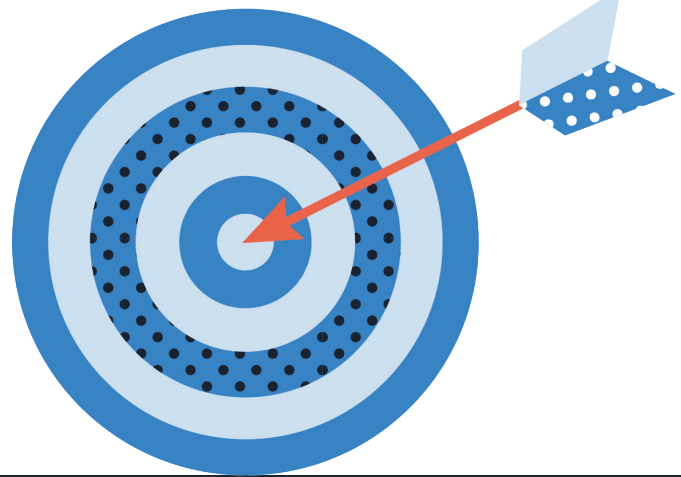


# Is Machine Learning Right for You?



- 1** Do you have a centralized, governed, and trusted dataset for your business?  
If Yes, then proceed to next question.

No? → [Contact DAS42](#) to find out how.
- 2** Can a human determine the rules for action in solving your business need?  
If No, proceed to the next question

Yes? → Then this problem could be solved through writing data-driven algorithms rather than machine learning.
- 3** Does this business problem demand a concrete result?  
If No, and you're hoping to generate a predictive conclusion, then proceed to next question.

Yes? → Then you may be able to solve your issue programmatically if your data is organized. (See question 1).
- 4** Is your data intended for business stakeholder consumption?  
If No, and the data is intended for a computer to process and draw conclusions, then congratulations: Machine learning may be right for you – *as long as your data is in order.*

Yes? → Then you may be able to solve your issue by other means.