**Business Use Case for Cortex AI in Origination Data**

The Origination Datamart, housed in the *team\_caf* container of the EDW, serves as a key data asset in CAF. Analysts query this data daily, but many do not have a deep understanding of its contents, including how to join tables internally or externally, or how to handle deduplication at various levels of granularity. New analysts, especially, face a learning curve when onboarding.

To address these challenges, we propose creating a Cortex AI on top of the Origination Datamart that can:

* Answer frequently asked questions from analysts.
* Simplify data dictionary lookups (e.g., a new analyst can ask what data is stored in a specific table and receive an explanation along with sample data).
* Suggest additional uses of the Data Mart to experienced analysts.

Finally, I want to test the model’s limits by posing increasingly complex questions to see how the Cortex AI responds.

**Steps**

1. **Create Semantic Layers**
   * Develop semantic layers for the Origination tables and any external EDW tables that can be joined to Origination tables.
2. **Integrate with Cortex**
   * Link the semantic layers to Cortex and evaluate how well the AI can handle both routine and more complex user queries.
3. **Leverage Existing FAQ**
   * Pair the AI model with pre-answered, common analyst questions to reduce redundancy and speed up response times.
4. **Optional: Compare with Databricks Genie**
   * Assess the relative strengths of Cortex versus Databricks Genie in handling complex questions.

**Audience**

1. **Prospective CAF Analysts**
   * Those who need to quickly onboard and gain familiarity with the Origination Data Mart.
2. **Existing CAF Analysts**
   * Current users seeking to explore new or advanced uses for the Datamart.
3. **Management**
   * Leaders with occasional ad-hoc data requests who can benefit from self-service insights (e.g., simple metrics like monthly book rates or application volumes).
4. **Data Engineers**
   * Team members responsible for converting and maintaining the data mart who can benefit from the AI’s embedded data/business knowledge.
5. **External Analysts to CAF**
   * Quickly leverage features already built and used across CAF and generate organizational insights.