



Module 2

Kickoff Workshop



Icebreaker

Crack the Code!

Unscramble these words – first to solve wins bragging rights!

1. **EMCENOTPON**
2. **IGLNANMTAE**
3. **NCIHEAAM GNENRAIL**
4. **SSEEUPRIVD**

Take a minute to solve them! Drop your answers in the chat or discuss with your team.

Hint: These words will come up in today's session!



Agenda

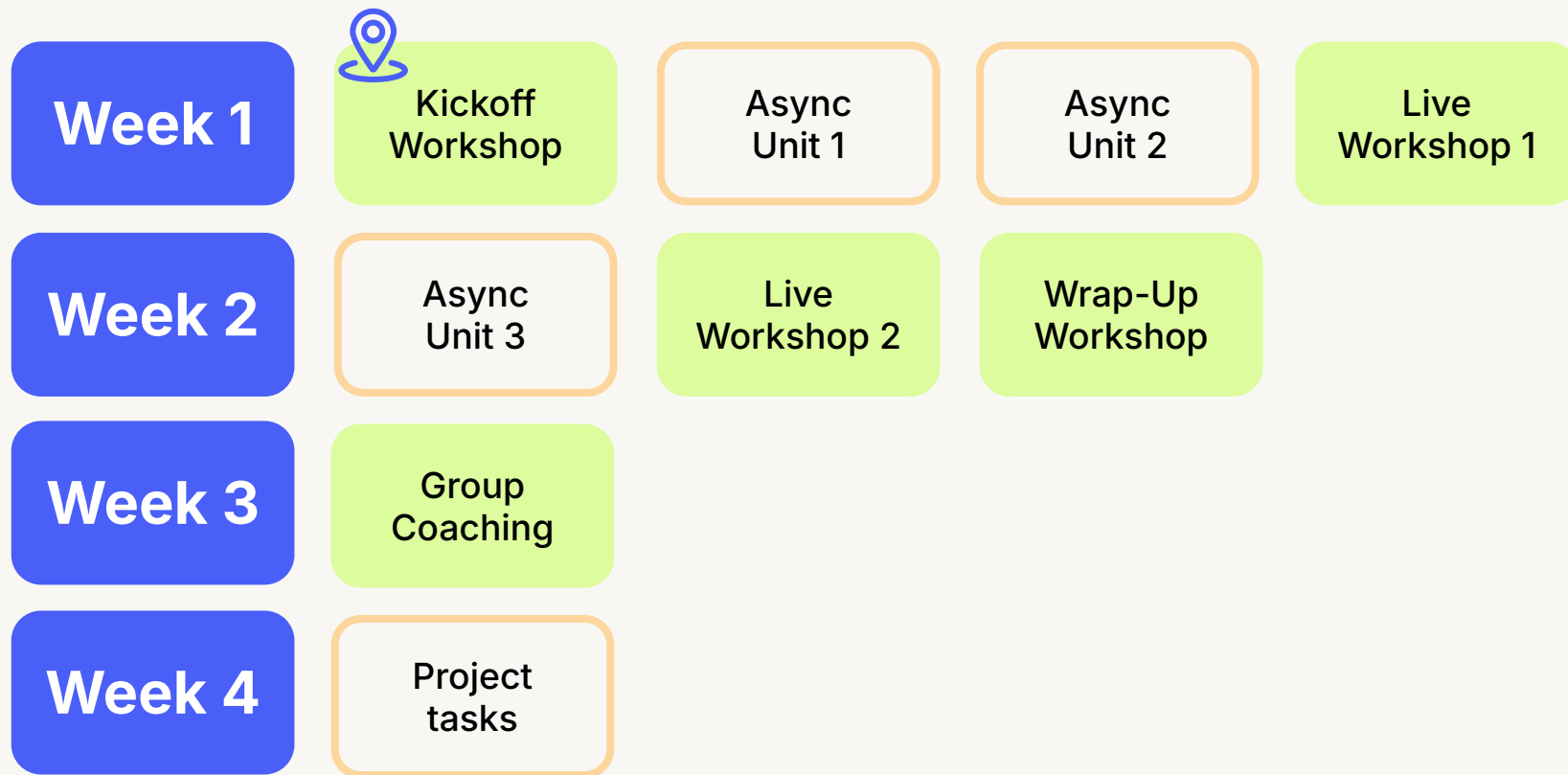
- **Welcome and Introduction**
- **Module Overview**
- **Applying Module Skills**
- **Project Overview**
- **Q&A**
- **Next Steps**



Module overview



Your learning journey



Module skills: from learning to applying

Develop the ability to identify opportunities where ML can solve real business challenges and create value.



Identify inefficiencies or data-driven opportunities in business processes and propose ML solutions to improve decision-making, automation, or customer experiences.

Learn to transform business requirements into actionable ML project plans and technical specifications.



