

# Machine Learning and AI

Jour 2 : Développement et Intégration de Projets IA

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July 2024

# Doing Data Science

# Perspectives

- Data science is iterative
- Start simple, get better

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Sometimes no business case to do more.

# Risks

- Nothing is guaranteed, but competitors are innovating and experimenting
- Examples from past projects can help, but often leads to “this is different”

# Success

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The definition of success will evolve.