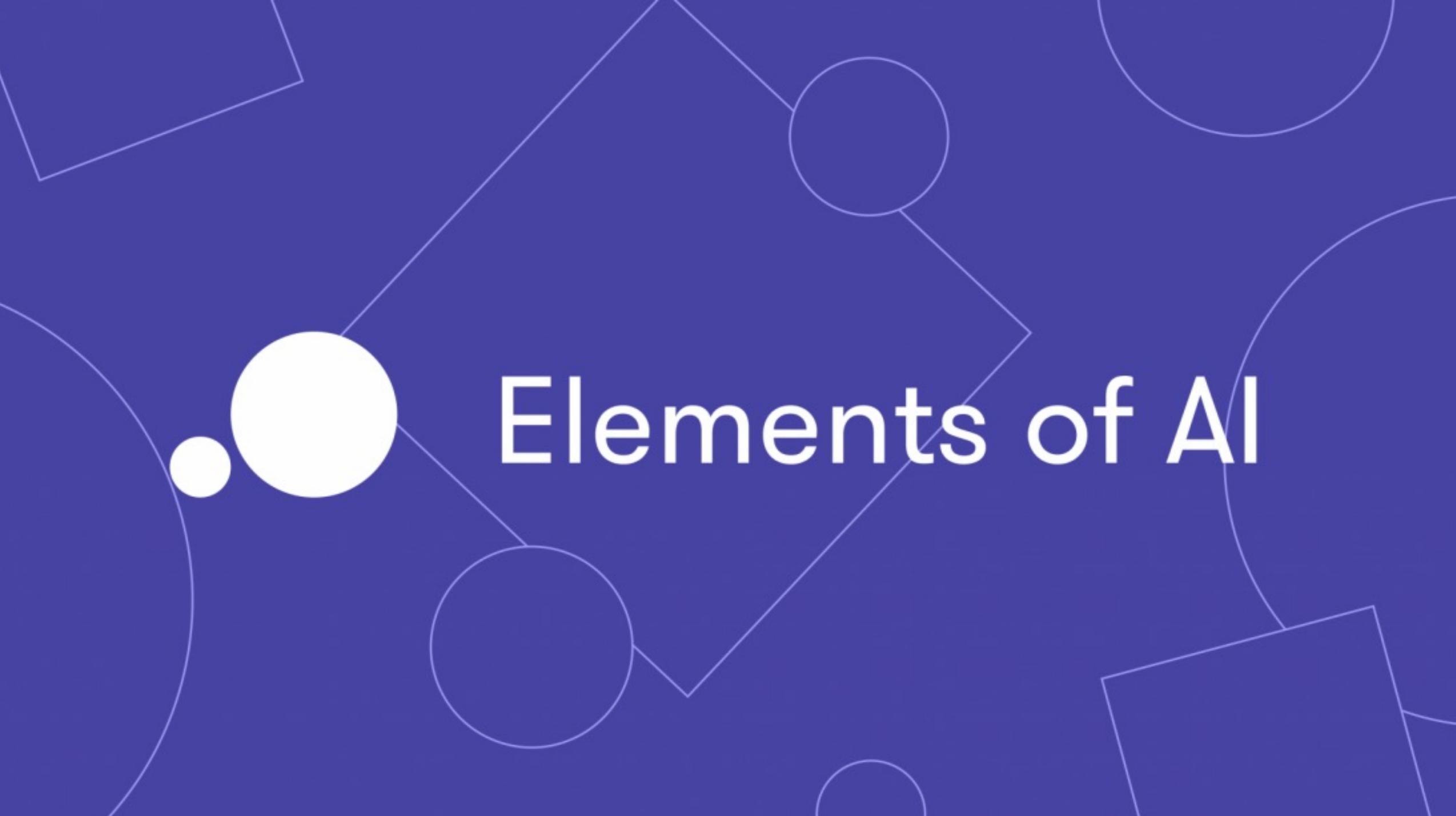


**Leveraging AI to drive
strategic decision**



Elements of AI

First Step!



