

Relying on Data through Uncertain Times

Leveraging AI beyond COVID-19
A worksheet to help make your AI project successful



Steps for Achieving Successful AI



Define Objectives

This is the most critical step!

Focus on your definition of success.

Be specific and measurable

Align resources and sponsorship

Example:
Improve customization of newsletters to increase click through by 30%



Gather Data

Identify the internal data that you have which supports your Objective.

Identify external data that helps better define and describe your internal data.

Identify external data that influences changes in your business

Example:
Internal data:
customer information

External data:
Demographic information



Explore Features

Identify/correct data labels

Set aside training data

Optimize the fit of your data

Explore your data to find new statistical correlations and patterns

Create synthetic data for training



Research and Model

Identify models that may best describe your data for your objective

Train your data

Evaluate output signals

Tune algorithms iteratively to improve performance

Debug performance



Productionize Decisions

Evaluate your model output signals

Identify actions based on the signals

Optimize performance for real-time data

Track and measure outliers

Develop feedback inputs to update the model in production



Realize Business Value

Monitor and maintain your models

Provide feedback on signals

Measure performance metrics against the objective

Steps for Achieving Successful AI



Define Objectives

What are my business challenges and opportunities?

Do I have a clear problem statement?

How do I align executive support and key business experts?

What resources do I need to succeed?



Gather Data

Is my business described by data, what is missing?

What internal transactional, dimensional and attribute data helps solve this problem?

What external data feeds can I use to augment my internal data?

How do I get and label missing data?
How do I create synthetic data?

Do I have complete data?



Explore Features

How do I prepare and blend my data for analysis?

What are interesting correlations, relationships, and metrics?

Can I have a knowledge graph that describes my business?

What patterns did I discover when visualizing my data?

How do I create features, which are the inputs into my ML model?



Research and Model

What are ways I would want to solve my problem?

How are others solving this problem?

Are there existing models I can use today?

How do I select and split my data for training, validation, and testing my AI models?

How do I debug and tune my models?

How do I select the model I will use?



Productionize Decisions

What are the AI model output signals?

How do I combine signals to generate Decisions?

How do I productionize the model experience for my customers?

What actions do I perform based on Decisions?

How do I measure the effectiveness of my actions?



Realize Business Value

What are my tangible capex and opex business benefits?

Does my timing meet my business needs?

How can I use this knowledge for future projects?

Did I simplify and improve my business velocity?

Am I making my Decisions available to the entire business?

Define Your Successful AI Project



Define Objectives



Gather Data



Explore Features



Research and Model



Productionize Decisions



Realize Business Value

Challenge *your* Business



We are committed to helping organizations through these challenging times

Schedule a free consultation with our team [here](#) to discuss how AI can help with your business objective or any other questions related to AI

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