Delivering a *Successful* ML Project Concept to Production

Sanjay Rakshit

Transwap

Whoa...not an ML talk?

- We are not going talk tech today – We will talk process – Why?
- A failed project has consequences
  - *Commercial – Sunk costs*
  - *Reputational – Market perception of the product, company*
  - *Opportunity – Market, to do cooler projects*
  - *Credibility – Can the team deliver?*
- So we need more than technical skills to successfully deliver a project

Attributes of an ML engineer

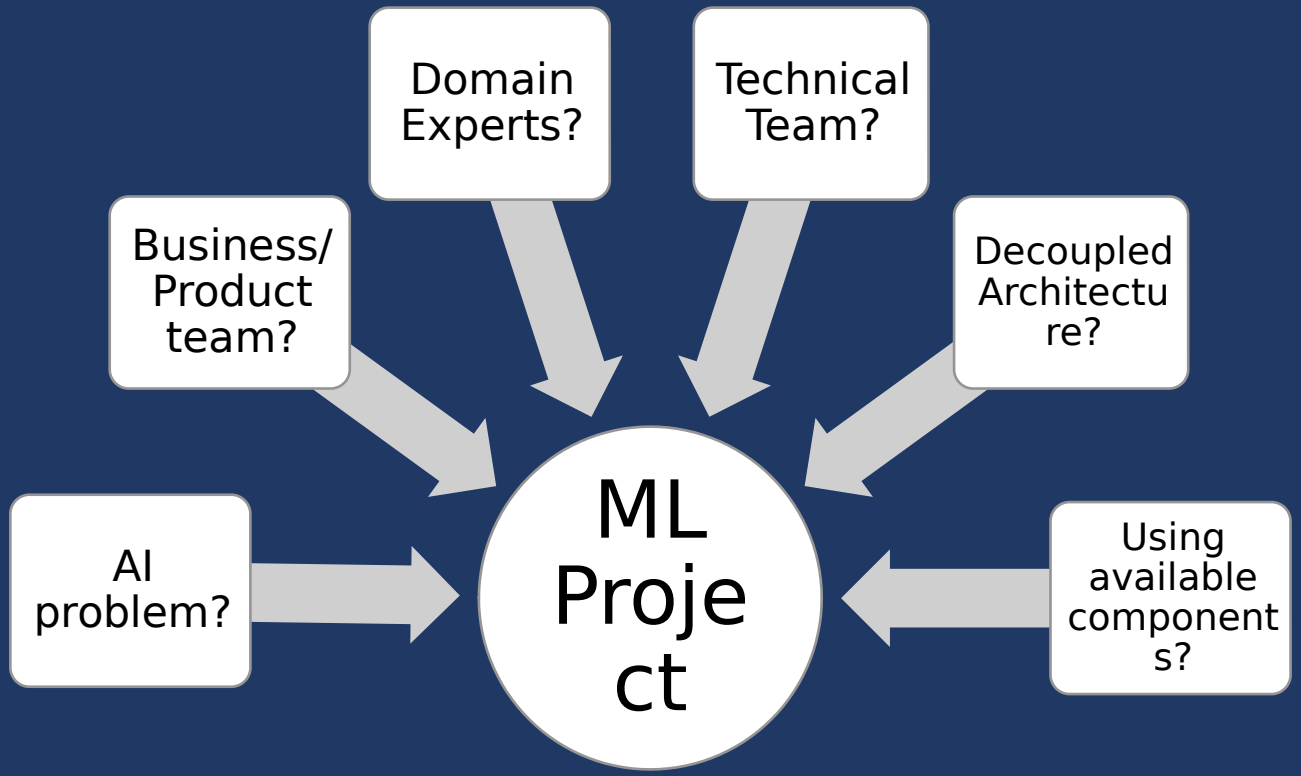
- Technical
- Customer focussed
- Commercial acumen – Right model, not the perfect model
- Creative
- Team player
- Good communicator

Who decides?

