











Decisions  <p>How are predictions used to make decisions that provide the proposed value to the end-user?</p>	ML task  <p>Input, output to predict, type of problem.</p>	Value Propositions  <p>What are we trying to do for the end-user(s) of the predictive system? What objectives are we serving?</p>	Data Sources  <p>Which raw data sources can we use (internal and external)?</p>	Collecting Data  <p>How do we get new data to learn from (inputs and outputs)?</p>
Making Predictions  <p>When do we make predictions on new inputs? How long do we have to featurize a new input and make a prediction?</p>	Offline Evaluation  <p>Methods and metrics to evaluate the system before deployment.</p>		Features  <p>Input representations extracted from raw data sources.</p>	Building Models  <p>When do we create/update models with new training data? How long do we have to featurize training inputs and create a model?</p>
Live Evaluation and Monitoring  <p>Methods and metrics to evaluate the system after deployment, and to quantify value creation.</p>				