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| Deliverable Number | Deliverable | Acceptance Criteria | To be accepted by | Time |
| 1 | Catalog data  assessment    User event data  assessment    Evaluation of The  Customer’s  opportunity catalog  data for ML Model  approach options | Evaluation of The  Customer’s  opportunity catalog in  terms of:  a) Meeting  requirements  for  Recommendations AI  b) Meeting  requirements  for BigQuery  ML  c) Meeting  another (to be determined)  requirement | DDaT Data Science team,  Performance analysis team | 1 week |
| 2 | Approach selection    Advise on approaches  Advise on qualifying  changes to data  collection for each  approach    Confirm viability of  qualifying changes to  data collection.  Confirm choice of  approach | Identify preferred  approach  Identify any required  changes to The  Customer’s data  collection | DDaT Data Science team | 1 week |
| 3 | Data collection  changes    Advise on required  changes to data  collection    Ingestion    Processing    Data storage on the Data workspace | Required changes to  data collection  implemented              Implement data  storage / data  warehouse in  readiness for ML  model creation | DDaT Data Science team, | 2 Weeks |
| 4 | Knowledge transfer |  | DDaT Data Science team | Ongoing |
| 5 | Model training    Model assesment |  |  | 1 week |
| 6 | Direct users to A or B  Content    Report on A/B testing |  |  | 1 week |