UDACITY

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Create an AI Product Business Proposal

REVIEW

HISTORY

Meets Specifications

Dear Nourah Alhassan,

Congratulations on finishing the project 🎉

This was a brilliant submission. The work was exceptional! You did a great job and should be proud of yourself. After reviewing this submission, I am impressed and satisfied with the effort and understanding put in to make this project a success. All the requirements have been met successfully 💯 %

Keep doing the great work and all the best for future project.

Files Submitted

The submission includes a Proposal file (a pdf) and images of the user interfaces of the proposed product.

Good work! This submission provides a good proposal file and images of the user interfaces.

Every section of the proposal file has been completed.

The report submitted contains various subsections, with every one of them done. We are going to continue with the review to see how correct they are.

Business Goal

The proposal includes a short description of the problem the product seeks to address. The problem is described in business terms; for example, the problem might be the need to increase customer satisfaction or drive repeat customership. What is the business benefit of your proposed solution?

This is a strong proposal and clearly call out Project overview and goals and links the ML/AI task to business objectives.

Project Overview and Goal

What is the industry problem you are trying to solve? Why use ML/AI in solving this task? Be as specific as you can when describing how ML/AI can provide value. For example, if you're labeling images, how will this help the business?

The publishing world is thriving with hundreds and thousands of books and literary material being published every year and since it's more accessible than ever, Improving the user experience for readers by personalizing and optimizing the recommendation model will help book sites sell more books and increase the rate of return customers and customers satisfaction. form my personal experience using multiple book-related sites (Goodreads, audible, Scribd..Etc.) Often when I create an account I'm asked to select 3-5 favorite genres, and then I'm provided an initial list based on that. I have had some of my accounts for almost 10 years and my taste naturally has changed a lot during that time and yet you don't see the recommendation system adapting to the change and offering books that might interest me, instead recommending books that are "similar"; meaning share one or two genera but nothing deeper or more meaningful than that.

Using AI/ML model is going to personalize the experience of looking for the next read by analyzing a large amount of data, the history of past reads combined with the user rating and tagging system. This would switch the current recommendation system that is based on "what other readers also enjoyed" and "More like *book name*" to a more helpful optimized recommendation model, which will increase customer satisfaction and improve repeat customer rates.

The proposal contains an argument in favor of the product that derives from impact on revenue, market share, and/or other drivers of *business* success.

This product meets the business need for a reduced cost, thus impacting the system's security. This is one of the priorities of a business. Well done here.

> Having a system that will be able to look past the bestseller list and the viral books and have the ability to look deeply for books worth recommending to a specific reader based on personal taste, and historical data won't only improve the user experience but will also increase customer satisfaction and raise the return customer rates.

The proposal should describe what the AI/ML model will actually do.

Nice job in describing how AI/ ML helps here.

Application of ML/AI What precise task will you use ML/AI to accomplish? What business outcome or objective will you achieve?	The model will be able to suggest relevant books, using both **collaborative filtering** and **content-based methods** are suitable for this kind of recommendation system, it considers past interaction to make prediction based on: • Rating is given by a user to a book • Time spent interacting with the content page of a book • Books clicked when suggested or not • Books tagged and shelved by the user • Information of the item, characteristics such as (Tropes, Genera, Targeted audience, Story elements,…) And when more interaction happens with books on the site the more accurate and successful the prediction will be.

Success Metrics

The success metrics measure how well the product achieves the business goal(s).

Commendable job on the success metrics section. This indicates an understanding of the business metric concept and how it affects the success of the business. 👏🏽

Suggestion:

In order to determine success of a business we need to consider following metrics:

- Number of users who adopt the product.
- Return on investment(ROI)
- You can read more here...

Data

The proposal should include an estimate of the size of the data. The proposal should describe the categories/types of data that will be under/overrepresented in the dataset(s).

Great!!
This proposal correctly makes mention of the data bias that can occur and the size of the data.

Suggestion

You can also think of below questions:

- Are there any personally identifying information (PII) or data sensitivity issues you will need to overcome?
- Will data become available on an ongoing basis, or will you acquire a large batch of data that will need to be refreshed?

