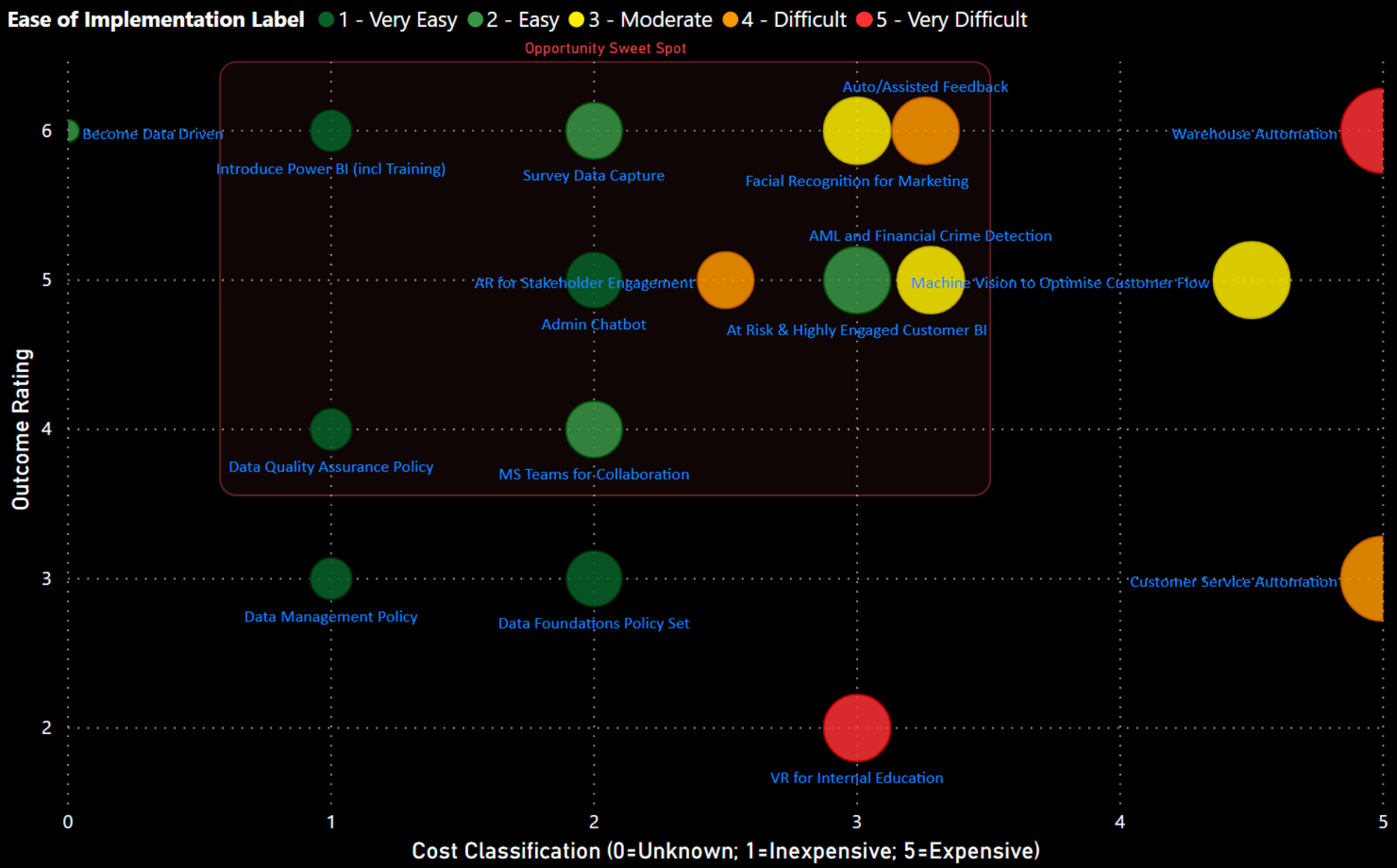
STRATEGIC DATA & AI THINK TANK 2022

CONSULTING GROUP

OPPORTUNITY ROADMAP



The Opportunity Catalogue process identified 17 key opportunities.

Given the relatively low level of Data and AI maturity currently at Generic Company, there are a number of opportunities that have landed in the 'Opportunity Sweet Spot'.

