



# Diving into an AI use case AI Shot #3 @ VISUM

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## The Learning Spectrum

AI shot

02

## Embedding Domain Knowledge

AI shot

03

## Diving into an AI use case

04

## Semi-Supervised Learning

AI shot

01

Ahoy, sailor!












# The opportunity: To optimize a fishing hook placing strategy



Company:

Owner:

 <h3>Prediction</h3> <p>What questions do you want to be answered?</p> <p>What missing information would support better decisions?</p>	 <h3>Decision Process</h3> <p>How the predictions will be used to create value to the business?</p> <ul style="list-style-type: none"> <li>- What's the cost-benefit trade-off associated to each decision?</li> <li>- Are there any resource constraints?</li> </ul>	 <h3>Opportunity</h3> <p>What can be optimized to reach the company objectives?</p> <p>To optimize a fishing hook placing strategy</p>	 <h3>Business Integration</h3> <p>Where will the decision process be integrated in the value chain?</p> <p>What will change in order to integrate the model in the company workflow?</p>	 <h3>Consequences</h3> <p>What are the potential by products of the use case?</p> <p>What will change in the value chain?</p>
 <h3>Data</h3> <p>What data/information is relevant to the problem?</p> <ul style="list-style-type: none"> <li>- Granularity, relevant patterns, target values, etc.</li> </ul> <p>What patterns have you observed that correlate with the objective?</p>				 <h3>Risks</h3> <p>What are the potential risks for wrong decisions?</p> <p>Is there any regulatory restriction in the area?</p>
 <h3>Key Performance Indicators</h3> <p>Which KPIs will improve with the opportunity? (business and technical)</p>			 <h3>Opportunity Size</h3> <p>What is your (gross) estimation for the use case potential?</p>	

# Prediction



- What questions do you want to be answered?
- What missing information would support better decisions?



# Data



- What data/information is relevant to the problem?
  - Granularity, relevant patterns, target values, etc
- What patterns have you observed that correlate with the objective?



# Key Performance Indicators



- Which KPIs will improve with the opportunity? (business and technical)





# Decision Process



- How the predictions will be used to create value to the business?
  - What's the cost-benefit trade-off associated to each decision?
  - Are there any resource constraints?



# Business Integration



- Where will the decision process be integrated in the value chain?
- What will change in order to integrate the model in the company workflow?



# Consequences



- What are the potential by-products of the use case?
- What will change in the value chain?



# Risks



- What are the potential risks for wrong decisions?
- Is there any regulatory restriction in the area?



# Opportunity Size



- What is your (gross) estimation for the use case potential?



Thank you!  
Questions?





# Embedding Domain Knowledge in DNN

AI Shot #2 @ VISUM

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