

## Approach

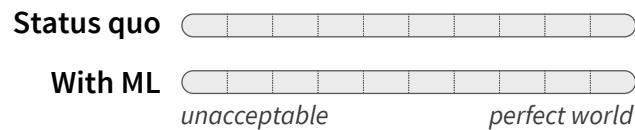
One-off analysis or  Continuously running software

*Input data & where it comes from*



## Impact

KPI:



**Why is the status quo problematic?**

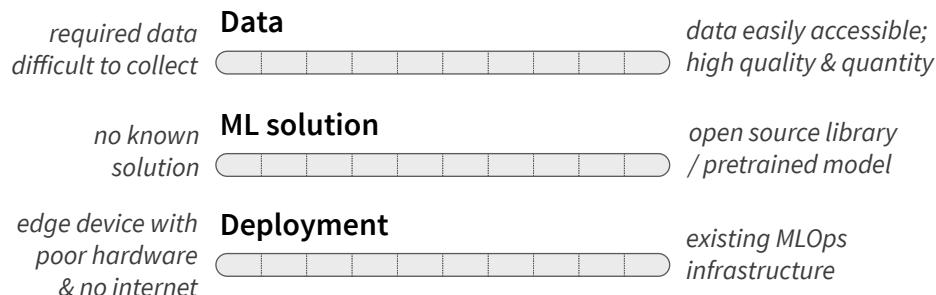
- Tedious & repetitive manual task?
- Insufficient information to make a decision?
- Poor user experience?

**What improvements can we expect?**

- How will this reduce costs (e.g., speed, fewer errors)?
- Increase revenue (e.g., new product feature, retention)?
- What is the scale (number of users, volume)?

## Implementation Confidence

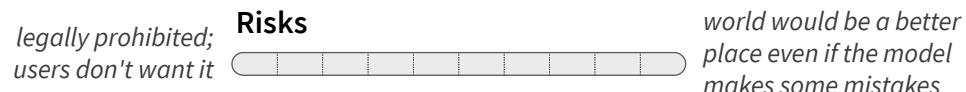
**Can it be done?**



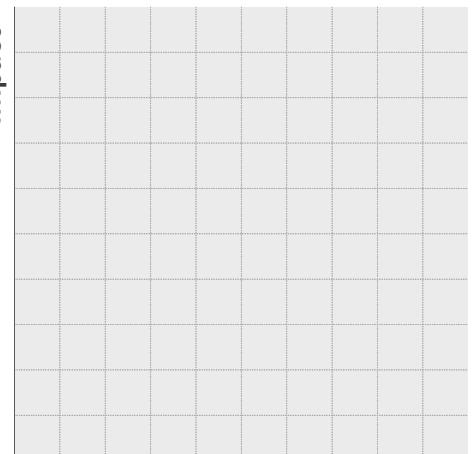
**Build or Buy?**

- Does this create a strategic advantage?
- Does this require our domain knowledge?
- Do we have the technical / ML expertise?

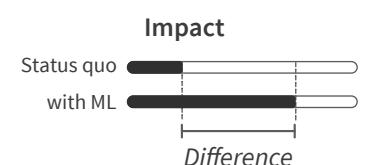
**Should it be done?**



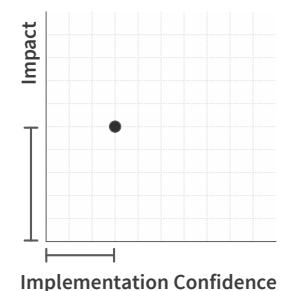
Impact



Implementation Confidence



Implementation Confidence



**Risk mitigation strategies**

E.g., human-in-the-loop?