## Motivation

### Situation / Problem (feel free to add images!)

### Business KPI (i.e., what to optimize)

### Goal / Success Criteria

### Value Generation

* internal process optimization
* improves existing product
* new product / SaaS

## Solution Outline

### Deliverables

* Software:
* Insights:

### 

### Workflow Integration

### 1 Data Point (feel free to add images!)

* Input:
  + structured data
  + unstructured data
* Output:

### 

### Type of ML Solution

* Model that produces a specific output given the input (→ supervised learning)  
  → Type of model (depends on desired output):
  + regression
  + classification
  + other:

→ Optional extras?

* + understand root causes
  + find optimal inputs
* Identify naturally occurring groups in the data (→ clustering)
* Identify unusual events in the data, e.g., for monitoring purposes (→ anomaly detection)
* Generate personalized recommendations or improve search suggestions (→ recommender systems)
* Find optimal sequences of actions, e.g., for complex robot movements (→ reinforcement learning)
* Other:

## Challenges & Risks

### ML solution feasible?

* probably
* unclear
* use non-ML solution instead

### Data Availability (Quality & Quantity)

### → Next steps?

### What else could go wrong (e.g., legal/ethical issues)?

### → Reduced Risk Rollout?

### Build or Buy?