The proposal should discuss the following considerations: buying vs. collecting data; privacy/personally identifying information (PII)/sensitivity issues; cost; ongoing data vs. one-off data dump (which would need to be refreshed).

Excellent job!!
The discussion here is thorough enough. The project provides enough information necessary to validate this field. There is a well thought out process of how to get data.

The proposal should explain the proposed labeling scheme, and why the chosen labeling scheme was chosen. What are the strengths and weaknesses of such a labeling scheme?

Nicely explained! The proposal clearly states the label necessary for classification of the object. Not just that, a justifiable reason explaining the choice of the label has been provided as well.

Model

The proposal should include a description of how the model will be built, and should discuss considerations such as the likelihood an external platform will satisfy the specific use case, the need for certain controls on the model, data sensitivity/security, and willingness to give an external platform access to the data.

Good!! The work will be started on platform Google AutoML and then an in-house team will build the model. It's great that you want to prove the concept initially by outsourcing your model training.

The proposal should describe how ML metrics such as accuracy, precision, recall, F1 score, etc., will be used to assess the performance of the model.

You have correctly mentioned how ML metrics such as recall, and precision, will be used to assess the performance of the model.

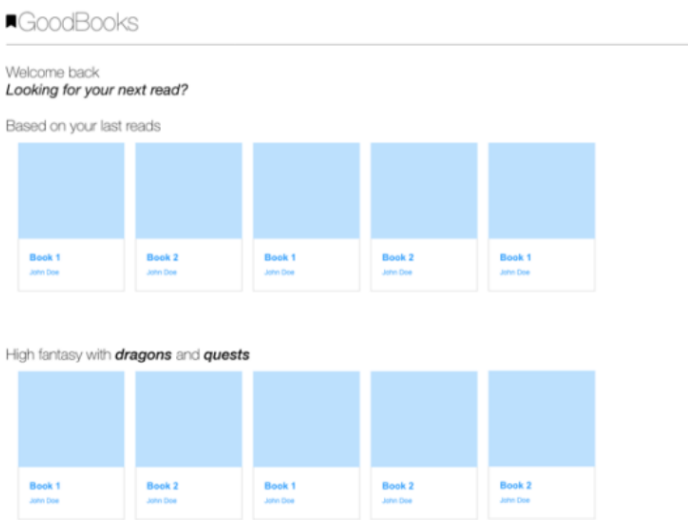
Minimum Viable Product (MVP)

The proposal should include a few sketches of main user interfaces of the product.

Nice flow! This is in effect showing the overall user interfaces.

Design

What does your minimum viable product look like? Include sketches of your product.



The proposal should describe a few prototypical users and their use cases.

Well done here! You have provided a nice discussion on a few prototypical users and their use cases.

The proposal should have a general pre-launch and post-launch plan.

A general milestone is laid out and is detailed enough providing an explanation of each step to attain.

Post-MVP-Deployment

The proposal should describe a plan for testing, versioning, and active learning (learning from new data).

Good design for longevity. Testing, Versioning and active learning plan is discussed.

Designing for Longevity How might you improve your product in the long-term? How might real-world data be different from the training data? How will your product learn from new data? How might you employ A/B testing to improve your product?	To ensure the model stays relevant to its users and provides an excellent user experience we must plan for longevity. Improving the model in the long-term includes: • Collecting Feedback/new information from users and utilizing the feedback to release new versions of the model • Constant repeat of prototyping testing, and iterating process with new information • Updating the model constantly with new data in order to prevent the model from being outdated when the predictive power of the ML model decreases over time as strengths or user state changes
Monitor Bias How do you plan to monitor or mitigate unwanted bias in your model?	Model bias is expected, and it could be caused by: • Unbalanced dataset • Dirty data • Special case data • Irrelevant data All could lead to biased or low-performing models. To manage and avoid major faults in our model we must do testing and ask for feedback from users to help us improve the model as its output is relative and varies from user to user.

The proposal should mention a plan for mitigating unwanted biases.

Great job on identifying and mitigating the model biases.

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