The opportunities range from 'Very Easy' to 'Difficult', and there are a number of opportunities that will generate immediate ROIs and/or significant positive impact for the organisation. Even the opportunities outside the sweet spot are good opportunities that will address needs within the business.

Leveraging these opportunities will take Generic Company team to an advanced level of Data and AI maturity whilst giving the organisation a new level of insight into operations. This will enable the organisation to make deliberate and intuitive future operational decisions.

CRITERIA FOR PRIORITISING OPPORTUNITIES

Cost Classification Approximations

0 = Unknown: Available project possibilities or scope is too broad to estimate cost.
1 = Minimal: Under $25,000.
2 = Low: Between $25,000 and $100,000.
3 = Medium: Between $100,000 and $250,000.
4 = High: Between $250,000 and $1,000,000.
5 = High Requiring Detailed Additional Scoping: Above $1,000,000.

Outcome Rating: (2-6)

Add the Impact Rating and ROI Rating (higher = better)

Positive Impact on Business and Operations – how does it positively affect the way that the business functions and how does it improve the work being done?
1 = Low Impact
2 = Moderate Impact
3 = High Impact

Return on Investment (ROI) – cost or revenue benefit vs project cost approximation.
1 = < Project Value
2 = Approximately Project Value
3 = > Project Value

Outcome Rating		Impact		
		1	2	3
ROI	1	2	3	4
	2	3	4	5
	3	4	5	6

Ease of Implementation

- **Very Easy** (Dark Green): Requires very little internal/vendor expertise or experience and no project management; typically almost no risk; can potentially be deployed via off-the-shelf type PAAS/SAAS without SME input.

- **Easy** (Light Green): Requires some internal/vendor expertise or experience and low level project management; typically low risk; can sometimes be deployed via off-the-shelf type PAAS/SAAS or requires low level custom development, and typically requires supervision from SMEs.

- **Moderate** (Yellow): Requires significant internal/vendor expertise or experience and significant project management; typically medium risk; typically requires mid-level custom development, and typically requires high-level supervision from SMEs.

- **Difficult** (Orange): Requires high internal/vendor expertise or experience and careful project management; typically high risk; typically requires significant custom development, and typically requires very close supervision from SMEs to ensure project success. Sometimes experimental and the project outcome may need to pivot to be successful.

- **Very Difficult** (Red): Requires very high levels of internal/vendor expertise or experience and extremely careful project management; high risk, high custom development requirement and requires very close interaction with SMEs daily. Often experimental and there is an expectation that the project outcome cannot be determined in advance. Even careful project management and risk mitigation can lead to project outcomes being different than those initially intended.

