

BizML Cheat Sheet

The Strategic Playbook for Machine Learning Deployment

1. Establish the deployment goal (value)

Define the business value proposition: how ML will affect operations in order to improve them.

2. Establish the prediction goal (target)

Define what the ML model will predict for each individual case.

3. Establish the evaluation metrics (performance)

Determine the salient benchmarks to track during both model training and model deployment and determine what performance level must be achieved for the project to be considered a success.

4. Prepare the data (fuel)

Define what the training data must look like and get it into that form.

5. Train the model (algorithm)

Generate a predictive model from the data.

6. Deploy the model (launch)

Use the model to render predictive scores and then act on those scores to improve business operations.

After step 6: Maintain the model (upkeep)

Monitor and periodically refresh the model as an ongoing process.

Key Execution Strategy

All steps require deep collaboration with business stakeholders.

Business stakeholders must hold a semi-technical understanding of ML.

The steps are not executed linearly—backtracking prevails.

—from *The AI Playbook* by Eric Siegel