

Cloud Deploy: Machine Learning for Minimum Viable Model (MVM)

Cloud Deploy: Machine Learning for Minimum Viable Model (MVM) helps customers develop an initial machine learning model running on TensorFlow and Google Cloud Platform to demonstrate proof-of-concept modeling of a specific business use case. Google will guide customers on the iterative process for developing an initial model that demonstrates the feasibility of a solution addressing a business use case.

Key Activities

Data Exploration Guidance

Analyze available data sources to assess state of data and potential usefulness in applying in an ML model.

- Analyze data characteristics
- Assess data quality, cleanliness, potential correlation, and patterns
- Check for class imbalance
- Validate hypothesis relative to data

Algorithm Selection

Research modeling strategies to determine appropriate ML selection algorithm to address business problem.

- Research existing strategies and whitepapers
- Select known algorithms based on hypothesis, type of features, patterns in data
- Document decisions related to algorithm usage

Feature Engineering

Create ML model features based on raw data analysis and tests.

- Use domain knowledge to identify potential features
- Advise on transformation of raw data into feature recommendations
- Recommend new features, and remove redundant/duplicate features and highly correlated features

Initial Model Development

Develop an initial ML model using the data to solve the business problem, and iterate.

- Define the right modeling strategy and choose the right ML algorithms
- Select data set for training, test set, and validation
- Develop initial model to prove conceptual potential
- Determine duration and amount of data for initial experiment
- Evaluate and visualize model result
- Recommend corrective actions to improve model
- Iterate and improve model results

Deliverables

- Preliminary machine learning model through an iterative process

Scope and Pricing

- Up to 32 FTE days engagement (on-site or offsite at Google's discretion) within a two-month period
- Additional monthly units of service may be required, depending on customer's business use case or level of data quality
- Out of scope examples: building a complete data pipeline, deploying the model into production, converting the model into an API
- Pricing will be agreed upon by customer and Google and specified in the applicable Ordering Document

Terms and Conditions: This datasheet is associated with the following SKU: ANC-PROF-SVC-PMO (minimum 2 units). The services described in this datasheet are governed by the applicable fully signed Ordering Document and any incorporated terms and conditions. The activities and deliverables described in this datasheet are subject to change.

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