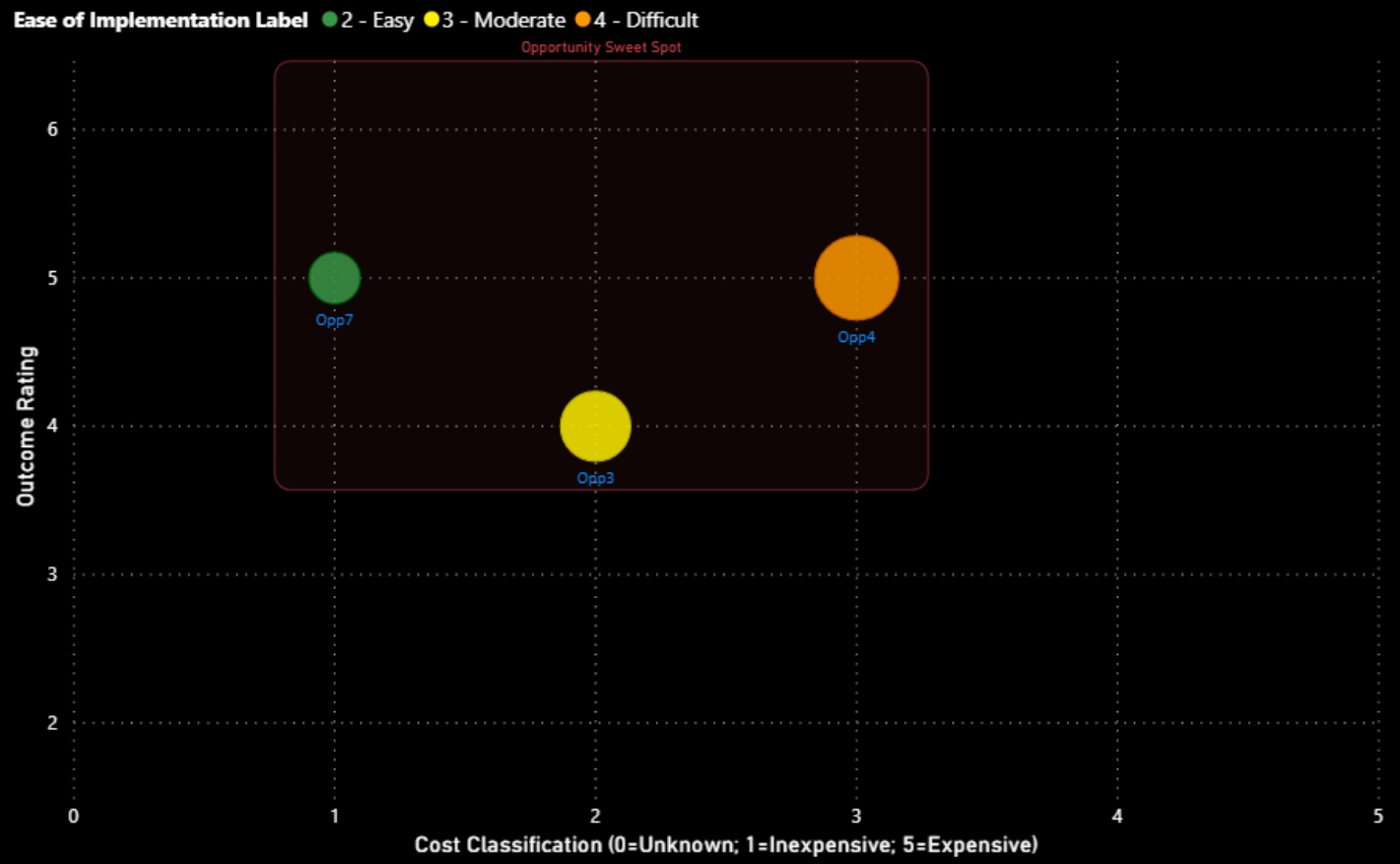
WHAT IS THE OPPORTUNITY SWEET SPOT?

The Opportunity Sweet Spot identifies opportunities that are low cost and high impact.

Typically, organisations see these opportunities as a ‘quick win’ and will tend to invest in a number of these opportunities (or all of these opportunities) immediately.

