AI Solution Canvas

GO DATA DRIVEN

Proof of value

Value

How is this solution creating business value? What KPI's are improved by how much? How will business value be measured?

Measure

What should you measure to assess the quality of the solution and to validate your business case?

Action

What actions are needed for the end user to be successful? How does it help the end user?

Which stakeholders are involved? How much of their time is required? E.g. a business sponsor, a business sponsor, a product owner, domain experts, UX/UI experts? Who is willing to perform the intended action in the new business process?

Stakeholders

What are the investments involved for the proof of value? E.g. what roles are required, how much time are they required and what are the costs per hour/day/week? Are there risks associated with the solution?

Investments

AI Solution

Value proposition

How will the solution facilitate the end users job to be done. What are the related pains and gains?

Business requirements

What business requirements should be at least met, for the solution to be acceptable for the end users

Technological requirements

What technological requirements should be at least met, for the solution to be acceptable for the end users

Proof of concept

Insights

What insights are required for the end user to perform the right actions. How will you assess accuracy?

Model

What type of model will be used. What will be the target variable? What are the minimal required features?

Data

Which data sources are required? Is it internal or external? How can these be extracted?

Which stakeholders are involved? How much of their time is required? E.g. an analytics translator, a data scientist, a data engineer?

Stakeholders

What are the investments involved for the proof of concept? E.g. what roles are required, how much time are they required and what are the costs per hour/day/week? Are there risks associated with the solution?

Investments

This canvas has been developed by GoDataDriven, for more info about the Analytics Translator, download the whitepaper at gdd.li/at-whitepaper

AI Solution Canvas – Example: Debt and Default Reduction

Proof of value

Value

How is this solution creating business value? What KPI's are improved by how much? How will business value be measured?

Reduce out-standing debt for customers in default.

Reduce number of customers in default

Measure

What should you measure to assess the quality of the solution and to validate your business case?

Difference in debt accumulation in the next three months between a control group (high probability of default but no call) and a treatment group (high probability of default and a call with a treatment)

Action

What actions are needed for the end user to be successful? How does it help the end user?

The call center should know who to call first. This way the call center agents can do their work more effectively.

Stakeholders

Which stakeholders are involved? How much of their time is required? E.g. a business sponsor, a business sponsor, a product owner, domain experts, UX/UI experts? Who is willing to perform the intended action in the new business process?

Stakeholder	Company Role
Greg Peters	Chief Risk Officer
Johnny Doe	Product Owner Default Debt
Jane Doe	Solutions Architect
Johnny Do-It	Team Lead Call Center Agents

Investments

What are the investments involved for the proof of value? E.g. what roles are required, how much time are they required and what are the costs per hour/day/week? Are there risks associated with the solution?

Role	Cost per FTE	% of time involved	% of year	Total costs
Sponsor	€ 130.000	20%	15%	4000
Product owner	€ 100.000	100%	15%	15385
Domain specialist	€ 100.000	100%	15%	15385
Analytics Translator	€ 100.000	40%	15%	6154
			Total	**40923**

AI Solution

Value proposition

How will the solution facilitate the end users job to be done. What are the related pains and gains?

Call center agents
Job to be done: Contact people that might need to restructure their debt.
Pains: Currently, customers in need are detected too late, resulting in depressed customers and preventable losses.
Gains: Helping a customer in need while simultaneously preventing losses in the future

Business requirements

What business requirements should be at least met, for the solution to be acceptable for the end users

- Transactional Net Promotor Score (NPS) must be positive
- For the experiment, conjoint accounts are excluded

Technological requirements

What technological requirements should be at least met, for the solution to be acceptable for the end users

- Results should be delivered to the call center in format compatible with CRM

Proof of concept

Insights

What insights are required for the end user to perform the right actions. How will you assess accuracy?

Sorting of what customer is most likely to default on their next payment

Accuracy:
% of people that indeed default on their next payment for the 1000 customers with the highest probability of default.

Model

What type of model will be used. What will be the target variable? What are the minimal required features?

Regression model to predict probability of default.

Minimal features:
- Customer demographics
- Last month's account balance
- Last month's savings balance

Data

Which data sources are required? Is it internal or external? How can these be extracted?

Customer demographics
- Internal
- CRM database

Customer transactions
- Internal
- Transactions database
- Highly sensitive

Stakeholders

Which stakeholders are involved? How much of their time is required? E.g. an analytics translator, a data scientist, a data engineer?

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Johnny Doe	Product Owner Default Debt
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Investments

What are the investments involved for the proof of concept? E.g. what roles are required, how much time are they required and what are the costs per hour/day/week? Are there risks associated with the solution?

Role	Cost per FTE	% of time involved	% of year	Total costs
Sponsor	€ 130.000	10%	15%	2000
Domain specialist	€ 100.000	20%	15%	3077
Analytics Translator	€ 100.000	100%	15%	15385
Data Scientist	€ 100.000	100%	15%	15385
Data Engineer	€ 100.000	100%	15%	15385
			Total	**51231**

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