



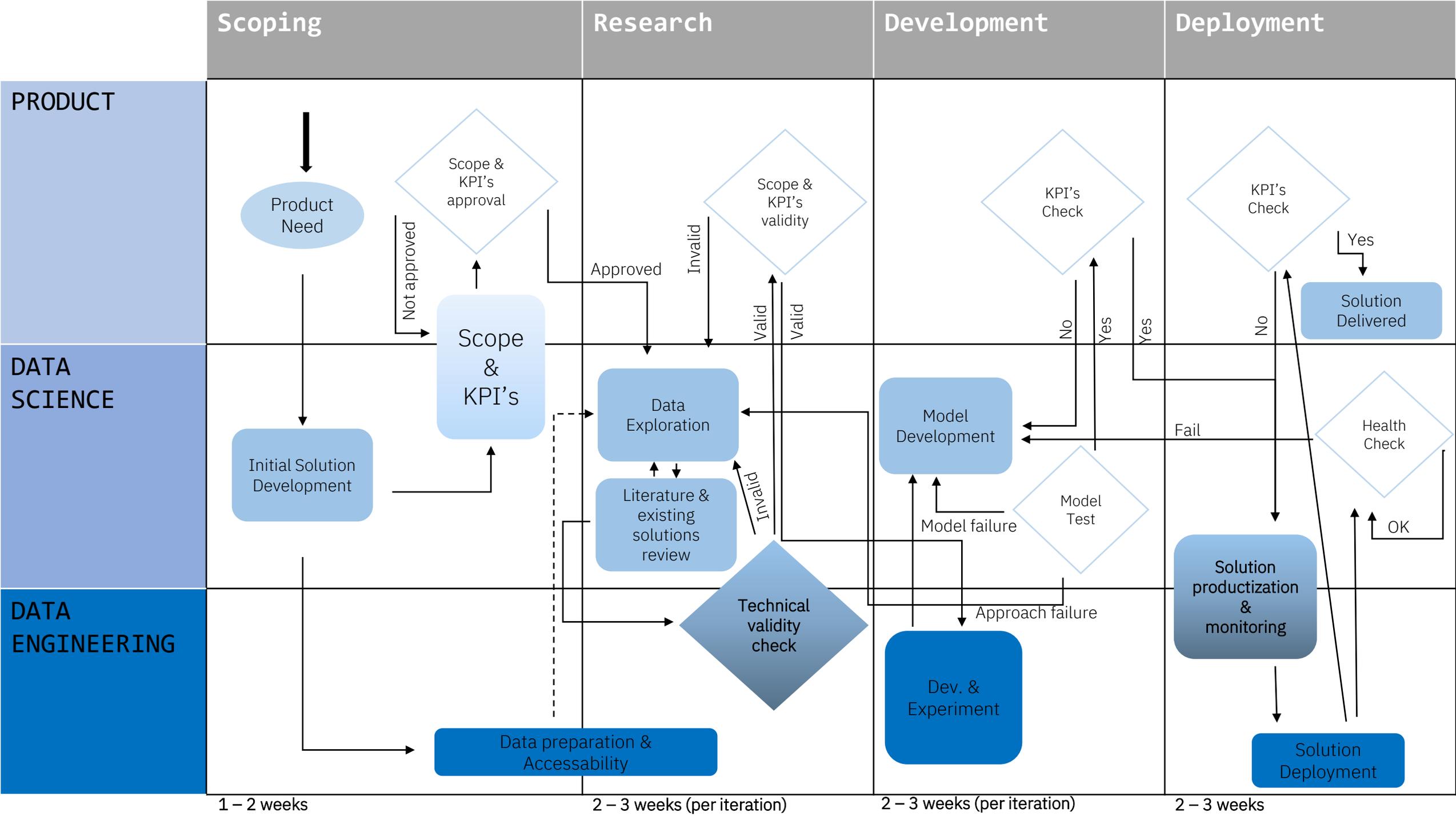
# Defining the business value of AI