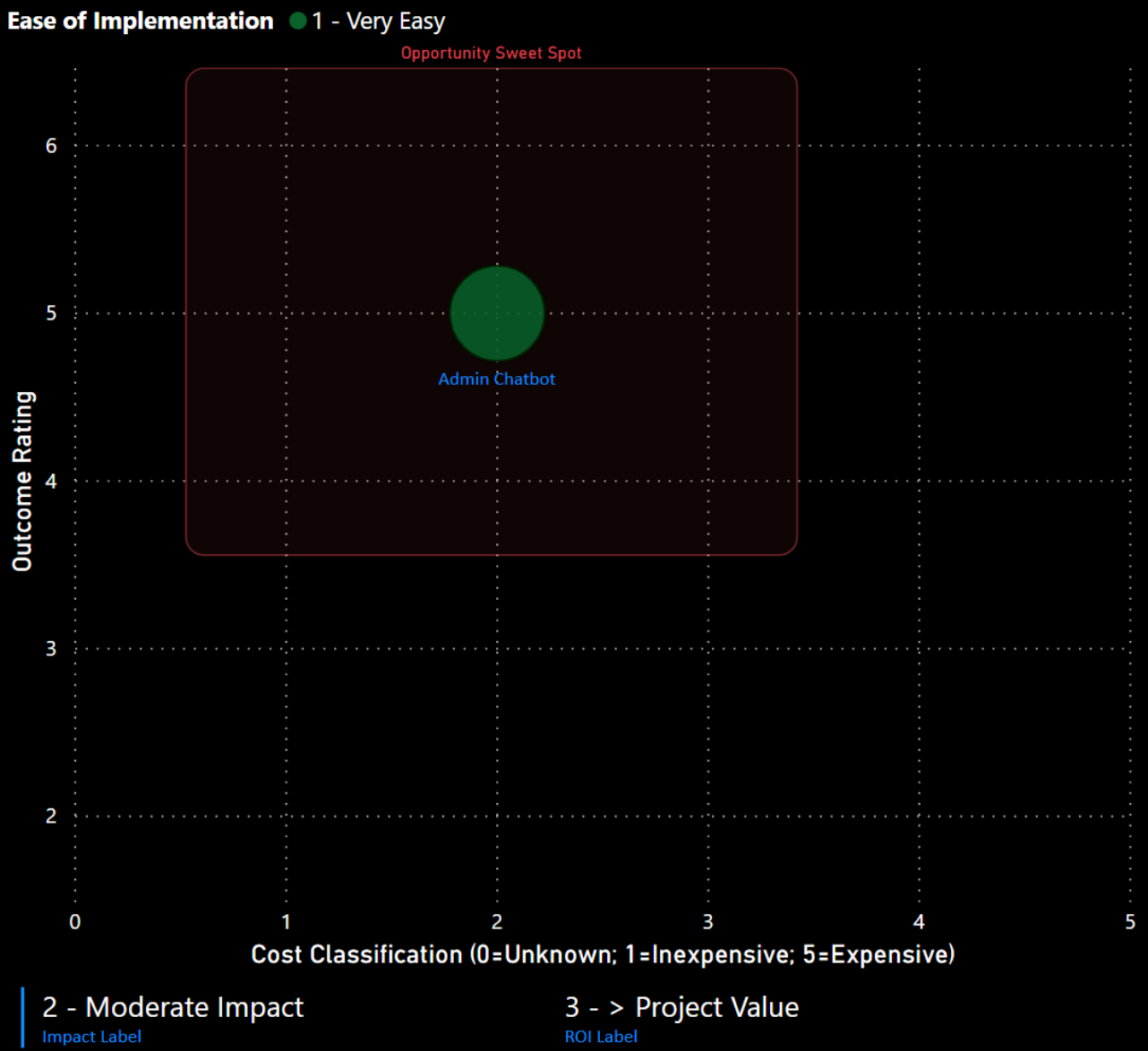
Organisations that are new to Data and AI might start with ‘Very Easy’ or ‘Easy’ opportunities within the sweet spot so that they can develop an implementation and project rhythm as well as proving value to the organisation, executive and board, whilst minimising risk.

It should be noted that opportunities in the top right-hand side of the grid, but outside the sweet spot, should also be considered due to ROI and Impact (Outcome), however these projects typically require larger investments, approvals and significant strategy to deliver the desired outcomes.