DATA LED
VERSUS
DATA DRIVEN

**IT'S
DIFFERENT**

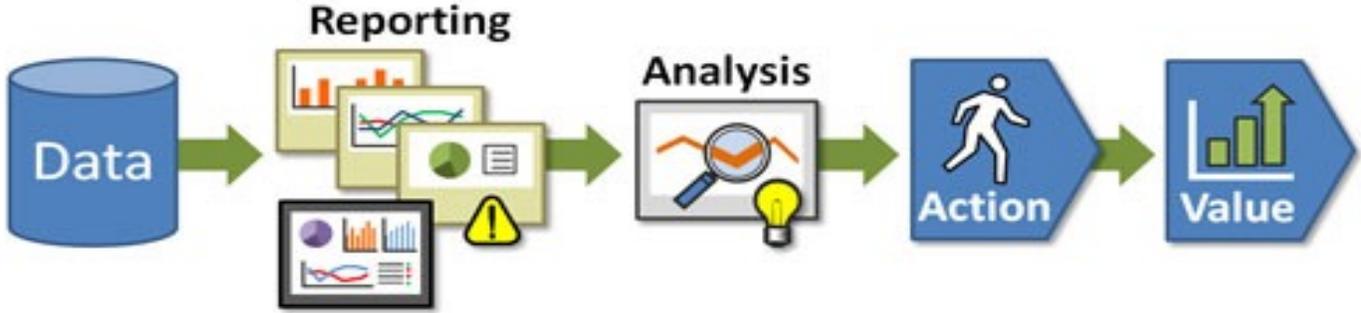
Data Led philosophy



Observe If something happened



DOMAIN KNOWLEDGE



*Don't Report yourself
to death or make
someone doing so...*



Data Driven Philosophy



Describing the customer



Using Historical Sales

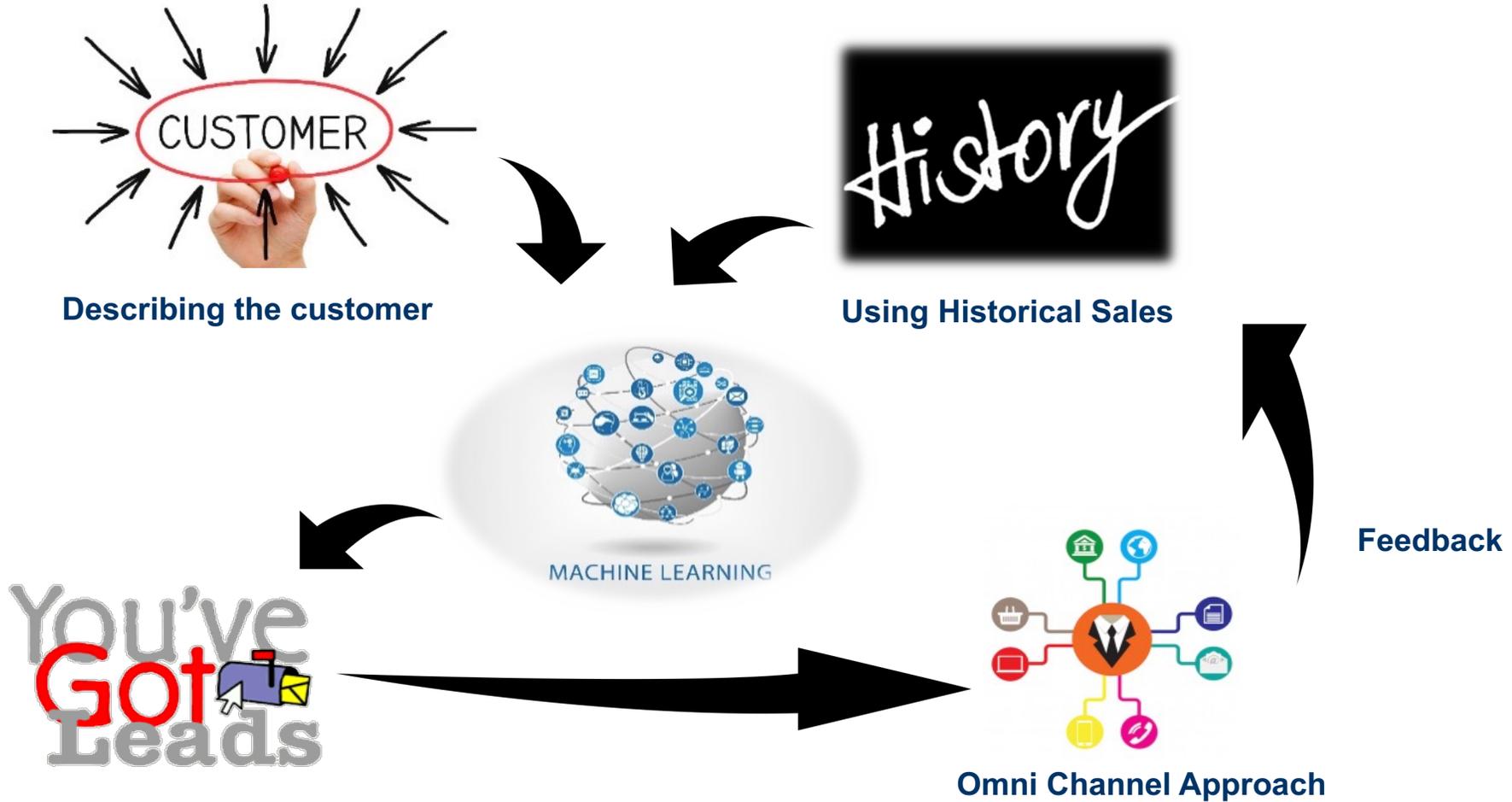


MACHINE LEARNING

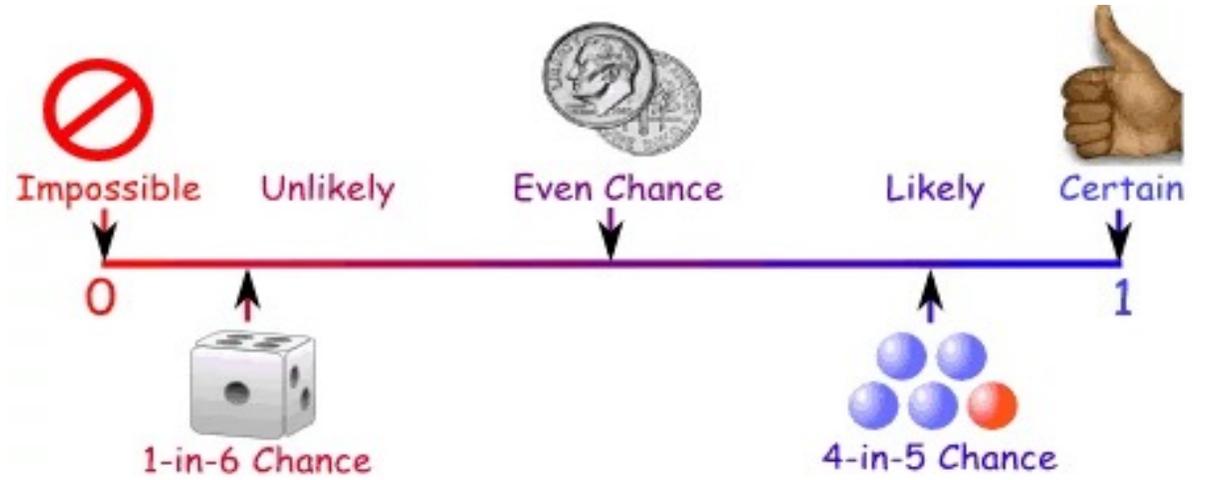


Omni Channel Approach

Feedback



MUCH
Better



Predicting Success



Preserving Knowledge

The image features the text "Step 2" in a large, white, sans-serif font. The text is centered and overlaid on a background of three overlapping circles. The largest circle on the left is a deep purple. A medium-sized circle on the right is a vibrant blue. A smaller circle at the bottom center is a dark blue. The circles overlap, creating a layered effect. The text "Step 2" is positioned such that it spans across the purple and blue circles.

