

AI Value Canvas

Variant: Machine learning



Decision/process to optimise	Decision-making process this will replace	Types of features to be used	Implementation plan
Ex: Which customers to contact with customer retention message	Ex: Current practice is to contact in alphabetical order (not reaching full list due to resourcing constraints) SCORING CRITERIA Correctly identified + room for improvement + appropriate buy-in /10 Prediction target Ex: contract renewal	Ex: Demographics, previous transactions, previous contacts	Ex: Run predictions all at once at the start of each month and deliver to sales staff SCORING CRITERIA Concrete actions are well defined and achievable /10 Data science line-up Ex: Tina for executive sponsor, Jim for business champion, Fred for data, Jim for models
SCORING CRITERIA Specific + valuable + actionable + in your sphere of influence /10	SCORING CRITERIA Concrete + data exists + closely tied to business goal /10	SCORING CRITERIA Available + likely indicative of prediction target /10	SCORING CRITERIA Available + familiar with business problem /10
Value statement	Biggest risks		
Ex: A\$8/year for 25% reduction in churn SCORING CRITERIA Specific + valuable + actionable + in your sphere of influence /10	Ex: Internal politics, changing competitive dynamics SCORING CRITERIA Specific + valuable + actionable + in your sphere of influence /10		