Assessing Input Data and Resultant Model Accuracy: A customer-based journey

Data Analytics Centre and AI Accelerator
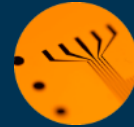
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Who are we ?

120+
SPECIALISTS

30+
YEARS EXPERIENCE

OTTAWA
FREDERICTON
MONCTON
MONTREAL
WATERLOO

Making digital technologies smarter and more intuitive by exploring uses of data and information in innovative and meaningful ways to solve real problems
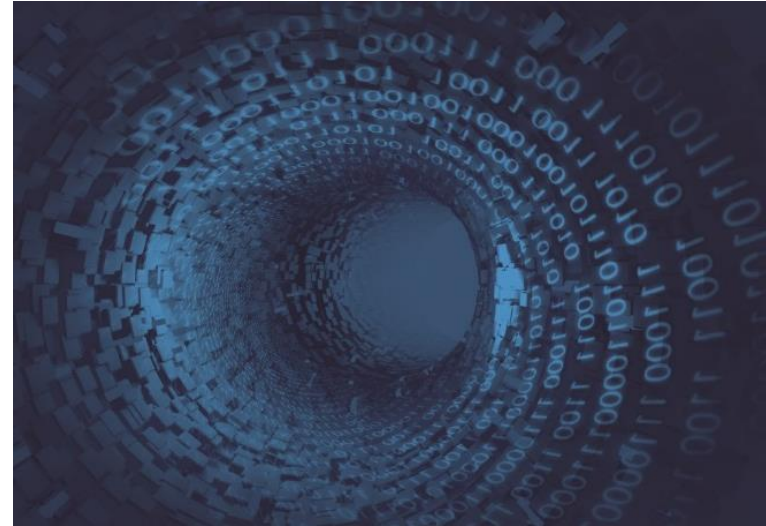
Data Analytics Centre and AI Accelerator

Data Scientists and Machine Learning experts working on projects for:

- **Small and Medium-Sized Enterprises**
- **Government Agencies including NRC**
- **Academia**

Services

- **Exploratory data analysis**
- **Modelling and prediction**
- **Decision support and visualization**
- **Consultation and Planning**
- **Prototyping and R&D**

Data and AI Development:
A Continuum or a Web ?

Phase 1
- Business Needs
- Success Criteria

Phase 2
- **Data - Assessment**
- Expertise

Phase 3
- Transformation
- Methodology – flexibility and transparency

Phase 4
- Communication
- **Delivery – Resultant Models**

Lessons Learned
Attributes of Successful Projects

Executive – Management buy-in

Clearly defined objective for analytics project in question

Data which can support the objective (Quantity and Quality)

Clear measure of positive impact and success

A real life example: B is before A

- A customer says: « I have a <u>lot of data</u> and I <u>need an AI solution »</u>

- Long discussions ahead is expected for objective and success criteria

- Agree on a deliverable: A real time dashboard with notifications based on threshold (update frequency)

- Feasibility study to focus on KPI

- Structure the data for real time KPI extraction with automated data cleaning process

- In this case a BI tool was more valuable than an AI solution …