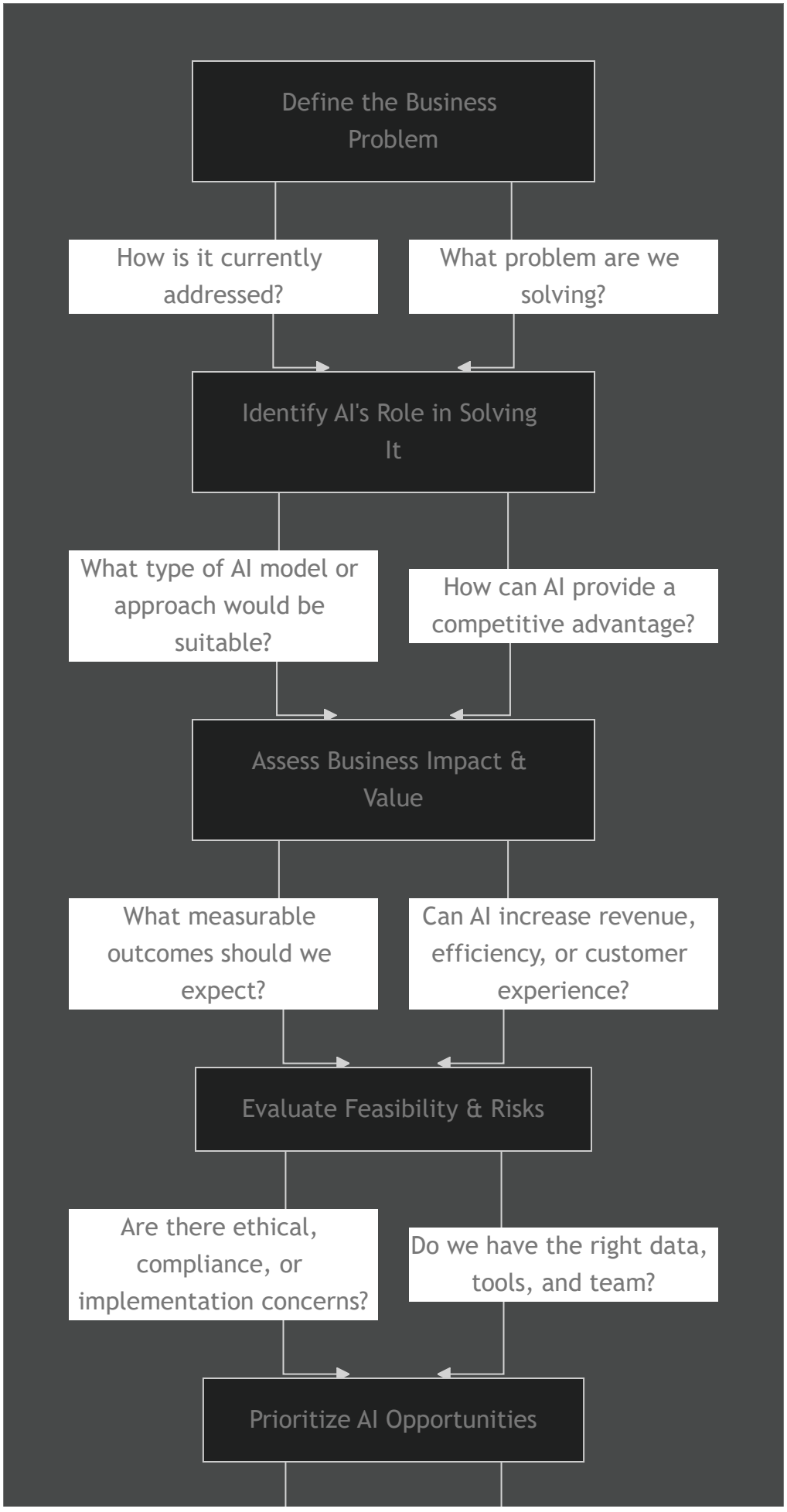
AI in Practice & Business Value Identification

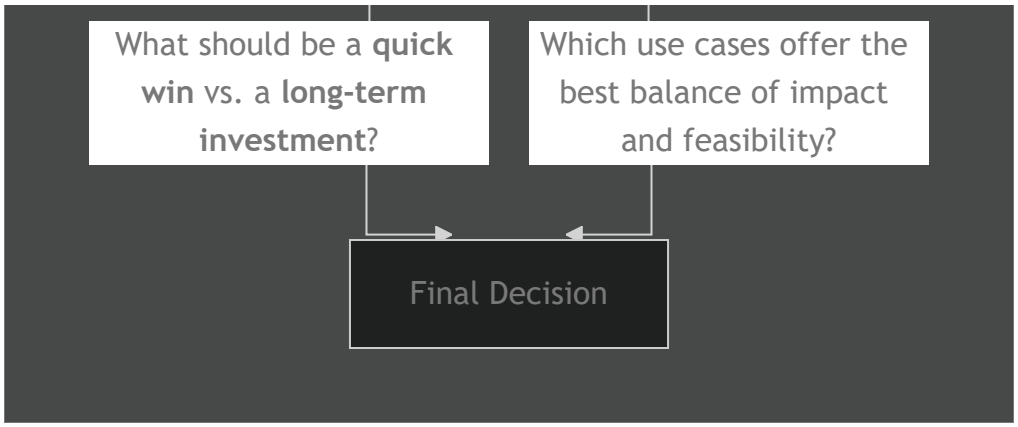
AI Business Value Framework

Overview

This session will guide you through a structured **5-step framework** to evaluate AI opportunities and assess their business impact.

AI Business Value Framework and Guiding Questions


Define the Business Problem
How is it currently addressed?
What problem are we solving?
Identify AI's Role in Solving It
What type of AI model or approach would be suitable?
How can AI provide a competitive advantage?
Assess Business Impact & Value
What measurable outcomes should we expect?
Can AI increase revenue, efficiency, or customer experience?
Evaluate Feasibility & Risks
Are there ethical, compliance, or implementation concerns?
Do we have the right data, tools, and team?
Prioritize AI Opportunities



Hands-On Activity: AI Business Value Assessment

Your Task: Apply this framework to an assigned AI use case.

Step-by-Step Instructions

1. **Review Your AI Use Case Scenario** *(Instructor will assign scenarios)*
2. **Use the AI Business Value Scorecard** *(Evaluate feasibility, impact, and risks)*
3. **Prepare a Summary** *(Justify your AI decision & prioritization)*
4. **Present or Submit Your Findings** *(Team presentations or individual submission)*

AI Business Value Scorecard and Scenarios

AI Business Value Scorecard

Scenarios:
AI for Predictive Maintenance in Manufacturing
AI-Driven Customer Personalization for a Retail Bank
AI-Powered Workforce Planning for a Healthcare System
AI for Supply Chain Optimization in Consumer Goods

Discussion & Reflection

- What was the biggest factor influencing your AI decision?
- How did feasibility vs. impact shape your prioritization?
- What would improve AI business evaluation in your organization?

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