Leveraging AI to drive strategic decision

Elements of AI

First Step!

DATA LED

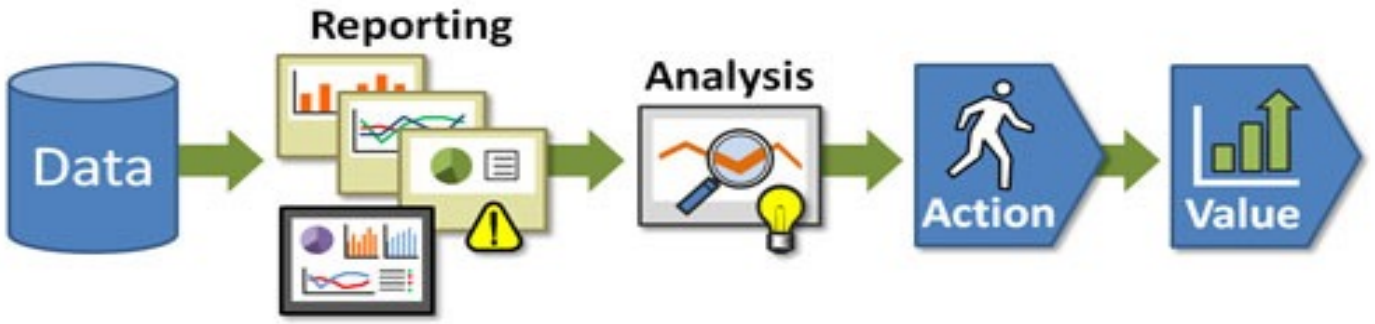
VERSUS

DATA DRIVEN

IT'S DIFFERENT

Data Led philosophy

Observe If something happened



Don’t Report yourself to death …. or make someone doing so…

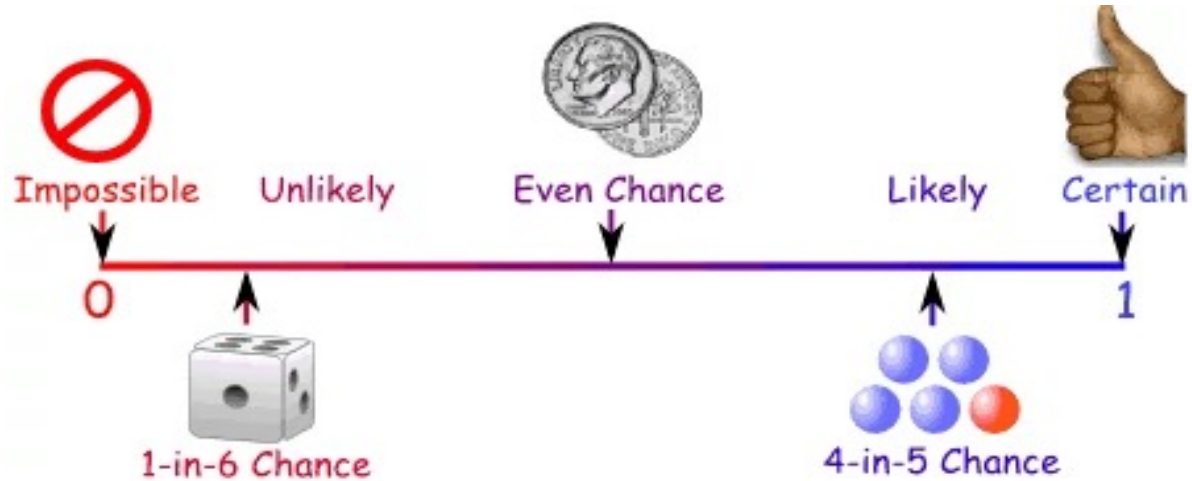
Data Driven Philosophy

Describing the customer

Using Historical Sales

Omni Channel Approach

Feedback



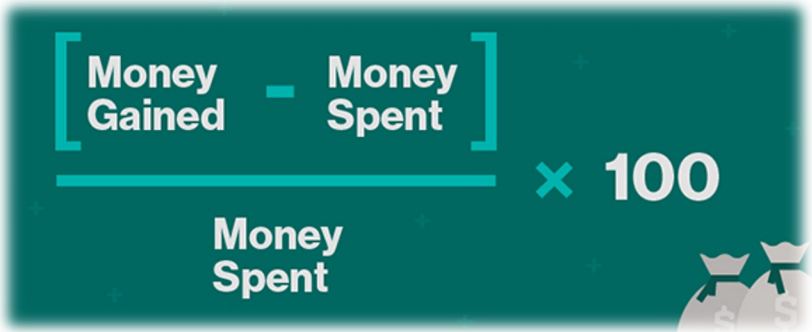
Predicting Success

Preserving Knowledge

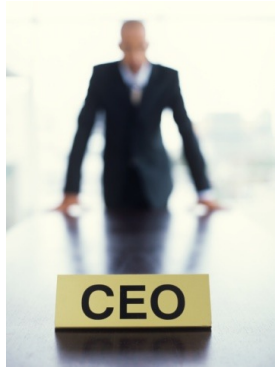
Step 2

How to measure
SUCCESS?

