

# Machine Learning

Business

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# Perspectives

- Data science is iterative
- Start simple, get better

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- Data science is iterative
- Start simple, get better

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

Think early about how to measure success.

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The definition of success will evolve.

Different stakeholders have different priorities:

Data analyst:

- Explore data
- Statistical analyses
- Experiments

Different stakeholders have different priorities:

Software engineer

- Systems that repeatedly deliver, analyse, and predict on future data



Different stakeholders have different priorities:

Business leader

- Strategic organisation
- Operational projects
- Creating new revenue streams
- Meeting compliance goals
- Reducing risk and costs

# Process

- Strategy
- Planning
- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Business case, benefits, impacts

*<http://blog.applied.ai/delivering-value-throughout-the-analytical-process/>*

# Process

- Strategy
- Planning
- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Sourcing, ownership, security, privacy, storage, technologies

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Acquisition, sampling, feature engineering, item engineering, quality control

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# Process

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descriptive analysis, hypothesis testing, predictive modeling, model evaluation

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# Process

- Strategy
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- Data engineering
- Analysis and modeling
- **Communication and change**
- Systems development

Insights, reporting, recommendations, change management

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# Process

- Strategy
- Planning
- Data engineering
- Analysis and modeling
- Communication and change
- Systems development

Implementation, integration, maintenance

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questions?