Step 2

A torn piece of light-colored paper is the central focus, featuring the text "How to measure SUCCESS?" in a black serif font. The word "SUCCESS" is significantly larger than the rest of the text. A yellow measuring tape is draped across the scene, with its markings and numbers visible. The background is a plain, light-colored surface.

How to measure
SUCCESS?

One KPI – Value



$$\frac{[\text{Money Gained} - \text{Money Spent}]}{\text{Money Spent}} \times 100$$

YEARS

Governance Model



IT or ICT

Step

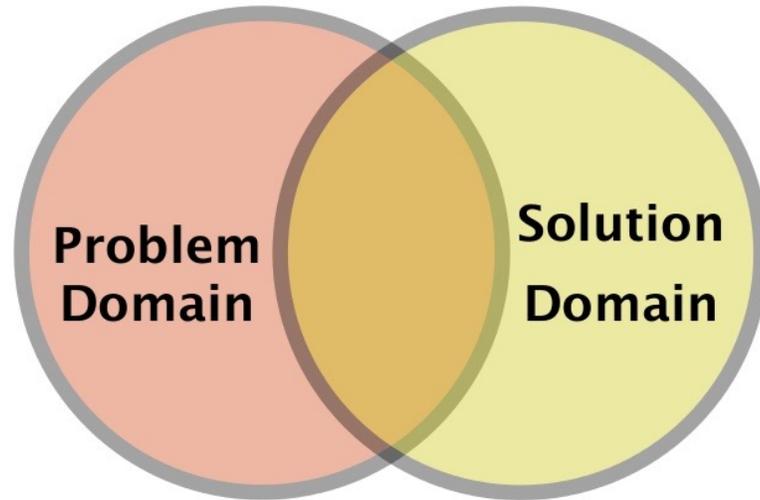
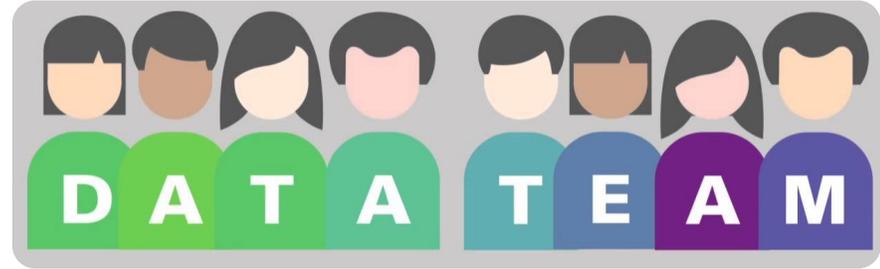
3