One KPI – Value

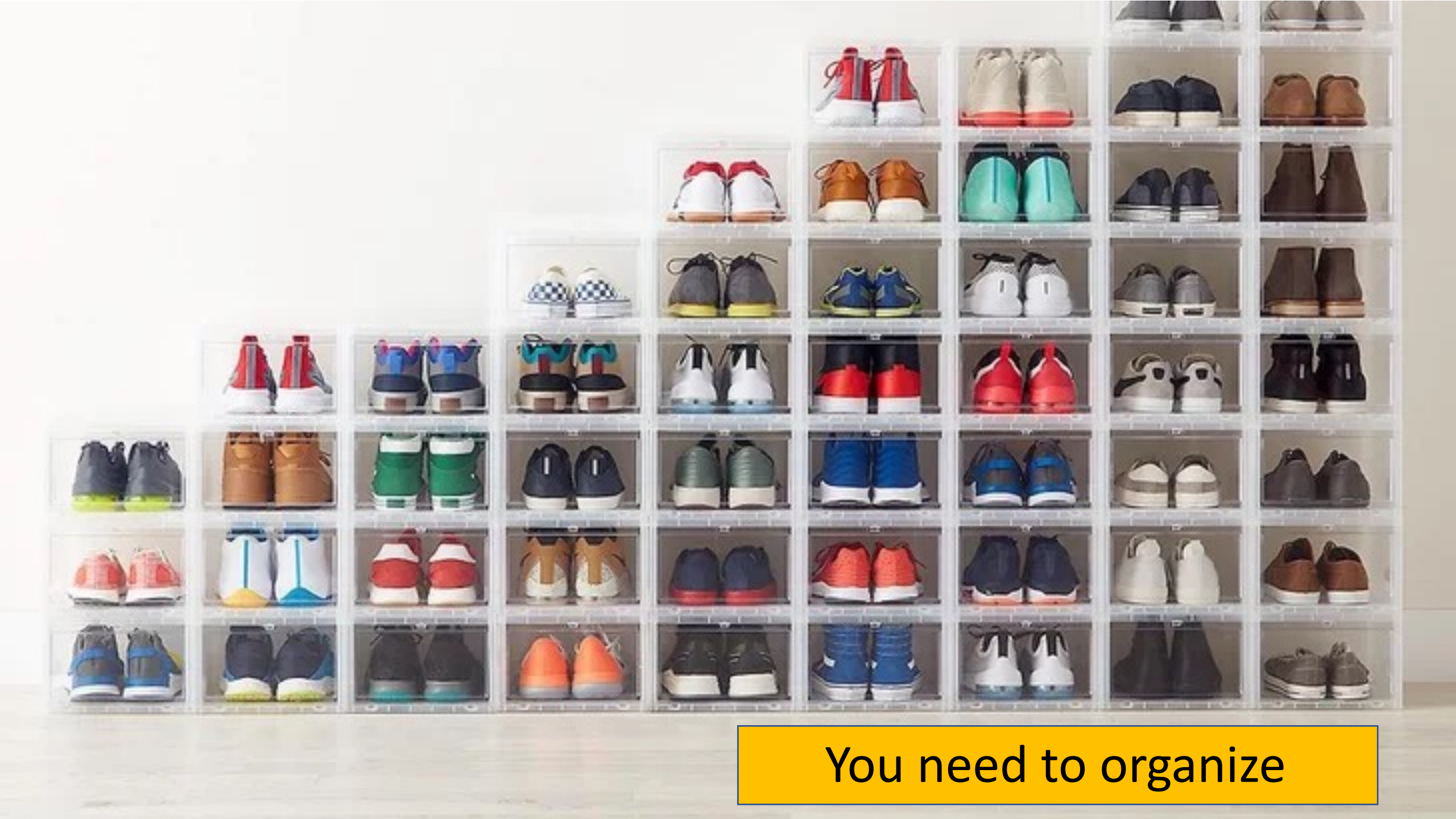


Governance Model

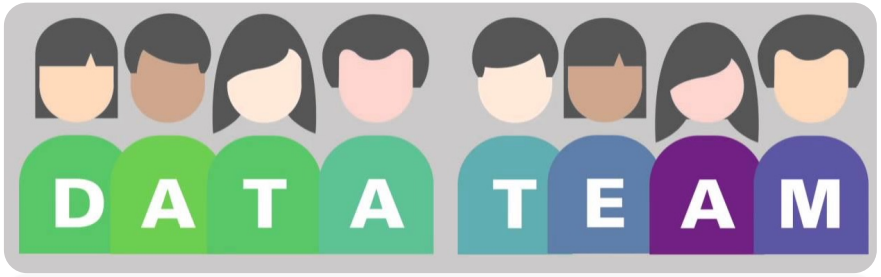


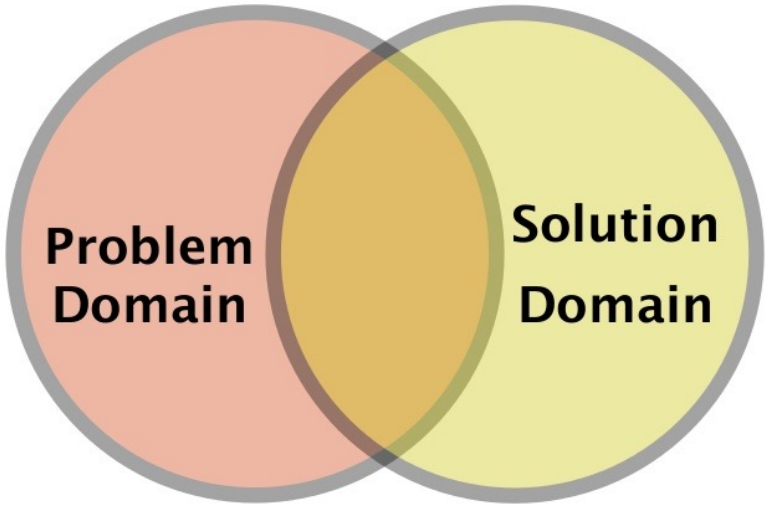