- Who decides whether a project is successful?
  - *My Boss? - No*
  - *ML Engineer? – No*
  - *Data Scientist? – No*
  - *Product Manager? – No*
  - *Project Manager? – No*
  - *Research Team? – No*

- It is the Customer – Only they decide whether a project is successful

Key Questions and participants



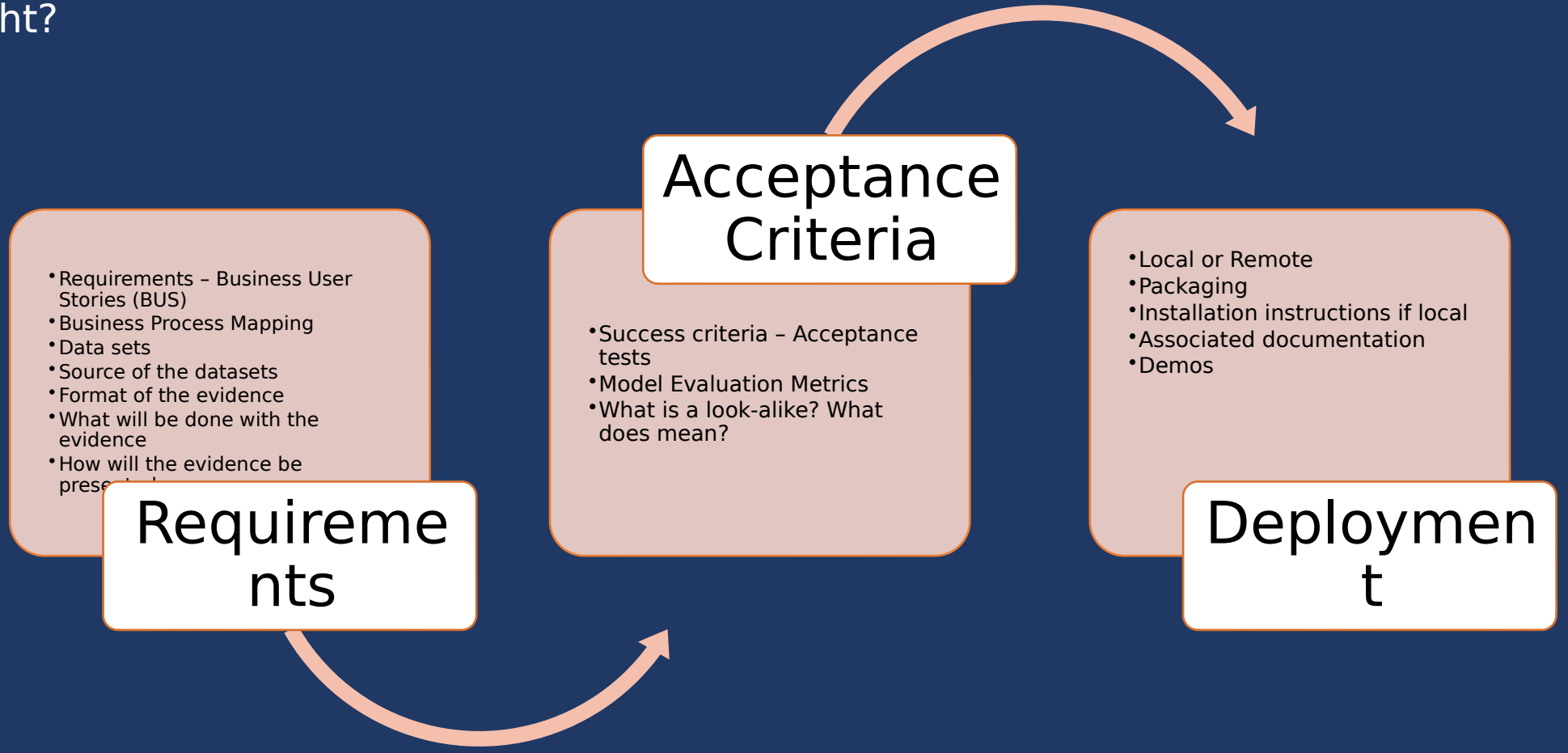
We assume that we are working on an AI problem

