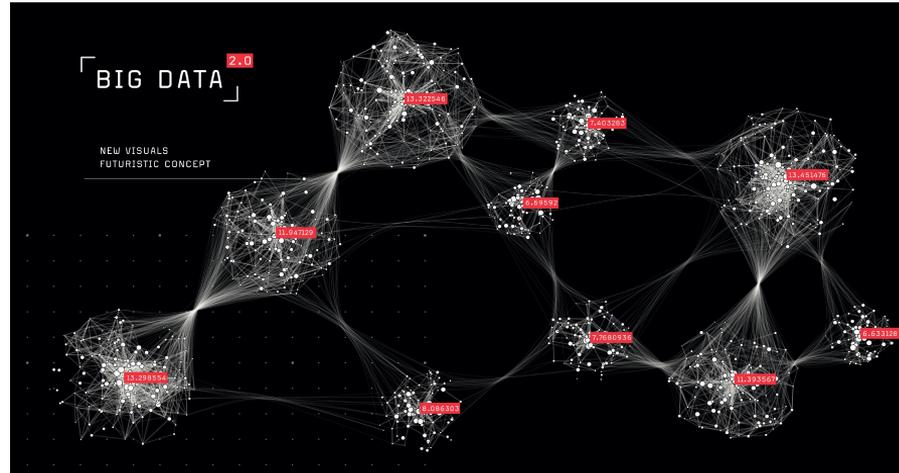




Data Science Methodology

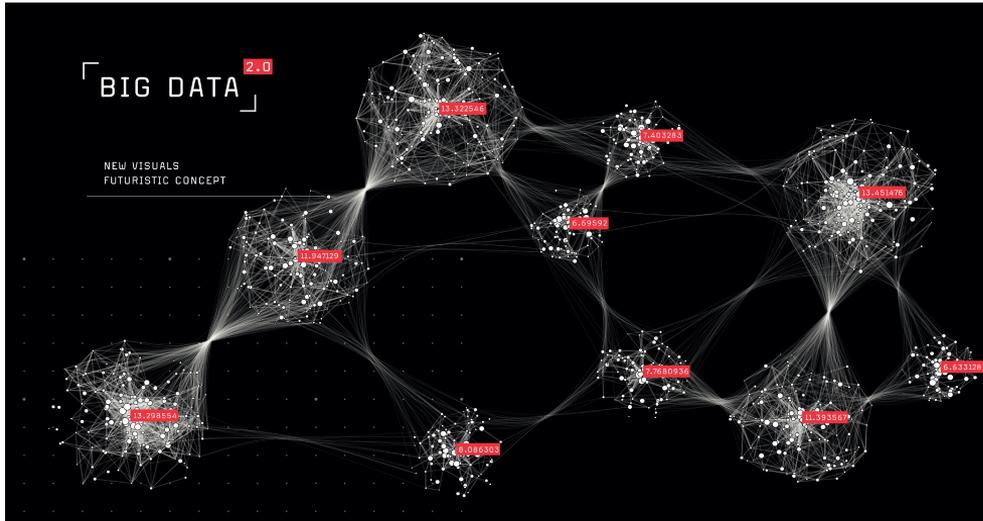
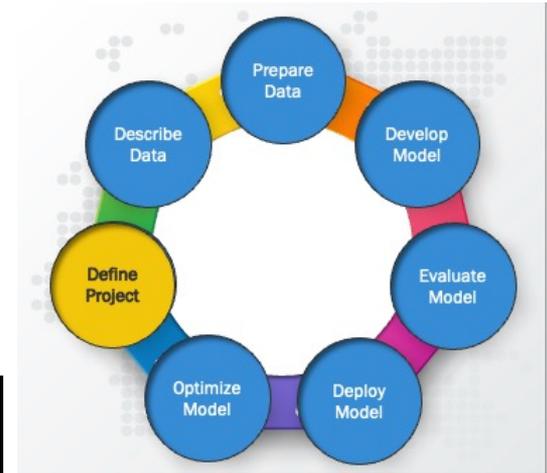
An AAI Artificial Intelligence- Business Track Course