IT or ICT

Step
3


You need to organize

Vs





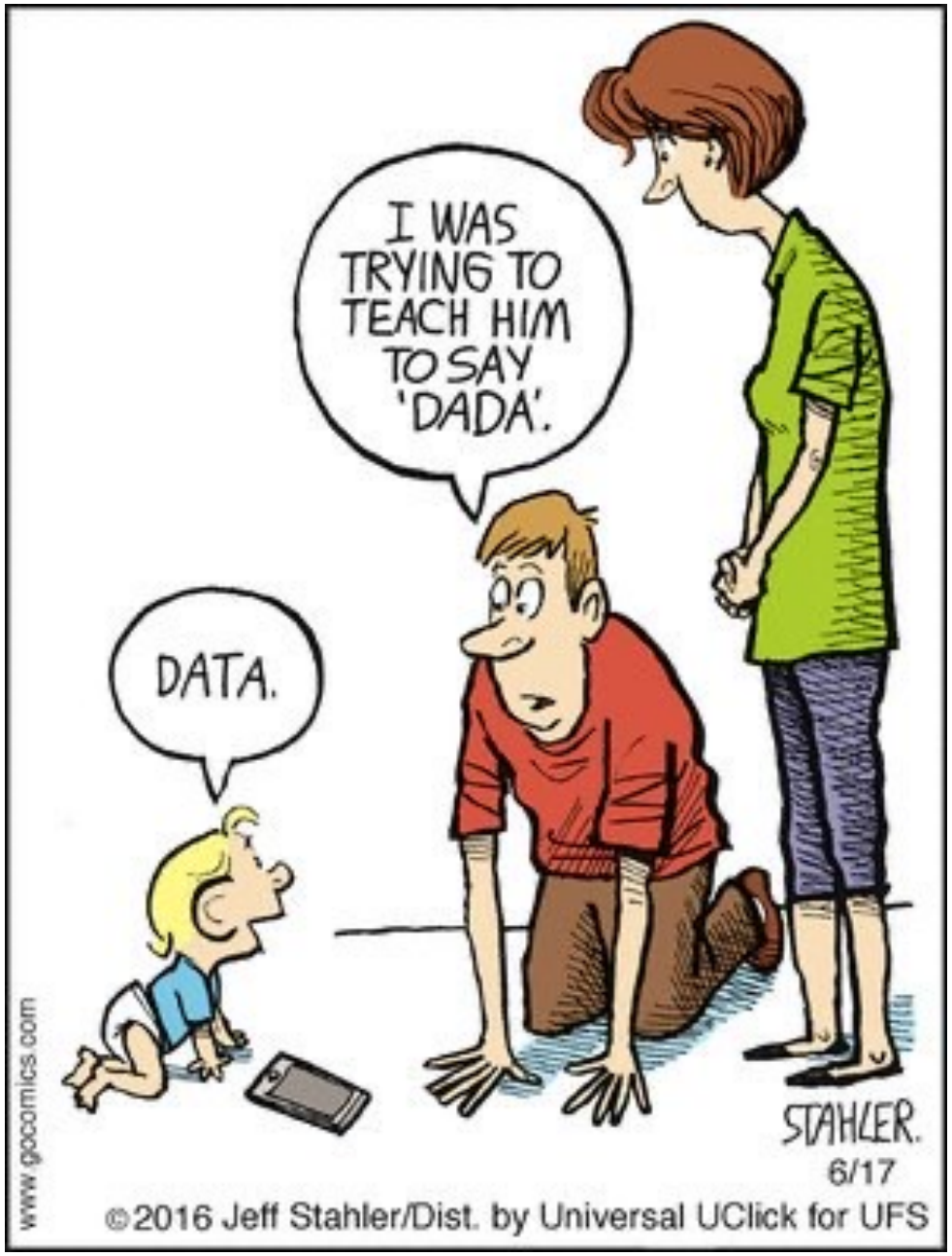
Try Fail Try Again SUCCESS

STEP
4

Data inventory