Case study: Detecting fakes

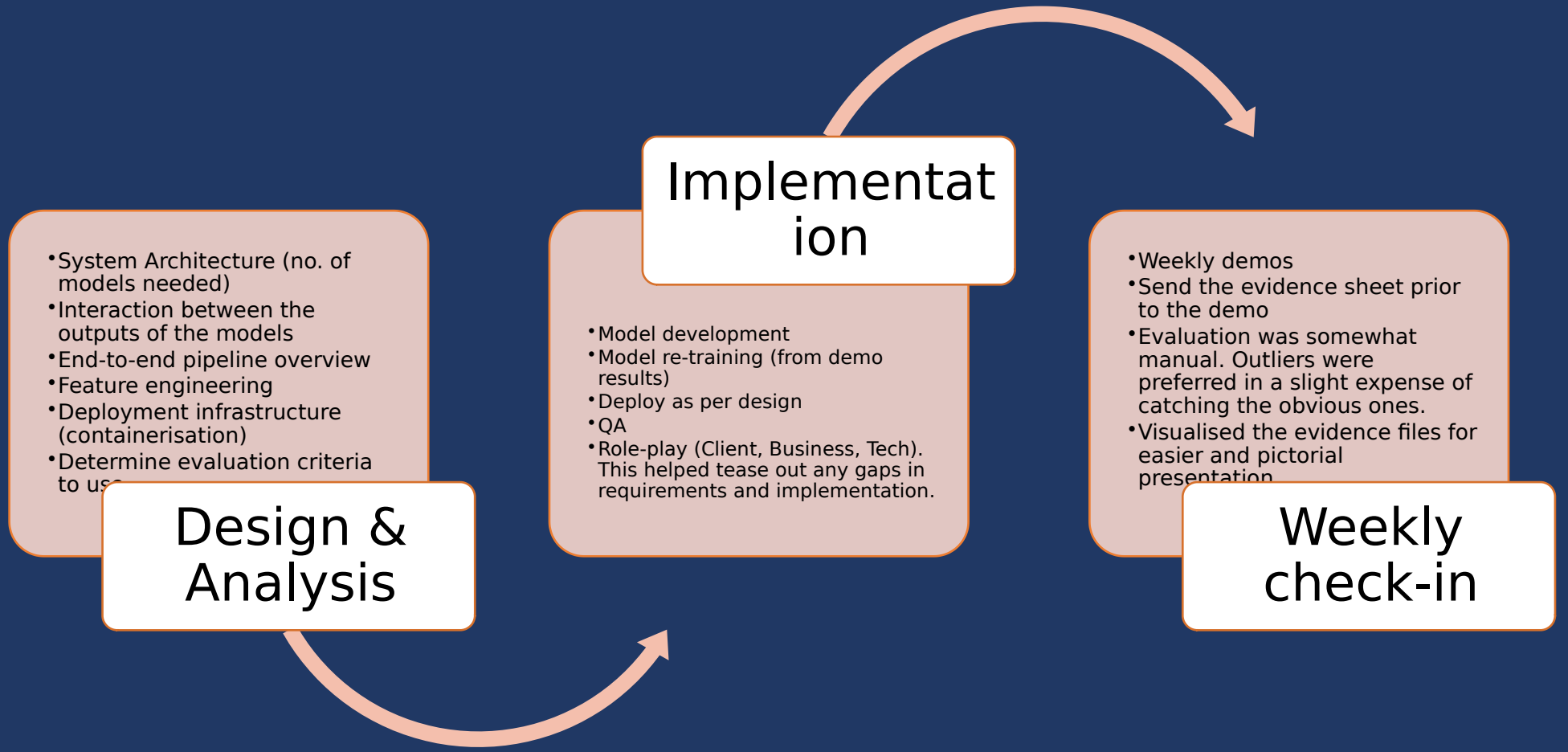
- The project I am going to talk about today – Detect fakes/look-alikes
- Problem statement:
  - Scrape websites and detect trademark and design infringements

Client Workshop (Business, Domain and Tech)

Customer decides success but are they always right?



Development (Tech, Domain, Business)



Ask

- *Target: Who are our customers?*
- *Need: Problem statement? Value? When do they need it?*
- *Dataset: Do we have adequate datasets? What is their source? How reliable are they?*
- *UX: How will the final output be presented?*
- *Evaluation: Evaluation criteria*

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Thank You