Machine Learning. The Product Perspective.

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Leveraging ML to achieve Business Goals...

| Enhanced Customer Experience 😍	More Efficient Internal Processes ⚙️	Creation of New Products and Services 🌱
- Personalisation and Customisation - Discovery & Inspiration - Contextual intelligence	- Product Availability and Fulfillment - Customer Service - Automated Decision Making	- Leverage existing data and insights in new ways

Amazon X-Ray

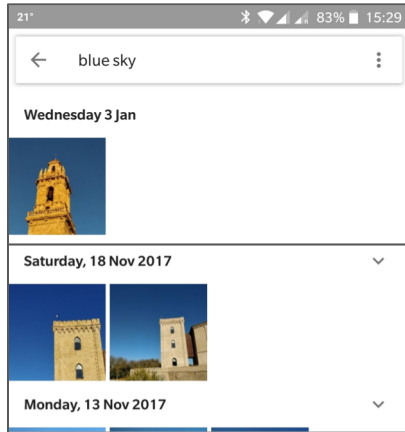Real time content insights

Pinterest
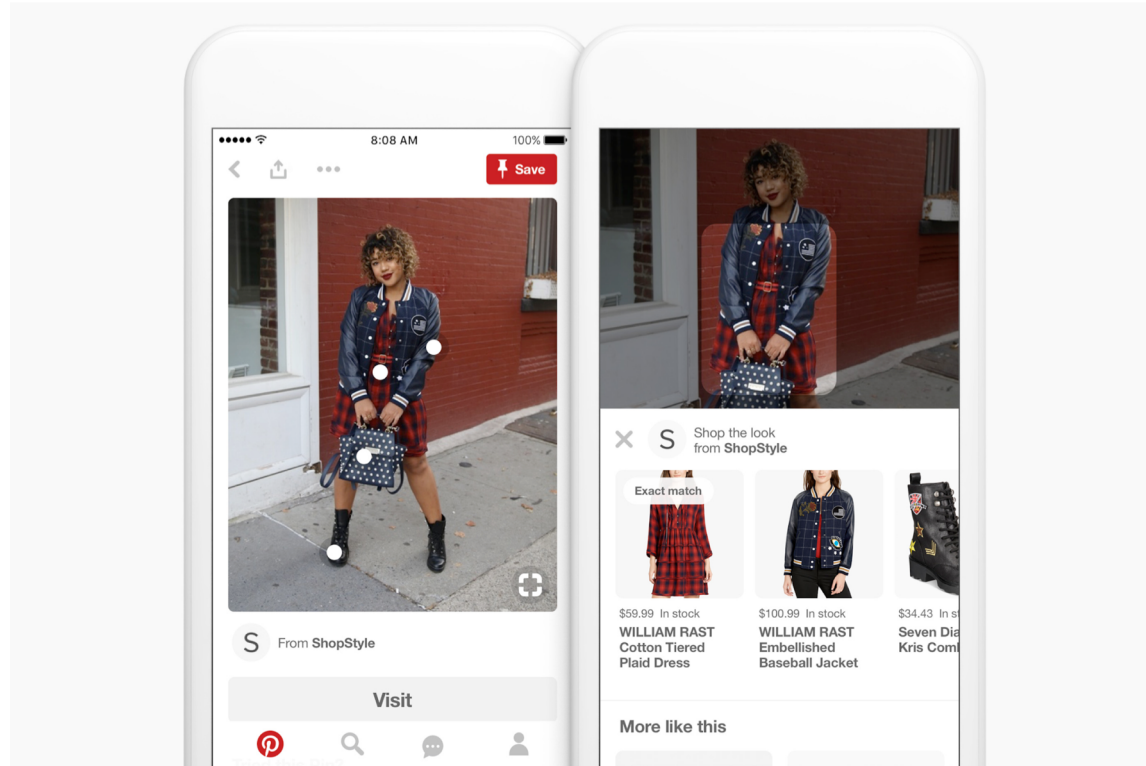
Find Similar Items. Shop the Look.
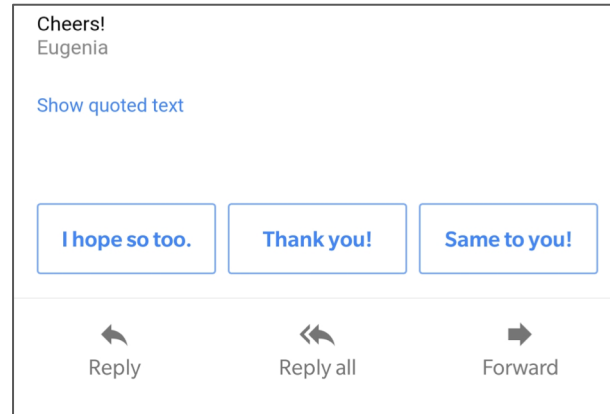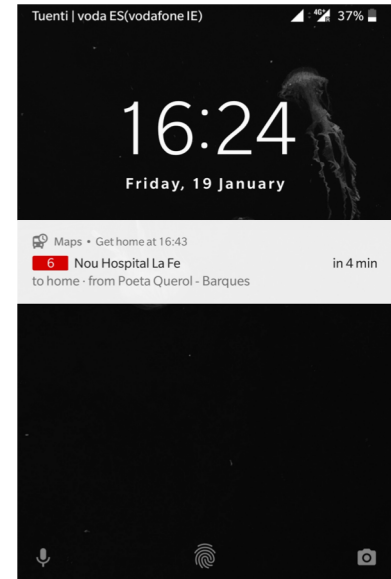How should I style this?

