



DECODING SHOPPER INTENT

using Google What-If

Visualize and understand model behavior across diverse inputs using Google What-If, a powerful tool for responsible Machine Learning.

BUSINESS OUTCOMES

Enhanced Model Transparency

Visualize and understand machine learning models' decisions, fostering trust and confidence among stakeholders

Bias Detection and Mitigation:

Identify and address biases in models, ensuring fairness and reducing potential legal and ethical risks.

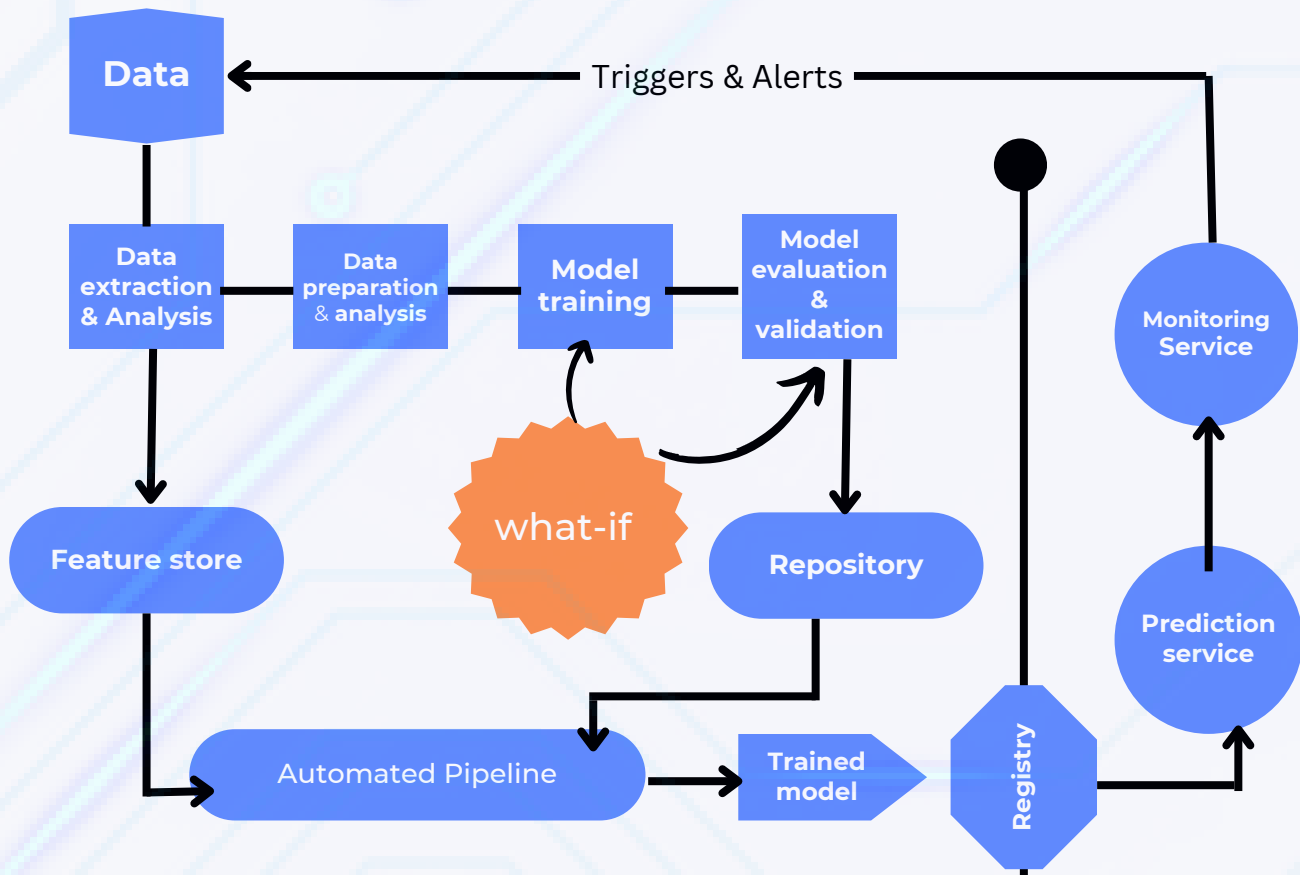
Accelerated Decision-Making

Rapidly compare models, leading to quicker insights and informed decisions for faster innovation cycles.

Improved Collaboration

Facilitate seamless communication between technical and non-technical teams, enabling better alignment with business objectives.

Seamless Integration within MLOps



What-if : A tool for 'Explainable AI'



- ✔ **Performance & Fairness Workspace-** Get high level model performance overview on the dataset
- ✔ **Get "Counterfactuals"-** Counterfactuals are datapoints that are most similar to a selected datapoint, but are classified differently by a model
- ✔ **Features Overview workspace-** Visualise distribution of each feature in the loaded dataset with some high-level summary statistics

TEAM 9

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