











PREDICTION TASK  <p>Type of task? Entity on which predictions are made? Possible outcomes? Wait time before observation?</p> <ul style="list-style-type: none"> * Tipo: Clasificación * Entidad: Clientes * Salidas: <ul style="list-style-type: none"> - Si renueva (1) - No renueva (0) * Tiempo de espera: <ul style="list-style-type: none"> - Mensual 	DECISIONS  <p>How are predictions turned into proposed value for the end-user? Mention parameters of the process / application that does that.</p> <ul style="list-style-type: none"> * Enfocarse en los clientes clasificados como potenciales pérdidas <ul style="list-style-type: none"> - Promociones - Incentivos 	VALUE PROPOSITION  <p>Who is the end-user? What are their objectives? How will they benefit from the ML system? Mention workflow/interfaces.</p> <ul style="list-style-type: none"> * Usuario final: Customer Success Department * Objetivos: <ul style="list-style-type: none"> - Mantener la lealtad de los clientes (fidelización del cliente) - Aumentar los servicios que el cliente usa actualmente - Aumentar el número de suscripciones - Disminuir el número de gente que abandona el servicio * Beneficios: <ul style="list-style-type: none"> - Identificar de manera oportuna las características de los clientes que podrían dejar de usar el servicio - Encontrar oportunidades de venta adicionales de clientes satisfechos 	DATA COLLECTION  <p>Strategy for initial train set & continuous update. Mention collection rate, holdout on production entities, cost/constraints to observe outcomes.</p> <ul style="list-style-type: none"> * Obtener datos históricos para el entrenamiento inicial * Adición/actualización de datos quincenal * Limitar el uso de variables personales (sensible) 	DATA SOURCES  <p>Where can we get (raw) information on entities and observed outcomes? Mention database tables, API methods, websites to scrape, etc.</p> <ul style="list-style-type: none"> * BD clientes (interna) * BD soporte (Zendesk) (externa) * BD website (interna)
IMPACT SIMULATION  <p>Can models be deployed? Which test data to assess performance? Cost/gain values for (in)correct decisions? <u>Fairness constraint?</u></p> <ul style="list-style-type: none"> * Se puede desplegar en un servicio * Se evaluará con un 30% de clientes elegidos al azar * Disminución de ingresos de la empresa 	MAKING PREDICTIONS  <p>When do we make real-time / batch pred.? Time available for this + featurization + post-processing? Compute target?</p> <ul style="list-style-type: none"> * Se ejecutará el modelo diariamente 		BUILDING MODELS  <p>How many prod models are needed? When would we update? Time available for this (including featurization and analysis)?</p> <ul style="list-style-type: none"> * Modelos: 1 * Actualización: quincenal * Tiempo: 1 semana 	FEATURES  <p>Input representations available at prediction time, extracted from raw data sources.</p> <ul style="list-style-type: none"> * BD clientes: <ul style="list-style-type: none"> - Edad, salario, grado de estudios, ubicación - Ventas (producto, fecha) - meses desde la última compra * BD soporte (Zendesk): <ul style="list-style-type: none"> - #peticiones - tema del reporte - tasa de satisfacción - #peticiones/meses de ser cliente - #peticiones últimos X meses * BD website: <ul style="list-style-type: none"> - tiempo de uso - herramientas que usa - navegador - celular - persona o compañía - fecha de conexión (¿cuándo?) - usuario (¿quién?) - tiempo de uso últimos X meses - tiempo desde su última conexión
MONITORING  <p>Metrics to quantify value creation and measure the ML system's impact in production (on end-users and business)?</p> <ul style="list-style-type: none"> * % de precisión en la clasificación * % de retención vs periodos anteriores 				

Ready for the next step?

Check out the ML Project Checklist!

Lead ML implementation with confidence with the CRISP—OWNML methodology (*Cross-Industry Standard Process to create your own Machine Learning system*) and its checklist. End-to-end ML projects are broken down into **9 phases of 4-5 tasks each**.

The checklist serves as a roadmap, listing in detail what you need to do, and in which order, so you can minimize risks and **make the most efficient use of your (and your team's) time**.

Learn more at ownml.co/checklist

CRISP—OWNML (0.1-beta)

	TASKS	NOTES
4. BUILD MODEL	<input type="checkbox"/> Pick use case, based on potential impact & feasibility	
	<input type="checkbox"/> Fill in Machine Learning Canvas	
	<input type="checkbox"/> Conduct end-user study & create app mockup	
	<input type="checkbox"/> Choose tech stack	
1. IDEATE	<input type="checkbox"/> Collect initial set of training inputs and outputs	
	<input type="checkbox"/> Implement basic featurizer	
	<input type="checkbox"/> Explore and fix featurized train set	
	<input type="checkbox"/> Implement prediction heuristic	
5. ANALYZE	<input type="checkbox"/> Implement decisions from predictions	
	<input type="checkbox"/> 'A' team: Collect test data & share inputs with 'B' team	
	<input type="checkbox"/> Implement evaluator & deployment criterion	
	<input type="checkbox"/> Evaluate prediction heuristic + decisions	
2. PREPARE DATA		
6. SHADOW-DEPLOY		
3. EVALUATE		

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