

# AI Use-Case Identification & Business Impact Analysis

**Role Focus:** AI Business Analyst

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## 1 Executive Summary

Organizations often struggle to identify where Artificial Intelligence (AI) can deliver real business value. This project demonstrates a structured approach to identifying, evaluating, and prioritizing AI use cases across key business functions using business analysis and responsible AI principles.

The objective is to ensure AI adoption aligns with business goals, delivers measurable impact, and minimizes ethical and operational risks.

## 2 Business Context

**Industry Context:** Cross-functional business operations

**Functions Analyzed:**

- Marketing
- Sales
- Operations

**Problem Statement:**

Many organizations adopt AI tools without a clear understanding of feasibility, ROI, or risk. This results in inefficient implementation and limited business impact.

## 3 Identified AI Use Cases

Business Function	Business Problem	AI Use Case	Expected Business Benefit
Marketing	Manual content planning and AI-assisted content campaign analysis	AI-assisted content recommendations	Faster campaign creation and better engagement
Sales	Inefficient lead prioritization	AI-based lead scoring	Improved conversion rates
Operations	Manual reporting and delayed insights	AI-assisted business reporting	Faster decision-making

## 4 AI Feasibility & Impact Assessment

Criteria	Evaluation
Data Availability	Medium
Business Impact	High
Implementation Complexity	Low
Operational Risk	Low-Medium

## **Assessment Summary:**

The identified use cases show high business value with manageable implementation effort, making them suitable for early AI adoption.

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## **5 Responsible AI Considerations**

The following principles were applied to ensure ethical and sustainable AI usage:

- Data privacy and security protection
- Bias awareness in AI-generated outputs
- Human oversight in decision-making
- Transparency and explainability of AI recommendations

AI is positioned as **decision support**, not decision replacement.

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## **6 Success Metrics & ROI Indicators**

AI implementation success can be measured using:

- Reduction in manual effort (%)
- Improvement in decision turnaround time
- Cost savings or productivity improvement
- Increase in campaign or operational efficiency

These metrics ensure AI delivers measurable business outcomes.

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## **7 Conclusion**

This project demonstrates how AI Business Analysts can bridge the gap between business strategy and AI implementation. By focusing on feasibility, impact, and responsibility, organizations can adopt AI in a way that delivers long-term value while minimizing risk.

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## **Tools & Skills Applied**

Business Analysis • AI for Managers • Generative AI • Responsible AI • Process Optimization • Six Sigma Thinking