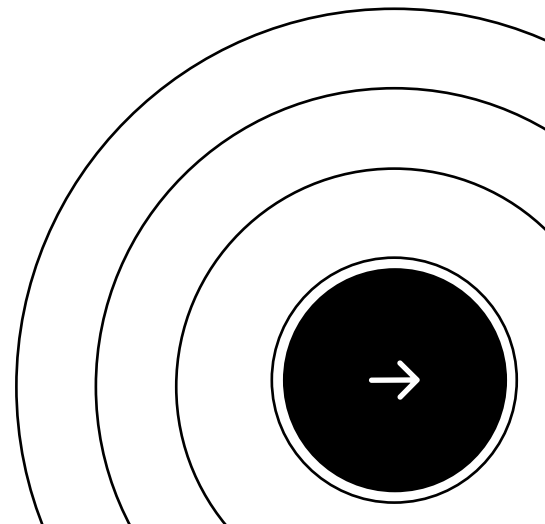


ML model monitoring for **online productivity tools**





Optimizing productivity is what it's all about

Machine learning models give you access to billions of data points that can be used to improve online productivity tools. These ML models can be used to monitor anything from usage patterns, performance metrics, or user demographics to what features are being used and for how long, or how users are interacting with different aspects of the tools—whether for task management or collaboration.

So how can data science teams be sure their models are optimized and provide real value while supporting the production, marketing, and fraud prevention teams?



How Superwise can help

Data scientists

are responsible for building, maintaining, and continuously improving all ML models used in the company, including those that detect and prevent fraudulent activity by checking for unusual behavior patterns or suspicious account activity. The team also needs to understand how users are interacting with different tools or accepting personalized recommendations. In short, they need to know what's happening with the models in real-time and be able to optimize them based on production-driven insights. This will help them more efficiently improve existing models and conduct research into new ones.

Superwise automatically provides real-time alerts and production-driven insights, offering data scientists a clear view of the models health. This dramatically cuts down the time it takes to monitor ML models, giving data scientists more time to work on optimizing the models or building new ones.



How Superwise can help

Business analysts

look at large, complex data sets to understand user behaviors. They also use insights gathered from the data science team to personalize the online experience based on predictions for users behaviors, needs, and preferences.

Superwise sends immediate alerts for any changes in predictions or data, along with the reasons for the change. This lets the team understand what drives business and what doesn't, enabling them to plan new features, changes in design, or future campaigns.

Marketing analysts

develop marketing strategies for customer acquisition, churn prevention, and brand differentiation that will improve the company's return on investment. They also use ML models to predict new trends in user behavior and use that to support better decision-making that is based on model insights.

Superwise uses machine learning and key performance indicators (KPIs) to automatically detect anomalies, identify information about different behaviors among specific subpopulations, and test what kind of recommendations will better target new users or geographies.



How Superwise can help

Fraud analysts

use multiple ML models to detect fraudulent and suspicious activity such as bot detection, hacked accounts, and abusive users. They are also responsible for supervising the models and validating their ability to detect suspicious activity and identify new fraud trends.

With Superwise, fraud analysts have direct visibility into the model and can validate their hypotheses regarding fraudulent or suspicious anomalies. This allows them to react quickly to prevent fraud or create defense strategies for new fraud trends.



Monitor, analyze and optimize all our models

Superwise allows your data science and operational teams to monitor, analyze, and optimize your models in production by creating an easy-to-understand, single source of truth. This ease of access fosters more trust with stakeholders in your ML model predictions and allows you to scale your ML models more effectively.



Know exactly when your models fail and why

Get real-time alerts on data and model drifts, performance issues, correlated events, and weak spots. Superwise provides automated root-cause analysis to dramatically reduce the time needed to detect and fix issues.



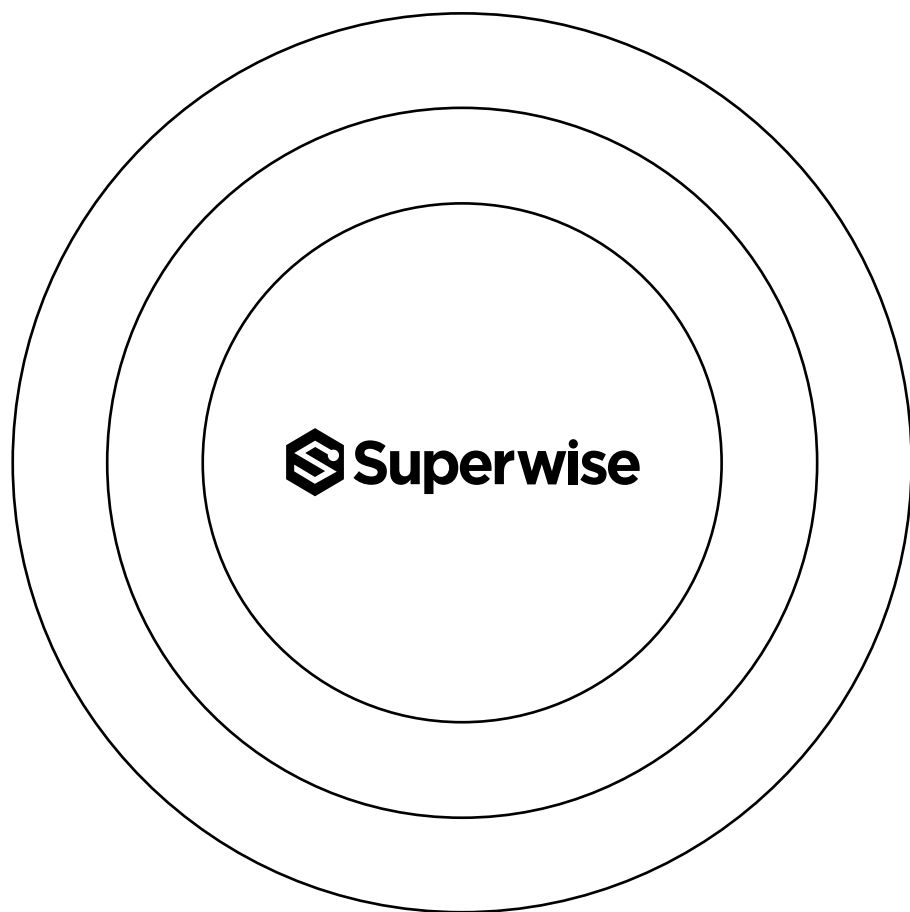
Observe your models in production

A full analytical suite examines your in-production data and discovers trends. Thanks to out-of-the-box and customized model KPIs, you know what is happening with your model right when it's happening. You can also track and predict your model's performance over time and through updated versions, detect underperforming segments, and pinpoint changes at a granular level.



Optimize models with production-driven insight

With the ability to compare subsequent versions of models in production, you can see which retraining strategies led to better models and which didn't.



Superwise is a model observability platform built for high-scale production ML. Giving practitioners fully automated, enterprise-grade model monitoring capabilities that take years to develop in-house, wrapped in a self-service platform. Superwise auto-calibrates model metrics, analyzes events, and correlates anomalies for you so you can easily see when models misbehave and accelerate your time to resolution before issues impact business outcomes.

Head over to the Superwise platform to learn more and get started with easy, customizable, scalable, and secure model observability for free.

www.superwise.ai

