**1- The business use case**

The purpose of the project and the importance of it for the business.

**2- How you turned it into an ML problem**

How can we explain the business use case in terms of machine learning? For example, is this use case a classification or regression problem? Does it involve clustering, such as in marketing use cases, etc.?

**3- Where the data came from**

Does the data come from an internal or external source? Is the data structured or unstructured? How was the EDA (Exploratory Data Analysis)? Is it already available internally, or do we need to scrape it from an online source? Where is the data stored? Locally or on the cloud? Etc.

**4- Which model(s) was/were used**

We choose the models depending on the 2nd point and our data type.

We want to start with something simple and low-cost, such as logistic regression or linear regression, and then check the technical and possibly the business metrics to see if we are getting the results the business is looking for. If yes, great! If not, then we increase the complexity of the models to XGBoost and Random Forest, and we do the same check, and if not, then we move on to Neural Networks

**5- The metrics used**

a. Technical Metrics: Accuracy, Precision, recall, etc.

b. Business Metrics (Key Performance Indicators – (KPIs)): revenue, profit, click-through rate, etc. these metrics differ based on the business use case.

**6- The end results**

We try to be positive as much as possible here. For example, the model allowed the business to serve more customers, which increased business revenue by 10%.