You need to organize



vs







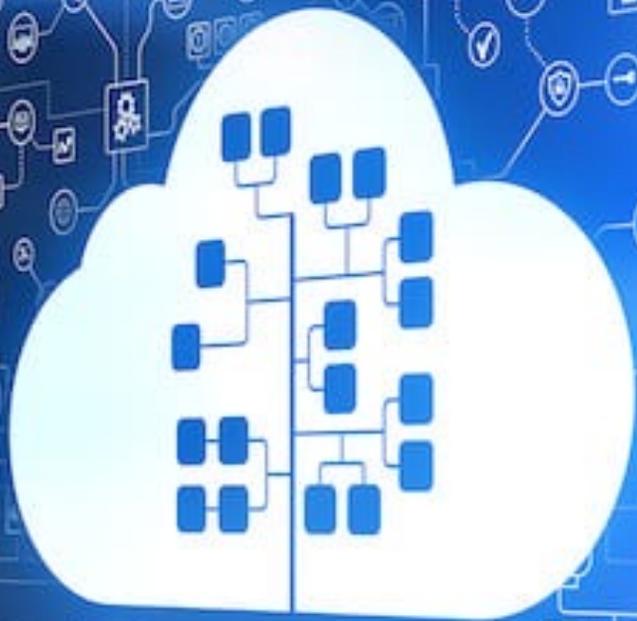




Data inventory

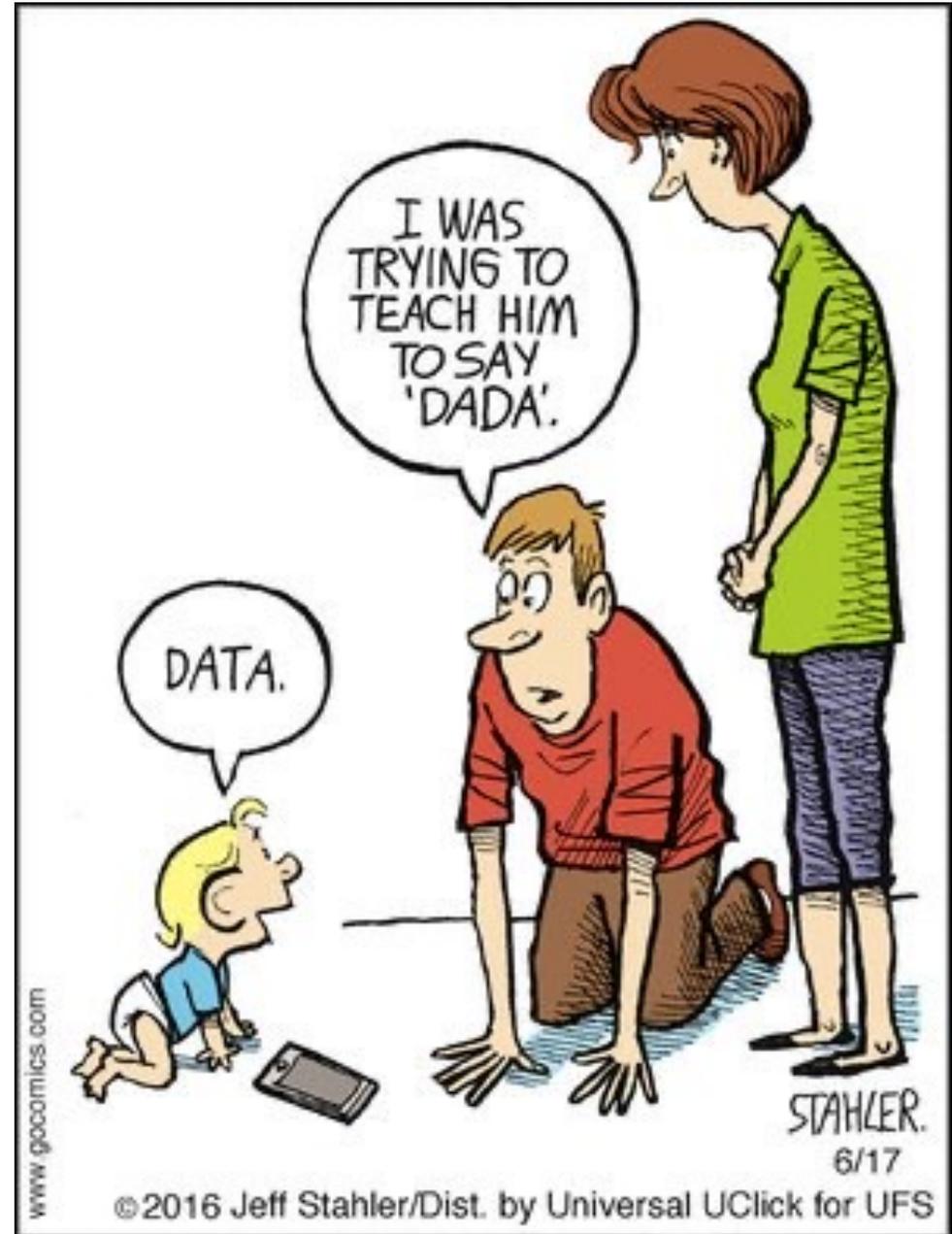
A word cloud of data-related terms. The words are arranged in a roughly rectangular shape and vary in size and color. The colors include dark red, dark green, light green, yellow-green, and blue. The words are: document (dark red, horizontal), image (dark green, vertical), notebook (light green, vertical), external file (yellow-green, horizontal), database (blue, horizontal), excel (yellow-green, vertical), table (blue, vertical), and conversation (light green, horizontal).

