RAPIDMINER

Answer these 5 questions to present your model to leadership

The RapidMiner platform has let you quickly and easily create a model that will have a positive impact on your business—if you can get it into production. **How do you present your work to leadership in a way that clearly explains what you did, how your model works, and the impact that it can have on your business's bottom line?**

By clearly answering five simple questions, you can tell a story about your model from the problem you solved to the impact you can have. Build a slide around each of these questions and you'll be ready to convince leadership to support the implementation of your solution.

1. What is the problem, and what is it costing you?

Outline the business problem that needs to be addressed, and why it's important. Sometimes, enterprise data science projects can end up looking like academic research rather than business initiatives. **Don't fall into this trap!** Make sure to include a [value statement](#) in this step.

Increase Revenue
We estimate that for every hour our sales team spends with a lead that converts, they spent 10 hours with leads that won't.

Cut Costs
10% of keychains that we produce are defective, resulting in a $30,000 loss every month.

Reduce Risk
We lose approximately $2 million annually in defaulted payments when we finance loans for people who should have been denied credit.

2. How do you solve the problem right now?

Explain the processes and workflows that the business is currently using to address this problem. Make sure to include the shortcomings of the way that you currently do things so that you can clearly show how the model will improve things.

Increase Revenue
Current lead scoring is rule-based, relies on unvalidated assumptions, and requires regular human maintenance.

Cut Costs
We have random checks and statistical process control in place, but we don't catch every defective keychain.

Reduce Risk
Current risk determination relies on combining simple rules with lots of human input during the evaluation process.

3. How can you solve this problem with machine learning?

Explain that there's a better way, that you can use machine learning to more cheaply, quickly, and easily solve this problem. Avoid too many details here! Just explain what you asked the model to try and understand, along with what data you used.

Increase Revenue

If we compare 200 successful deals to 200 unsuccessful deals, can webuild a model that identifies hot leads?

Cut Costs

I took historian data from defective and non-defective products and built a model that identifies defectives early in the production process.

Reduce Risk

I used machine learning to compare 500 defaulted loans to 500 loans where borrowers made all payments on time to see if a model could flag risky loans.

4. What were the model's results?

This is the slide that proves that your model works. Rather than relying on data science measurements like accuracy or precision, explain in natural language how well your model worked. Don't go overboard with math— just explain how well your model works in plain English.

Increase Revenue

The model was able to correctly identify 175 of the 200 successful deals.

Cut Costs

The model I built was able to identify 70% of defective keychains after the first step in the manufacturing process.

Reduce Risk

Of 500 defaulted loans, the model was able to correctly identify more than half of them automatically.

5. What would the impact of the model be?

Explain how the results that you just articulated will impact the business. Turn your model's results into cold, hard cash so everyone can understand the value of your project. As above, don't overload your slides with math.

Increase Revenue

Implementing this model would increase new deal revenue by 10% and make the sales team more efficient.

Cut Costs

Early identification of defective keychains would reduce wasted resources, netting an estimated $15,000 per month.

Reduce Risk

Using the model to automatically decline certain loans, we could save as much as $1 million per year.

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