# THE MACHINE LEARNING CANVAS Designed for: Designed by: Date: Iteration: .

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| PREDICTION TASKType of task? Entity on which predictions are made? Possible outcomes? Wait time before observation? | DECISIONSHow are predictions turned into proposed value for the end-user? Mention parameters of the process / application that does that. | VALUE PROPOSITIONWho is the end-user? What are their objectives? How will they benefit from the ML system? Mention workflow/interfaces. | DATA COLLECTIONStrategy for initial train set & continuous update. Mention collection rate, holdout on production entities, cost/constraints to observe outcomes. | DATA SOURCESWhere can we get (raw) information on entities and observed outcomes? Mention database tables, API methods, websites to scrape, etc. |
| IMPACT SIMULATIONCan models be deployed? Which test data to assess performance? Cost/gain values for (in)correct decisions? [Fairness constraint](https://developers.google.com/machine-learning/glossary#fairness-constraint)? | MAKING PREDICTIONSWhen do we make real-time / batch pred.? Time available for this + featurization + post-processing? Compute target? |  | BUILDING MODELSHow many prod models are needed? When would we update? Time available for this (including featurization and analysis)? | FEATURESInput representations available at prediction time, extracted from raw data sources. |
|  | MONITORINGMetrics to quantify value creation and measure the ML system’s impact in production (on end-users and business)? |  |  |  |