ai360: Through the Eyes of our Working Example

OUR STORY

At AAVAiL customer profiling will become more and more important as the company grows. As a data scientist at the company, you understand that there is a business opportunity when it comes to having meaningful customer profiles because good recommendations and targeted marketing can help grow the company.

However, this business opportunity must be balanced with ethical concerns, especially when machine learning models are used to decide the distribution of important resources. Machine learning models can leverage any possible distinguishing feature that is present in data. As a data scientist it is your responsibility to identify when these distinguishing features are being used to make predictions that may negatively affect a particular group of people.

THE DESIGN THINKING PROCESS

Dealing with bias in your data and machine learning models will become more and more important as you pass through the *Ideate* and *Prototyping* phases of the design thinking process. During the Ideate phase, your team members will be looking for new ideas, new ways of looking at the data. The Prototyping phase will involve the rapid creation and testing of machine learning models and pipelines. As you are being asked to construct these models, it is your responsibility as a data scientist to ensure that the models are as un-biased as possible. You will be the one who leads the discussion of bias during playbacks, and also the one who leads the way in making sure any models selected during the Prototype and Testing phases of the design thinking process are as un-biased as possible.