Project file: Managing the lifecycle of an AI-powered feature in Dynamics 365

## Step 1: Analyze performance and feedback

Structure your response concisely, making it easy to review and later paste into the AI Grader. Address these two points:

1. ***Area of Concern/Opportunity 1***
   * **Identify:** State the first significant concern or opportunity you found regarding the AI Lead Scoring feature. (Keep it specific)
   * **Justification:** Explain why this is significant. Briefly cite the specific evidence from the *Sample performance data* and/or *User feedback excerpts* that supports your finding.

| **Example format:** "Concern: Accuracy variance based on Data Table 2 showing lower scores for X segment and Feedback #2 mentioning inaccuracies." |
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1. ***Area of Concern/Opportunity 2***
   * **Identify:** State the second significant concern or opportunity you found. (Keep it specific)
   * **Justification:** Explain why this is significant. Briefly cite the specific evidence from the Sample Performance Data and/or User Feedback Excerpts that supports your finding.

| **Example format:** "Opportunity: Increase transparency based on Feedback #3 and #5 requesting score reasoning." |
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## Step 2: Develop your action plan

**Instruction:** For each of the two concern/opportunity areas identified in Step 1, complete the relevant subsections below.

### Concern/Opportunity 1

* **Proposed actions:** Model Performance (List 1-2 key steps)
* **Proposed actions:** Transparency/Understanding (Outline 1-2 key strategies)
* **Ethical considerations & mitigation:** (Briefly describe key consideration)

### Concern/Opportunity 2

* **Proposed actions:** Model Performance (List 1-2 key steps)
* **Proposed actions:** Transparency/Understanding (Outline 1-2 key strategies)
* **Ethical considerations & mitigation:** (Briefly describe key consideration)

### Overall A/B Test Plan

***Outline A/B test:*** For one significant change proposed in your plan above (related to either Concern/Opportunity 1 or 2), briefly outline a potential A/B test. State your main hypothesis and the key metric(s) you would track.

This structured approach will ensure you cover all requirements and make it easy to evaluate your plan.

## Step 3: Outline communication and iteration

Summarize your approach here. Address these two aspects concisely:

1. **Communication Approach**
   * Briefly describe the key message(s) and primary channel(s) you would use to inform users about the planned updates from Step 2.
2. **Next Feedback Loop**
   * List 1-2 specific methods you would use to gather ongoing user feedback on the AI feature to inform the next iteration cycle.