document image notebook external file database excel table conversation



**DATA
MANAGEMENT**

Data Literacy





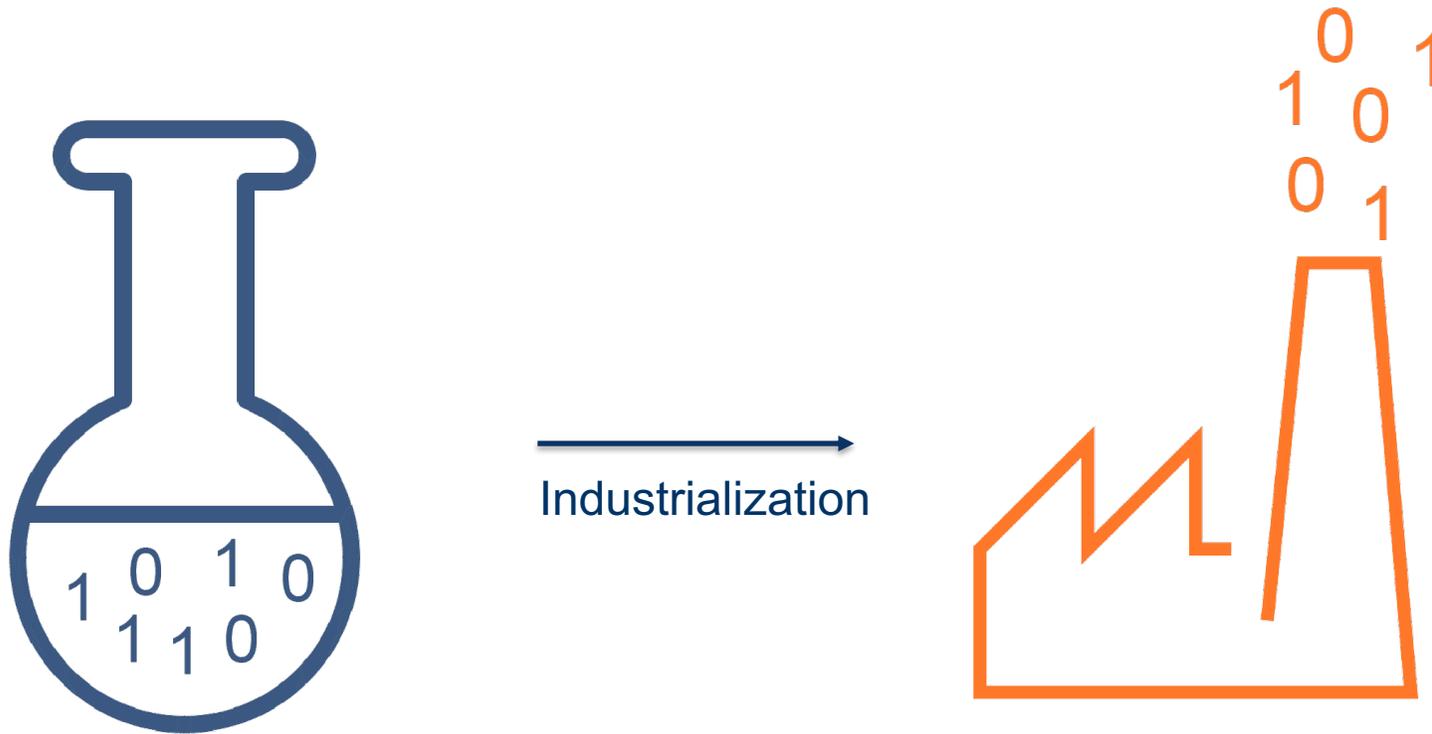
STEP

5



DEPLOYMENT

Data science beyond the sandbox



Effective deployment of ML solutions is a challenge in many companies



ginablaber @ginablaber · Mar 7, 2018



The story of enterprise Machine Learning: "It took me 3 weeks to develop the model. It's been >11 months, and it's still not deployed."

