**Activity-2**

* What is the industry problem you are trying to solve?

**Why is this an important problem to solve?**

* How does this impact recurring revenue?
* How does this affect market share?
* How does this contribute to customer happiness?
* What other drivers of business success are influenced?

**Why use ML/AI in solving this task?**

* What precise task will you use ML/AI to accomplish?
* What business outcome or objective will you achieve?
* What business metrics will you apply to determine the success of your product?

**Data??**

* Where will you source your data from?
* What is the cost to acquire these data?
* Are there any data sensitivity issues to overcome?
* Will data be available on an ongoing basis or require periodic refresh?
* Considering the size and source of your data:
* What biases are built into the data?
* How might the data be improved?
* What labels did you decide to add to your data?
* Why did you choose these labels versus other options?
* How will you resource building the model that you need?
* Will you outsource model training and/or hosting to an external platform?
* Will you build the model using an in-house team, and why?
* Which model performance metrics are appropriate to measure the success of your model?
* What level of performance is required?
* What does your minimum viable product look like?