Translate business problems into clear ML project plans by defining objectives, selecting appropriate models, and outlining success metrics to ensure alignment with business goals.

Acquire project management skills tailored to the unique demands of ML initiatives, including stakeholder management and resource allocation.



Lead ML projects effectively by coordinating with stakeholders, managing data and technical resources, and mitigating risks to ensure successful deployment and adoption.



Module skills in the real-world

Transforming business requirements into actionable ML project plans.



In 2023, Amazon expanded its Just Walk Out technology, using computer vision and ML to enable seamless, checkout-free shopping.



Impact: Faster checkouts, improved customer convenience, and expanded implementation in airports, stadiums, and grocery stores.



Defined business needs, designed ML algorithms to track customer purchases, and aligned success metrics with operational efficiency and customer experience.





Applying module skills to your workplace

Skills Application Brainstorm

Choose a module skill and think of 3 ways to apply it in your role



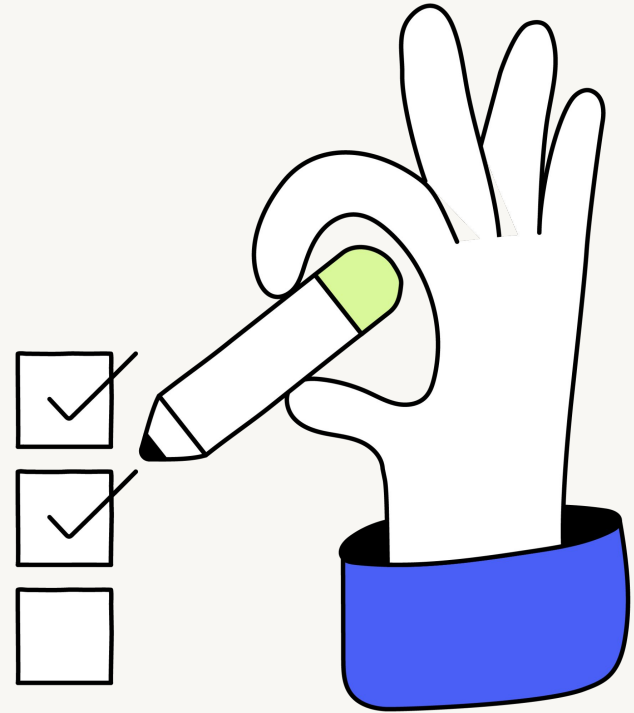
Choose the best potential application



Create a post for the group explaining how you'd like to apply this skill this month



Post your explanation in the Skill Application Brainstorm discussion board





Skill Application Share Out

- 1 What was the biggest challenge you faced in this activity?
- 2 Did anything surprise you?
- 3 How do you see this skill benefiting you in your role?





Project overview

Phase 1 Project: Scoping your ML/AI solution

Project objective: Identify a pressing business challenge or opportunity within your organization that can be addressed using machine learning and artificial intelligence.

**Module 1
milestone:**
Fundamentals of
ML and AI

**Module 2
milestone:**
Solving Business
Problems with
Machine Learning

**Module 3
milestone:**
Data Ethics and
Responsible AI

**Module 4
milestone:**
Data Preparation
and Feature
Engineering

We are here!



Module 2 milestone: Solving business problems with ML

Phase Project objective: Identify a pressing business challenge or opportunity within your organization that can be addressed using ML and AI.

Milestone task 1



Refine the proposed ML/AI challenge

Revisit the proposed business problem or opportunity from Module 1, incorporating any feedback received from managers or stakeholders. Clearly define project objectives and success criteria (e.g., KPIs, ROI, cost savings, efficiency gains) that demonstrate the solution's value to the organization. Document potential risks and dependencies.

Milestone task 2



Governance and compliance alignment

Identify relevant corporate governance, industry regulations, and ethical guidelines that apply to your ML/AI solution. Map these requirements to specific project activities, outlining how you will remain compliant throughout development and deployment.

Milestone task 3



Project management and stakeholder engagement

Develop a project plan and communication strategy to manage resources, timelines, and stakeholder expectations effectively. Integrate security and risk management considerations from the onset, following a recognized ML/AI project methodology (e.g., CRISP-ML).

Module 2 milestone: KSB requirements

Phase Project objective: Identify a pressing business challenge or opportunity within your organization that can be addressed using ML and AI.

Task 1 KSBs



Refine the proposed ML/AI challenge: none

Task 2 KSBs



Governance and compliance alignment: K29, S1

Task 3 KSBs



Project management and stakeholder engagement: K4, K29, S1, S26



Questions?



Closing out

- **Action items:** Async Unit 1
- **Have questions?**
 - Chat with Atlas
 - Reach out to your Cohort Coach
 - Sign up for Tutoring
- **Log your OTJ hours**
- **Take the Workshop Survey** on My Multiverse

multiverse