Step 1: Define Project

Step 1 – Define Project - Overview

- Step 1 - Define Project Tasks & Deliverables
- Step 1 - Define Project Example





Step 1 – Define Project – Tasks & Deliverables



Tasks	Deliverables
Determine Objectives	
Identify User Persona	
Select / Describe Use Case	Documented Use Case
Assess Situation	
Define Outcomes & Success Criteria	
Develop Project Plan	Project Plan

New /Enhanced tasks not included in original CRISP-DM



Task 1.1 – Determine Objectives

Objectives must be

- Specific
- Measurable

They refer to a future goal state





Task 1.2 – Identify User Persona



Name: Jane Smith

Occupation: Sales Representative in a shopping mall

Interests: Jane is a people person and likes that her job involves interacting with people.

Concerns: She is afraid to catch germs and pass to others in the family.

1. What do they do?

2. What do they like or dislike about their job?

3. How could their current experience be improved?

4. How could we wow them?

Task 1.3 – Describe Use Case

Selection Criteria for a Use Case

- A clearly recognized **business pursuit**
- **High volume** of touch points or interactions to ensure business benefit
- Utilize readily available, **high quality**, accessible content
- Meaningful amount of **content history** that can be leveraged for training data
- Augment human expertise to **facilitate value creation**

Use Case Documentation

Problem Overview

Key Objectives

Primary Users

Secondary Users

Typical Customers' Questions / Queries

Benefit Case



Task 1.3 – Describe Use Case

- Involves Primary and Secondary User
- Business Process
- How do you select a Use Case
- Document your Use Case

Use Case Documentation

Problem Overview

Primary Users

Secondary Users

Key Objectives

Typical Customers' Questions / Queries

Benefit Case



Task 1.4 – Assess Situation

Benefit Analysis

What is benefit case?

Is it feasible to answer these queries?

User Analysis

How often will the queries be asked?

How fast do we need to respond?

How sophisticated are the users?

Risk Analysis

What are the risks?

What are the risk contingencies?



Task 1.5 – Define Outcomes & Success Criteria

What is the expected outcome?

What are the success criteria?

How do you measure these criteria?

What are the exit criteria?



Task 1.6 – Develop Project Plan

Project Plan Documentation

Collaboratively define the project plan covering

- All methodology steps, durations and dependencies
- Include all the work products
- List computing, people and data resources
- Identify assumptions

Tasks



Deliverables

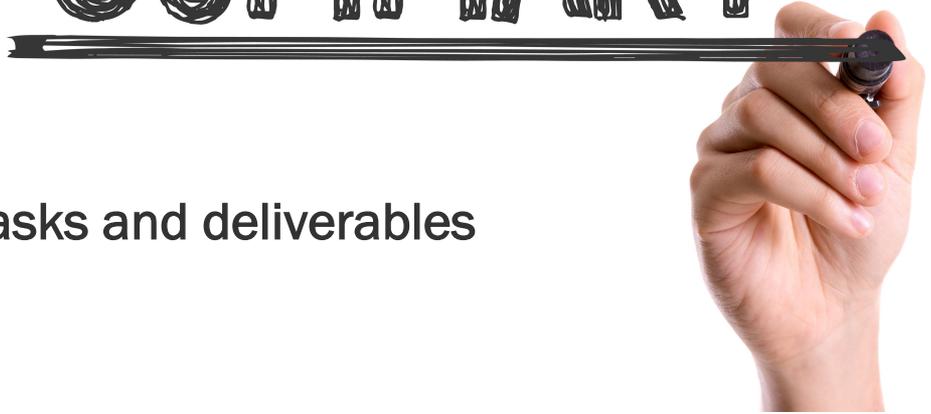


Resources



Step 1 – Define Project

SUMMARY



- Step 1 - Define Project tasks and deliverables
- Step 1 - Define Project Example