How to Build More Trust in Your Data Science Projects

Most data scientists could argue that leadership teams don’t deploy as many models as they should. But there are steps you can take—provided you have the right tools—to build a value-driven story around your work and get more executive buy-in as a result.

Use this checklist to bridge the gap between the technical and business-oriented aspects of your role so you can build trust among decision makers and bring more models into production.

Make this a business conversation
Model accuracy is a prerequisite. To build trust, you need to expose potential gains, cost reductions, and impact to overall profitability.

Problem Definition
Start your story with the business problem, what it costs (lost time, money etc.), and why it’s a priority to solve it.

Value Sensitive Scoring
Tie every prediction (both true and false) to a dollar value (i.e. every time we return a false positive, it costs us $X).

Financial Benefit
Based on accuracy and impact, present the financial benefit of relying on your model vs. the status quo.

Present intuitively and inclusively
If your idea of “showing your work” is just sharing a coding notebook, you’re going to lose non-coders quickly. Here’s what you should bring the next time you’re pitching a model.

Apps & Dashboards
Intuitive and interactive AI apps & dashboards that expose predictions in formats that execs are used to.

Process View
A complete view of your process, from data acquisition through model deployment and monitoring.

The Data
Show consumers the data you used to train your model and explain any adjustments or transformations that made it more usable.
**Allow decision makers to get hands-on**

While having a polished presentation is good, decision makers will want to engage with your model to see if it holds up under scrutiny. Here's what you can provide to help.

### Feature Weights

Visual representation of feature weights (both global and local) so DMs can understand how your model makes decisions and interacts with inputs.

### Model Accuracy

Show true vs. predicted value comparisons to illustrate the accuracy of your model.

### What If Scenarios

Run “what if” scenarios to see how your model will behave in common business situations.

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**Recommend next steps**

By having a step-by-step plan for how to take your model from training to a production environment, you can overcome hesitations about implementation.

### Rollout Plan

Work with business stakeholders to establish a rollout plan that considers both business (process changes, employee trainings) and technical (platform needs, data access requirements) elements.

### Monitoring Strategy

Establish a strategy for long-term monitoring—who owns it, performance thresholds your model should meet, and criteria for when model performance degradation would require re-training or replacement by challenger model.

### Continuous Improvement

Make recommendations for any process, policy, or technology changes that will accelerate time-to-value for future projects.