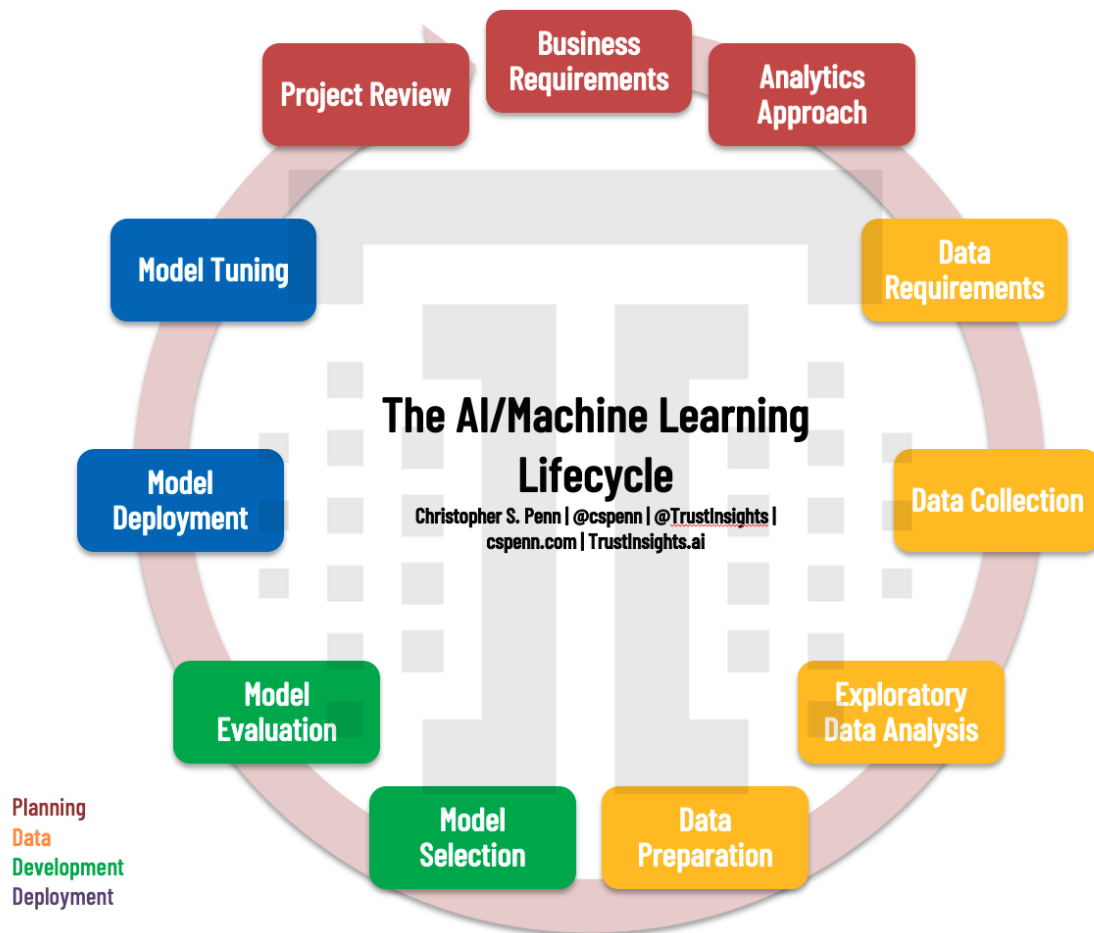# Instant Insights: The AI/Machine Learning Lifecycle

AI and machine learning projects are no different than any other form of technology project, in that they require governance, clearly defined processes, and accountability throughout the project. Here's the roadmap we use for every AI and machine learning project as a starting point for your own projects:

The AI/Machine Learning Lifecycle
Christopher S. Penn | @cspenn | @TrustInsights | cspenn.com | TrustInsights.ai

Business Requirements · Analytics Approach · Data Requirements · Data Collection · Exploratory Data Analysis · Data Preparation · Model Selection · Model Evaluation · Model Deployment · Model Tuning · Project Review

Planning
Data
Development
Deployment

Key uses of this framework include:
- Creating your own AI/machine learning governance plan
- Identifying where your own projects are
- Identifying missing steps in your project

For more information, be sure to watch the keynote talk that walks through this process:
https://www.trustinsights.ai/insights/webinars-events/how-ai-changed-marketing-maicon/

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