Examples from Google
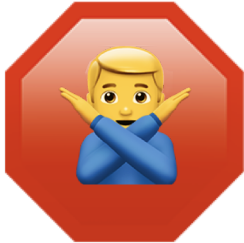

Smart Search

Smart Replies

Smart Notifications

Disney Book Ears

Speech recognition adds sound effects at certain points
throughout the story

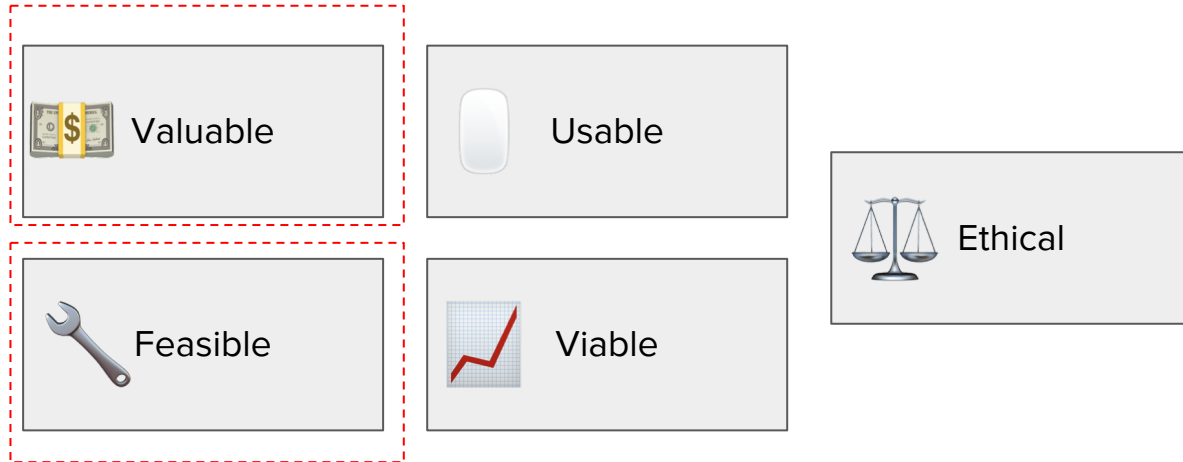**OK, so Machine Learning is amazing, let's do it!**

STOP!

- ML is not a magic wand for your business or product!

- ML is a solution - you need to first define the problem: what is it you're trying to achieve?

- ML may not be the right solution for a lot of problems.

- With ML it is very tempting to dive in and start building models... Could you solve the problem without it?
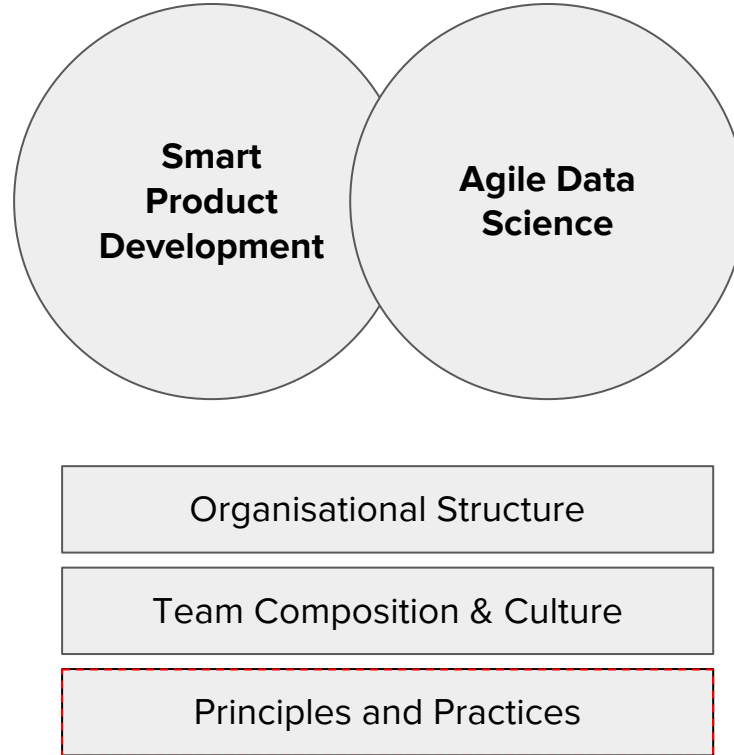
You don't go into data product development knowing exactly what you're going to build or how you're going to build it **or whether it is even possible...**

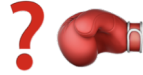**The discovery journey...**

💵 Valuable

🖱️ Usable

⚖️ Ethical

🔧 Feasible

📈 Viable

📄 Gather evidence!

But how...?

Smart Product Development

Agile Data Science

Organisational Structure

Team Composition & Culture

Principles and Practices

Smart Product Development...

👷👩‍✈️👨‍🎨👩‍🌾
Talk with your customers

❓🥊
Tackle risks & assumptions

🔍
Focus on the problem

💀
Prioritise ruthlessly

⏳⏲️⏰⌚
Establish baseline value first

📊
Be data informed

Agile Data Science...

Iterate, Iterate, Iterate

Ship Intermediate Output

Experiment more than Implement

Listen to the data

Collaborate & Communicate

Keep it Simple

<7 mins...?