OPPORTUNITY DETAIL

Administration Chatbot



2 - Moderate Impact
Impact Label

3 - > Project Value
ROI Label

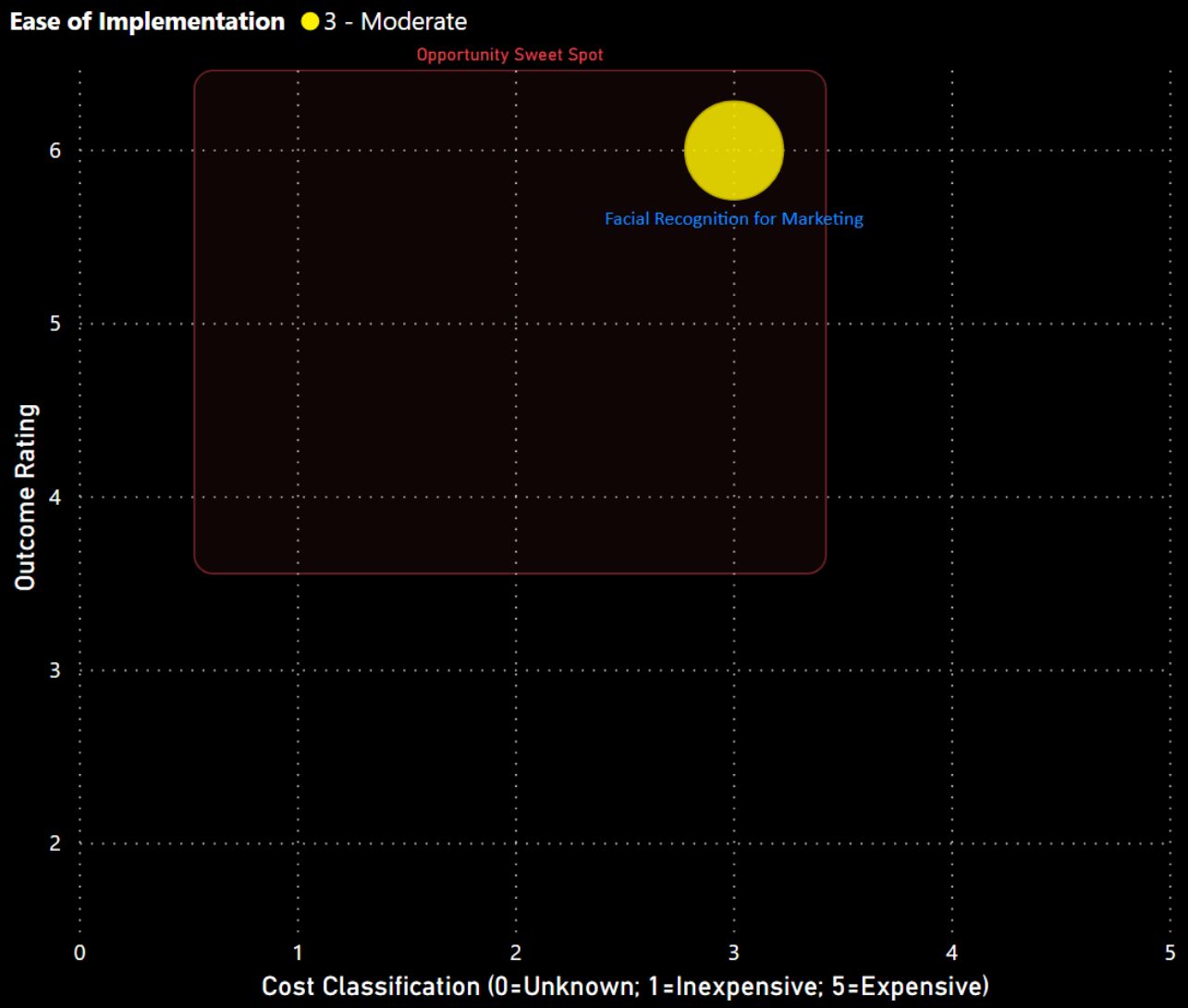
Opportunity Description

Administration Chatbot

Leverage NLP (Natural Language Processing) to create a chatbot to reduce time spent on administration and repetitive tasks. The common questions that are asked can be easily answered by a chatbot and even integrated into Microsoft Teams so that stakeholders can tag the chatbot (@AdminChatbotName), to immediately get responses to their enquiries. This will free up administration and resources allowing them to be more effectively be deployed or to cut cost.

Implementation Outline:
Implementation of PAAS based Chatbot. Clarify the business objective. Design chat experience. Determine top questions that result in the greatest number of queries (80/20 rule). Testing and Implementation.

