# Breakout Instructions

Your team is focused on the **education** industry. You’ve been provided with a resource document sharing many possible AI use cases for this industry.

Steps to complete this challenge:

1. Carefully read through the list of key business metrics your customer has shared. **5 min.**
2. Carefully read through the customer testimonials. **5 min.**
3. Brainstorm as a team to come up with **as many AI use cases as possible** that could positively impact this customer’s business metrics. Use ‘unconstrained thinking’ (we have unlimited budget and time!). Especially focus on use cases that address challenges the customer raises, but feel free to come up with use-cases that may improve their general business. **20 min.**
4. As a team, vote to reduce your list of ideas down to the top 10. **10 min.**
5. Have a team vote and place those ideas along the X axis (Impact Axis) in order of perceived business impact (Only 1 ‘lane’ along the bottom). **10 min.**
6. Now based on team vote, move each idea vertically along the Y Axis (Effort Axis) based on perception of difficulty to implement. ***Use the AI Use Cases resource document to help***. **10 min.**
7. Draw lines to divide the matrix into 4 equal quadrants.
   1. Bottom right quadrant = High impact, low effort (**Low Hanging Fruit**)
   2. Top right quadrant = High impact, high effort (**Strategic Projects**)
   3. Bottom left quadrant = Low impact, low effort (**Quick Wins**)
   4. Top left quadrant = Low impact, high effort (**Non-Starters**)
8. Assign a spokesperson and be ready to share:
   1. Customer/Industry
   2. Business metrics needing improvement
   3. AI use-cases your team arrived at and why

## Customer Information

Company Name: **A. Datum Learning**

Industry: **Education**

Annual Revenue: **$2.5 million**

## Key Business metrics

|  |  |  |
| --- | --- | --- |
| **Business Unit** | **Business Metric** | **Description** |
| Enrollment Management | Student Enrollment Rates | The number of students enrolled in various programs each semester. |
| Student Services | Student Retention Rates | The percentage of students who continue their studies from one year to the next. |
| Academic Performance | Graduation Rates | The percentage of students who complete their programs within the expected time frame. |
| Academic Performance | Student Performance Metrics | Standardized test scores, grade point averages (GPA), and other academic performance indicators. |
| Faculty Development | Faculty Performance | Metrics related to teacher evaluations, student feedback, and professional development achievements. |
| Operations | Operational Efficiency | Measures of administrative efficiency, such as the time required for student enrollment processing and resource allocation. |

## Statement from the Headmaster of A. Datum Learning

As the headmaster of A. Datum Learning, I am deeply committed to providing an exceptional educational experience for all our students. However, like any educational institution, we face several challenges that impact our ability to achieve this goal. One of our primary challenges is maintaining high levels of student engagement. Engaging students and keeping them motivated throughout their educational journey is critical. Unfortunately, we have observed that low engagement can lead to a decrease in our enrollment rates. Specifically, we estimate that a lack of engagement results in a 4% reduction in student enrollment, translating to a loss of 20 students per year. With each student contributing $10,000 in tuition, this equates to an annual revenue loss of $200,000, which represents 8% of our total revenue.

Another significant challenge we face is the need to provide personalized learning experiences that cater to the diverse needs of our students. Without adequate personalization, we see a decline in student performance metrics, which affects retention rates and leads to potential dropouts. Currently, we estimate that 8% of our students, or 40 students, are at risk due to insufficient personalized learning. With an assumed dropout rate of 50%, this means we potentially lose 20 students annually. This loss results in an additional $200,000 reduction in our annual revenue, accounting for another 8% of our total revenue.

Efficient resource management is also a critical area where we face challenges. The allocation of educational resources, including faculty, classrooms, and materials, must be optimized to support our educational mission effectively. However, we currently experience a 2.5% inefficiency in our operational costs, which translates to additional costs of $62,500 annually. These inefficiencies account for 2.5% of our total revenue and divert funds away from core educational activities, impacting our overall operational efficiency.

**Impact Summary**

* Student Engagement Impact: $200,000 loss annually (8% of revenue)
* Personalized Learning Impact: $200,000 loss annually (8% of revenue)
* Resource Management Impact: $62,500 additional costs annually (2.5% of revenue)
* Total Financial Impact: $462,500 annually (18.5% of revenue)