

# Automation Studies Keys to Success

## Avoiding Machine Learning Project Failures



### Step 1: Go deep on the business process by asking the right questions: understanding the detailed business process

- Create opportunities for questions by shadowing the business process
- Create a common list of questions that can be applied to any use case
- Request and review process documentation for a comprehensive overview

#### Keys to Success

- Seel to understand ALL data elements (Why, What, How, When)
- Identify the data required, ensuring it is in the data set
- Determine the data purpose
- Note the timing and frequency of data acquisition.



### Step 2: Align expected outcomes with end user incentives and corporate strategy

- Identify Key Decision Makers
- Identify all end users (Internal and external)

#### Keys to Success

- Create a Relationship Heat Map.
- Use the heat map to build relationships with groups and leaders



### Step 3: Identify all stakeholders

- A machine learning stakeholder is any individual or group with a vested interest in the implementation, and outcomes of a machine learning project. These stakeholders can be affected by the project and may include.
- Product Managers and Owners, Business Process Leaders/Owners, IT Leaders and Architects, Application Owners/Users, HR, Finance, Vendors and other groups or individuals.

#### Keys to Success

- Understand the needs of stakeholders who are indirectly or directly involved in the project
- What actions does each stakeholder control?
- Understand why variables are populated with data and the timing and impact the data has on the process overall
- Create a decision map with corresponding responsibilities and human in the loop decisions
- Educate nontechnical stakeholder
- Build trust by onboarding stakeholders early in the project



### Conclusions

- Foster a culture of questioning
- Every project should be approached as if it were the first ever ML project
- Cross team collaboration is essential