DATA
MANAGEMENT

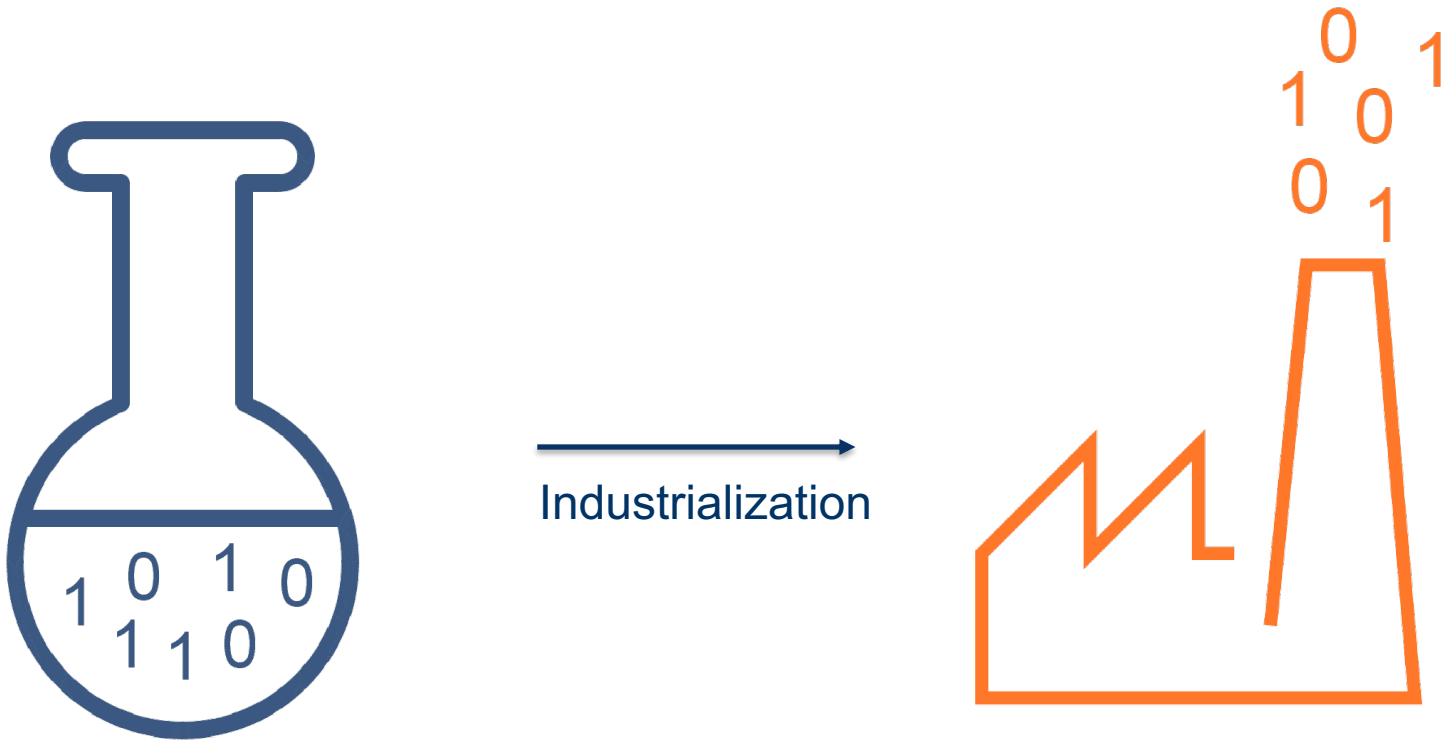
Data Literacy



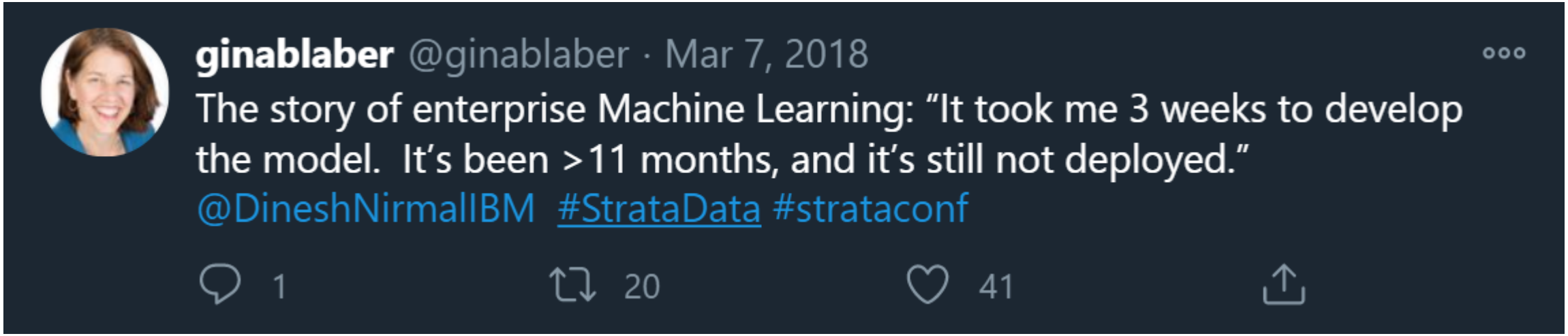
STEP
01

DEPLOYMENT

