her work on the fascinating topic of Sentiment

One of the main takeaways from the conference, however, should come with a caution. That is, no matter what you are working on with the data, first keep it simple.

Most of us have by now heard of deep learning. A multi-layered neutral network that selects features and computes weights in a recursive form is able to solve complex, fluid problems better than the classical methods we are more familiar with from econometrics. Indeed, there are many benefits and good logic as to why researchers are putting so much

Analysis. Well done Christina!

We love to hear from members of Quantess -- please continue to reach out to us for any ideas to share, or would like to take part in any of our future events :)

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If you ever think financial jargons were confusing to keep up with when you first started in the City (as for most of us), well, think again. Tech people love jargons as much as any other trades - what's data wrangling, Apache, data lakes, Keras LSTM models and $#¶§¢...??!

Over the three-day conference at Strata, I had the opportunity to attend various workshops, expos and keynote speeches. It was exciting to feel the pace and see how people are working very hard on the data problem from all frontiers - whether it is parsing datasets (jargon I know..) or building algos, it's never straightforward and often it requires people to be creative problem solvers to frame the question and invent tools. For instance the problem of
transforming unstructured, unlabeled data into something that is usable can be very tricky and time-consuming, especially if you are dealing with a scale that requires terabytes to be processed. The very recent work done by ICIJ on investigative journalism is a great case on this.

time and resources on deep learning. First, it works much better with lots of data. More importantly the cost of trial and error has come down significantly with the advance of computational power (ever heard of parallel computing?). But the devil's double comes in the form of data mining and overfitting. When a model no longer works, often we have little understanding or ability to pick apart the complexity. It's important to combine the fundamentals with your algorithms. So better keep it simple - throw a few tricks and understand how to make it work, rather than go on a treasure hunt for the latest mathematically dense paper...

That said, here is a (short) paper for you if you have time and want to feel vindicated that simple time-series methods are still far superior than what neutral network is attempting to establish -- I invite you to read the Uber study and you can drawn your own conclusion :)
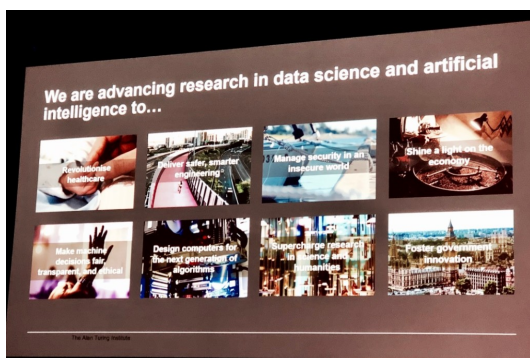
Upcoming Events

- Quantess London July Seminar -
We are hosting Quantess London Summer Seminar on 13th July. Details of the event and the speakers will be [updated soon](#). Stay tuned!!

- Conferences on AI -
Browse online for anything you are interested;
Quantess members are invited to attend [this conference](#) in June at a 20% discount on current price (code: "SPK20").