Facial Recognition Based Marketing



3 - High Impact
Impact Label

3 - > Project Value
ROI Label

Opportunity Description

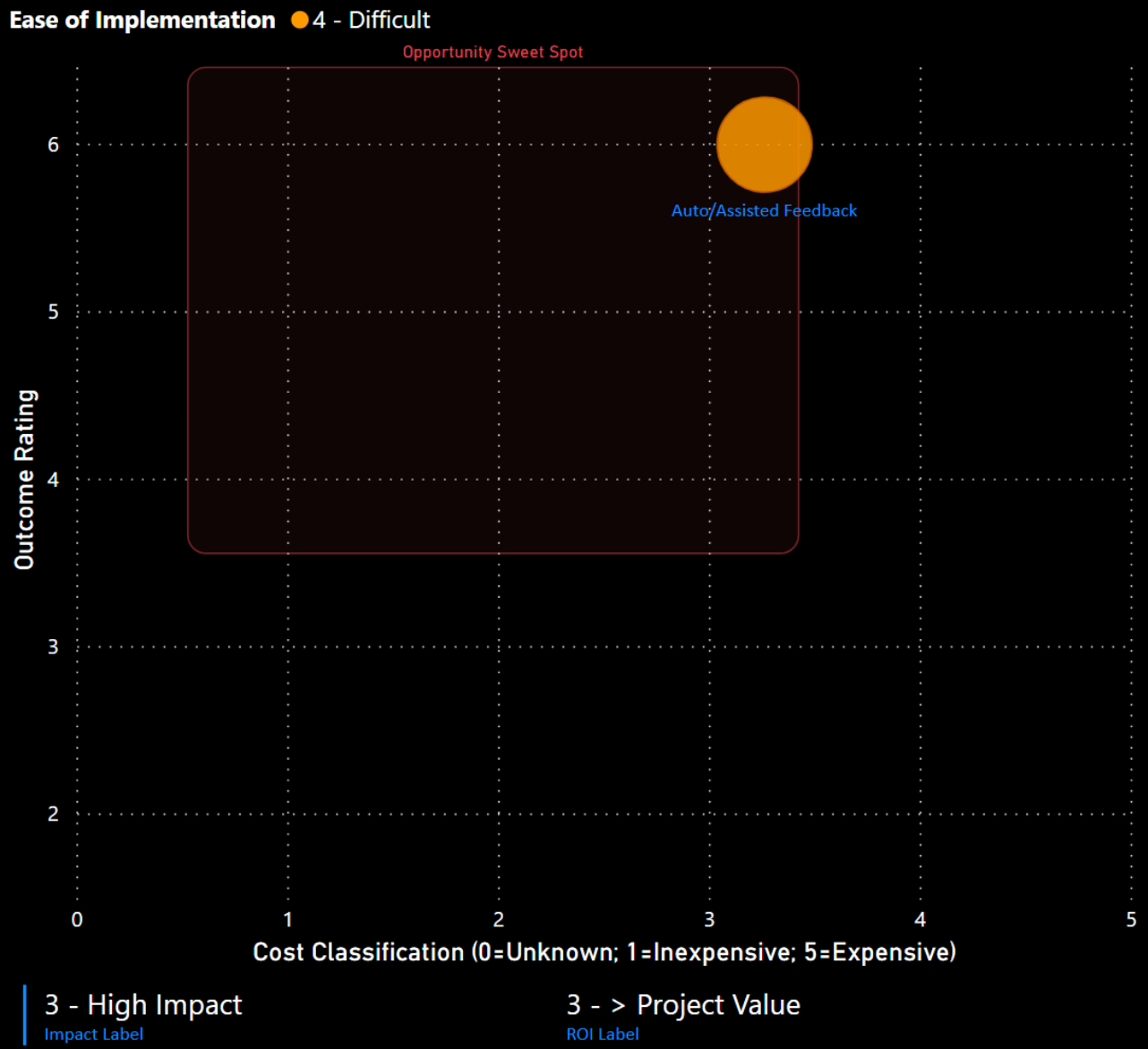
Facial Recognition to identify and market to members and regular customers (KYC - Know Your Client). Use cameras and facial recognition technology combined with machine learning to welcome members and regular customers as well as provide them with special offers.

The facial recognition process involves three steps:
- Face Detection: essential step to detect and locate human faces in images and videos.
- Face Capture: process transforms analogue information (a face) into a set of digital information (data) based on facial features.
- Face Match: Verifies if two faces belong to the same person based on a number of facial features.

Implementation Outline:
- Data engineering to transform existing face records into digital information.
- Cross reference Facebook followers to understand preferences and likes to optimise marketing message.
- Set up retail cameras, capture, transform, store and match data in real-time.
- Match 'next best marketing message' to customer.
- SMS customer with offer, CTA and store map.

Privacy: concerns around privacy need to be addressed with Legal, and opt-in preference need to be considered prior to implementation.

