Artificial Intelligence (AI)-related information systems can provide recommendations that inform decision-making processes, such as investment decisions (Cabrera-Paniagua & Rubilar-Torrealba, 2021; Keding & Meissner, 2021). Nevertheless, when designed and developed poorly, they can have catastrophic consequences for organisations and the wider society.

At the end of 2021, the online real estate company named “Zillow” had announced to its shareholders that it would have slashed its “Offers” operations and laid off 25% of its employees (2,000 people) in subsequent financial quarters (Levy, 2021; Olavsrud, 2022). These harsh decisions were caused by a $304 million operating loss following the company’s investments in buying properties at higher prices than their future value (Levy, 2021; Olavsrud, 2022). Such investments were incorrectly made due to an inaccurate AI-based information system that was poorly designed and validated (Fu *et al*., 2022; Levy, 2021; Olavsrud, 2022).

Various technical reasons, intrinsic to their flawed design and development, led to the above-mentioned considerable overestimation of the house prices:

⦁          The model was trained on idealistic and unreliable data, respectively publicly available datasets, and those from its platform's users (Biswas, 2021). For instance, the number of rooms in a property, its size, its distance from schools, hospitals, supermarkets, etc., were often incorrect (Biswas, 2021).

⦁          Solely relying on model's predictions, without associating them with an uncertainty level (Biswas, 2021), misled the company in buying incorrect properties at higher prices.

⦁          The real estate market's condition, especially during the pandemic, deviated significantly from historical data used to train the model, making the model obsolete earlier than expected (Datta, 2021).

Further data curation, assessing and monitoring AI predictions' uncertainty, implementing and leveraging automated statistical and MLOps-related checks to detect and alert on data distributions- and model-related drifts (Datta, 2021) would have prevented or, at least, mitigated the above-mentioned issue.

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