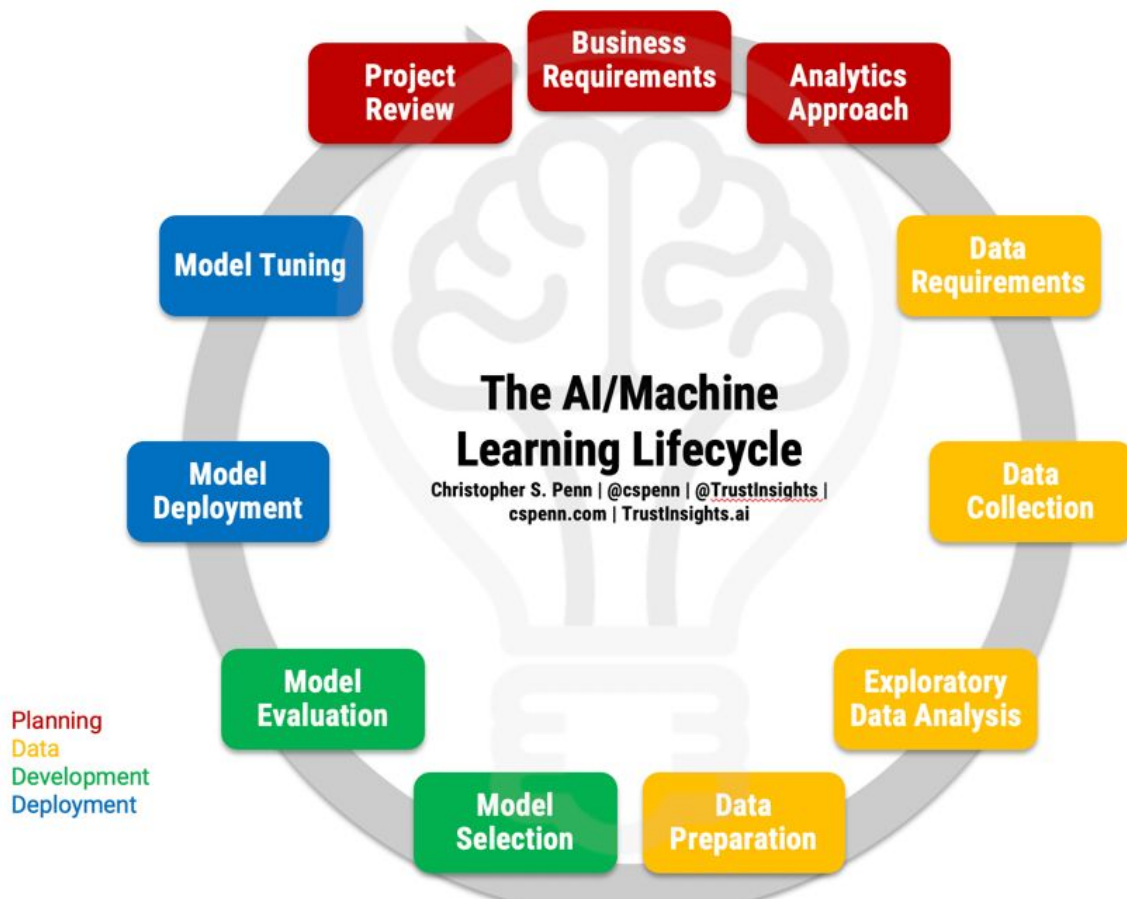


# Instant Insights: The AI/Machine Learning Lifecycle

AI and machine learning projects are no different than any other form of technology project, in that they require governance, clearly defined processes, and accountability throughout the project. Here's the roadmap we use for every AI and machine learning project as a starting point for your own projects:



Key uses of this framework include:

- Creating your own AI/machine learning governance plan
- Identifying where your own projects are
- Identifying missing steps in your project

For more information, be sure to watch the keynote talk that walks through this process:

<https://www.trustinsights.ai/resources/thought-leadership/webinars-events/how-ai-changed-marketing-maicon/>