Automatic / Assisted Feedback



3 - High Impact
Impact Label

3 - > Project Value
ROI Label

Opportunity Description

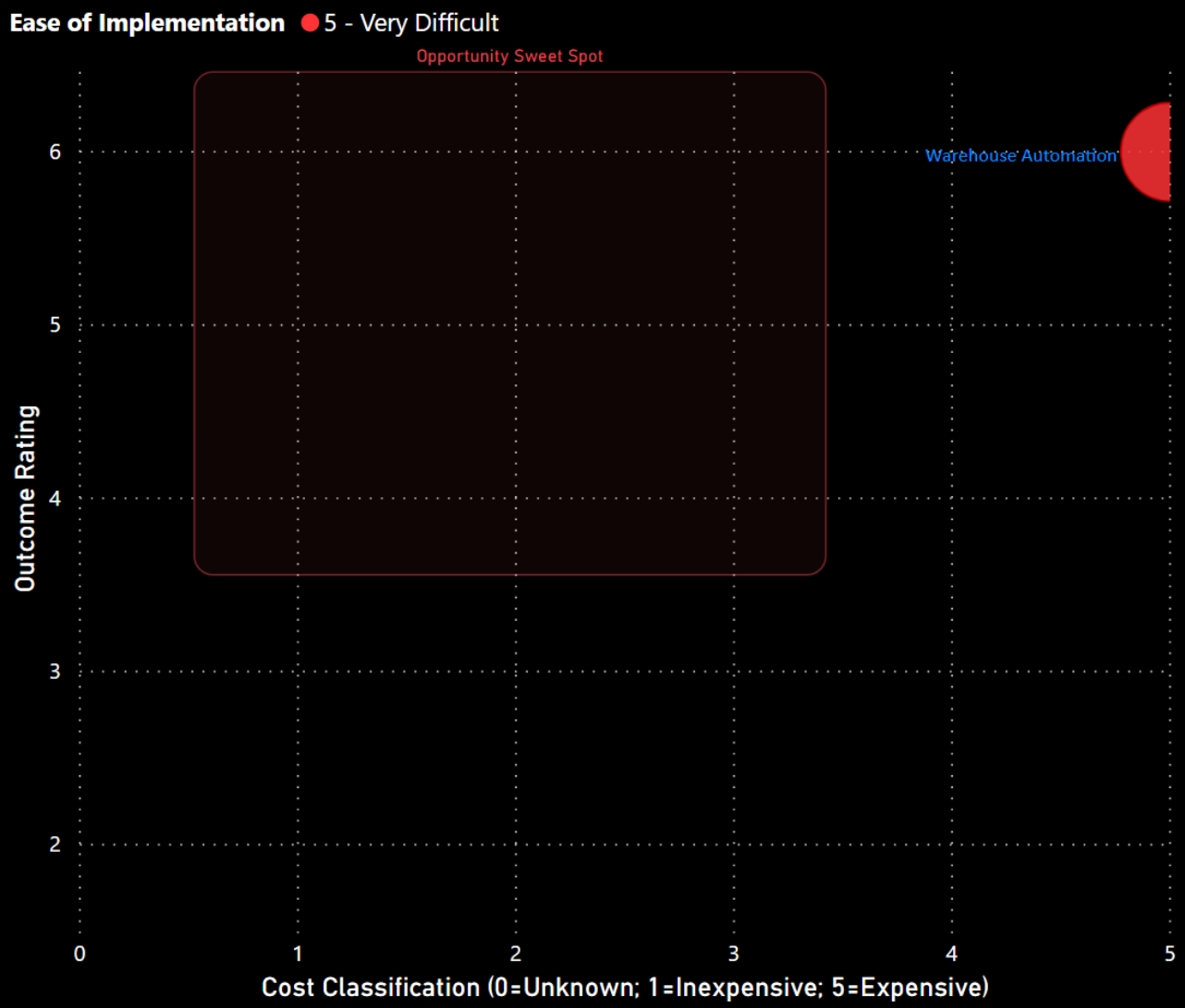
Automated or Assisted Feedback prior to Assessment; Automatic Assessment Tools, Self Assessment, Feedback Systems

- NLP (Natural Language Processing), to provide feedback guidelines and groupings to efficiently provide feedback.

Open source and/or custom libraries can be used to conduct the following four functions:

1. spell checking,
2. basic linguistic analysis—Part-Of-Speech (POS) tagging and Noun Phrase and Verb Group (NP and VG) chunking,
3. matching stakeholder's feedback text structure with the required structure.
4. computing feedback score for the stakeholder (Guides and Bounds).