[@DineshNirmalIBM](#) [#StrataData](#) [#strataconf](#)



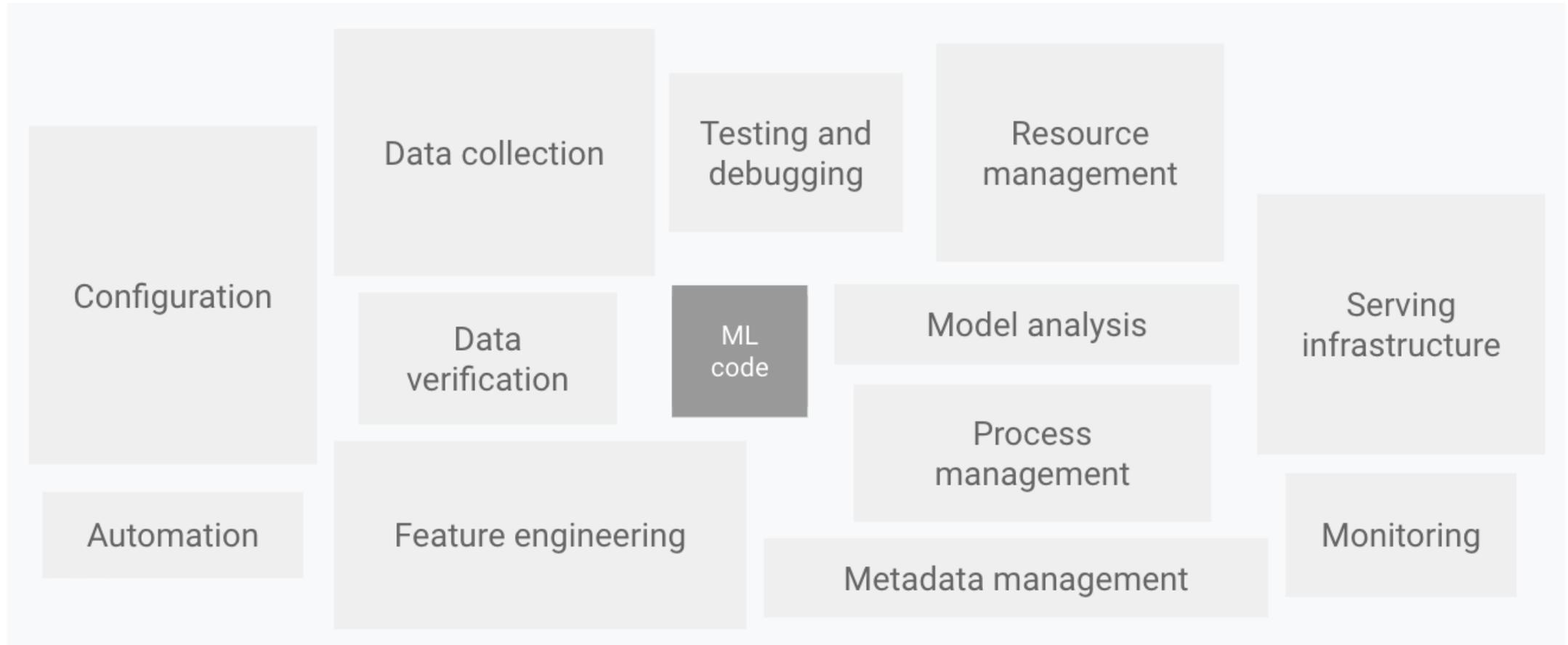
Why is deployment so hard?

Technology &
IT architecture

Engineering skills
& culture

Business
processes

The challenge is building an integrated ML system









THANK

YOU!