Data science beyond the sandbox



Effective deployment of ML solutions is a challenge in many companies



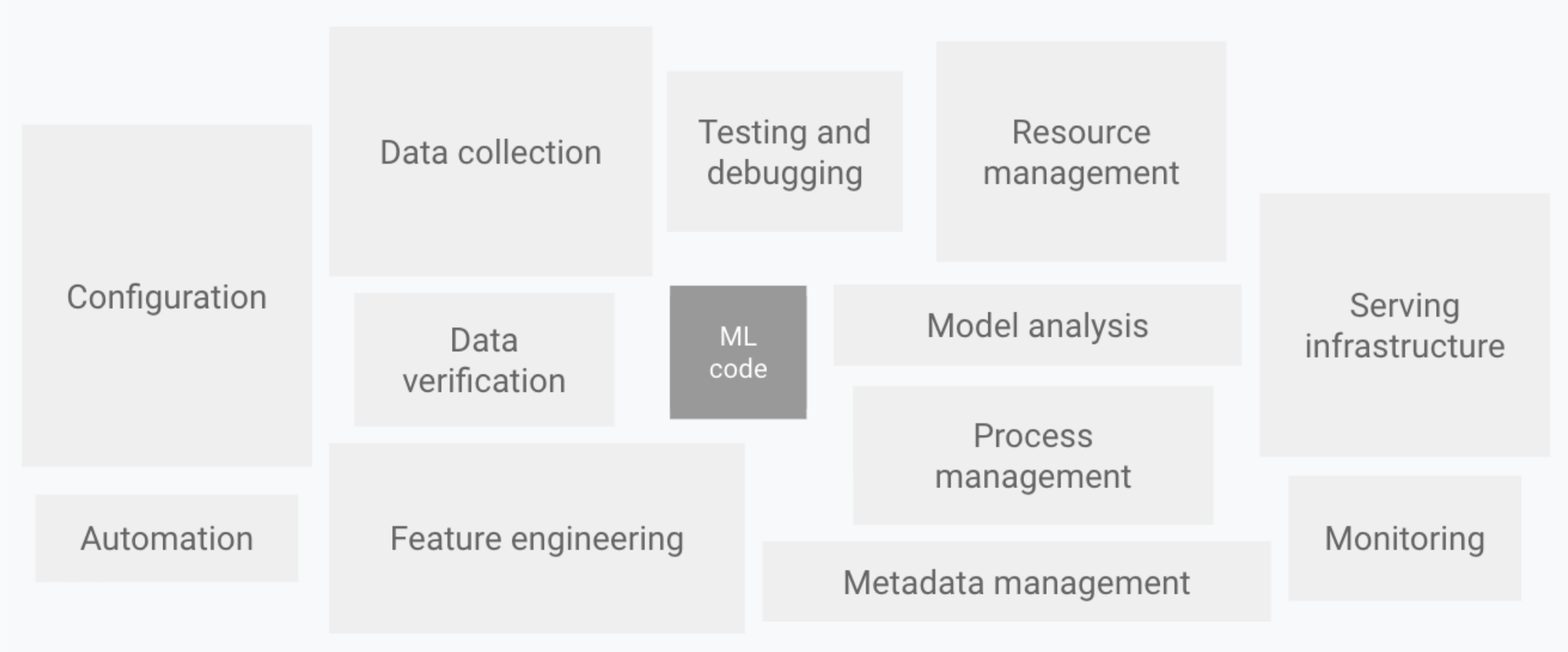
Why is deployment so hard?

Technology & IT architecture

Engineering skills & culture

Business processes

The challenge is building an integrated ML system



THANK
YOU!