Warehouse Automation for Next Day Delivery



3 - High Impact
Impact Label

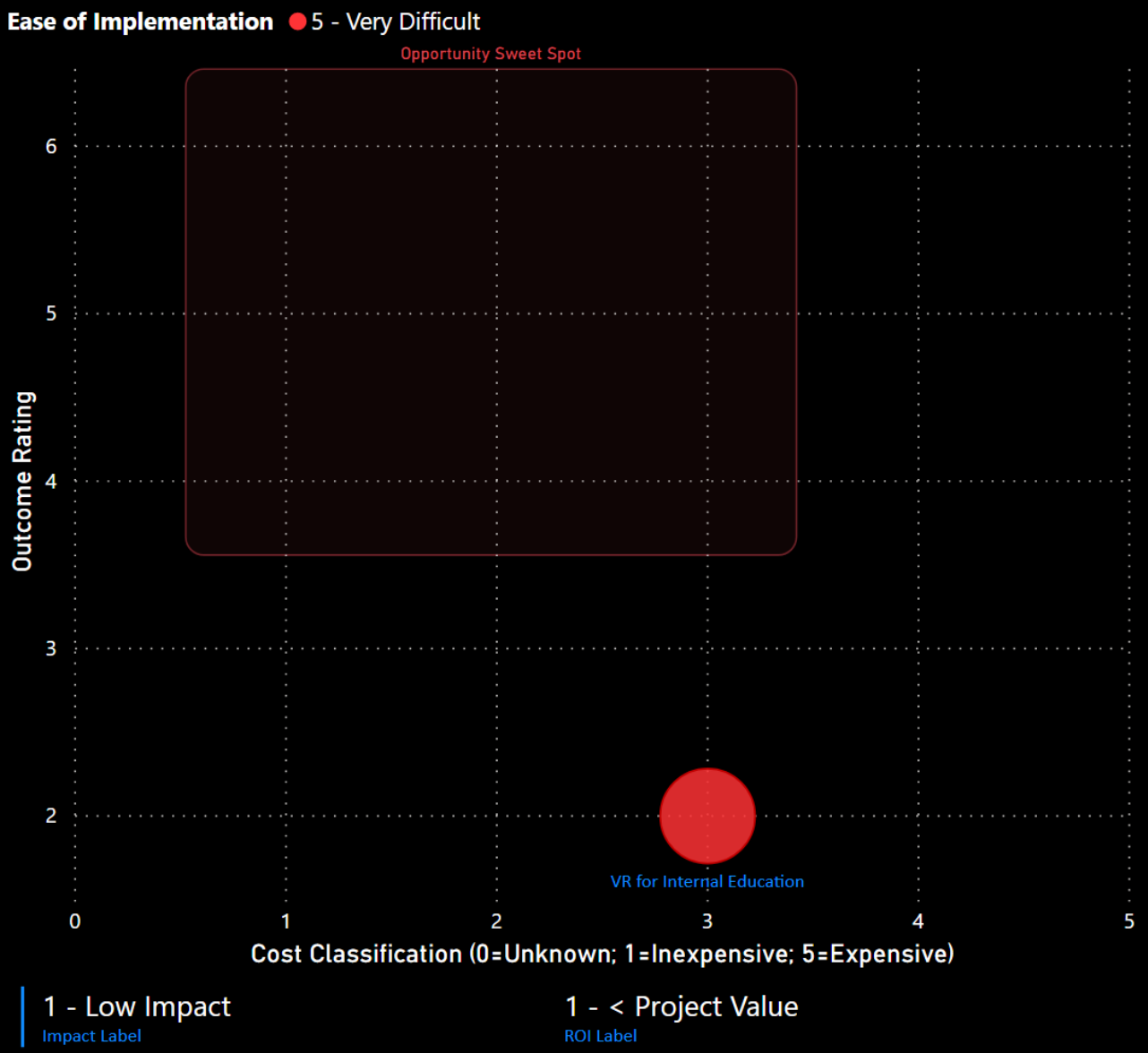
3 - > Project Value
ROI Label

Opportunity Description

Warehouse automation would significantly reduce customer wait times and set us apart from the competition.

Warehouse automation will require significant capital expenditure to achieve a level of automation consistent with same day delivery for orders placed prior to 4pm. The process fundamentally changes strategic directions and will require heavy project management, contingency and budgets, change management, distribution network re-design and executive/board support.

Virtual Reality for Internal Education



1 - Low Impact
Impact Label

1 - < Project Value
ROI Label

Opportunity Description

Virtual Reality Human Analogue to Mimic Experiences

Potential to interact with a human analogue to understand processes through human connection. Give stakeholders the ability to practice skills in an interactive environment including responsive conversations.

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