projects

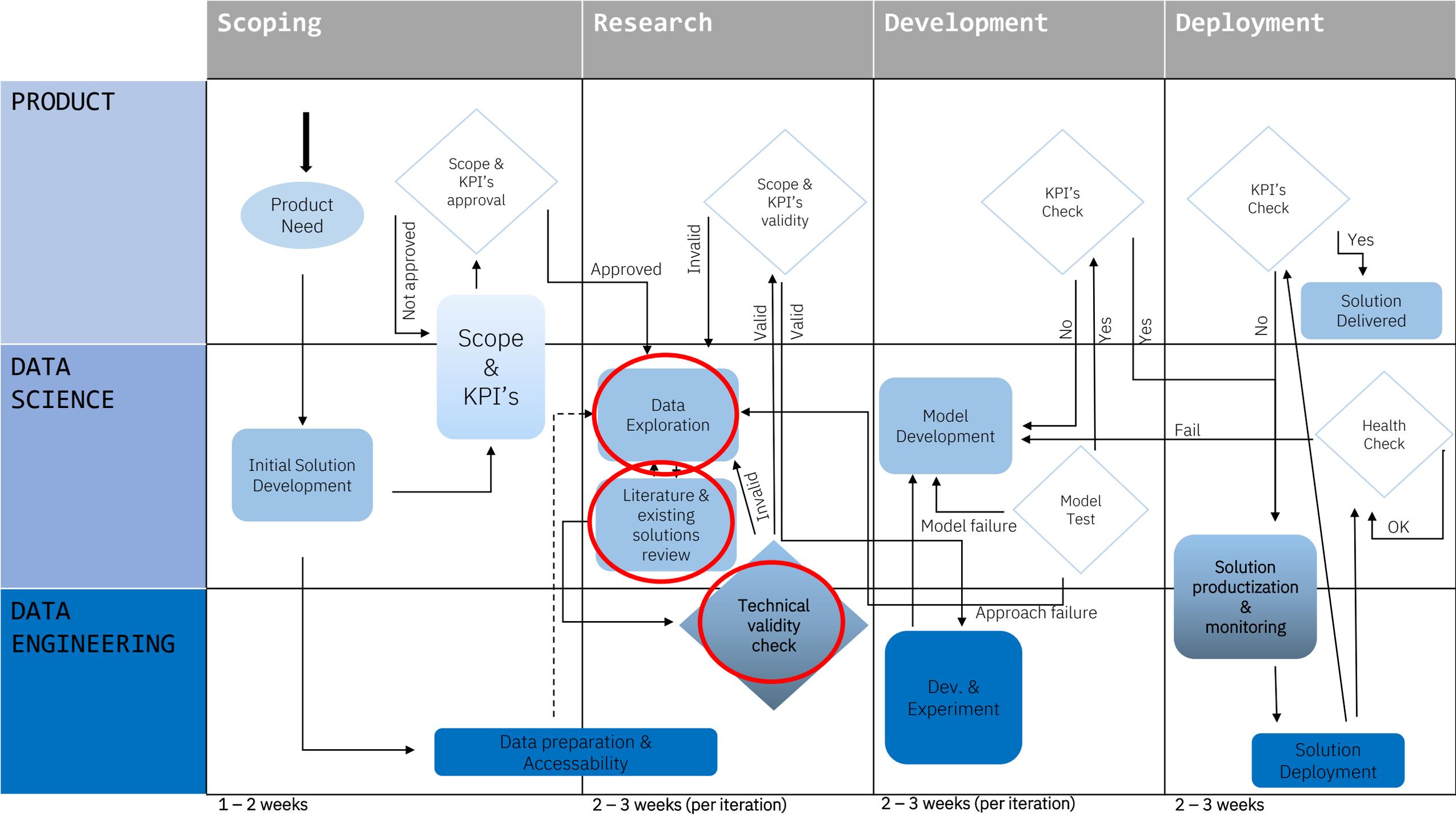
Data Audit & AI Project Canvas

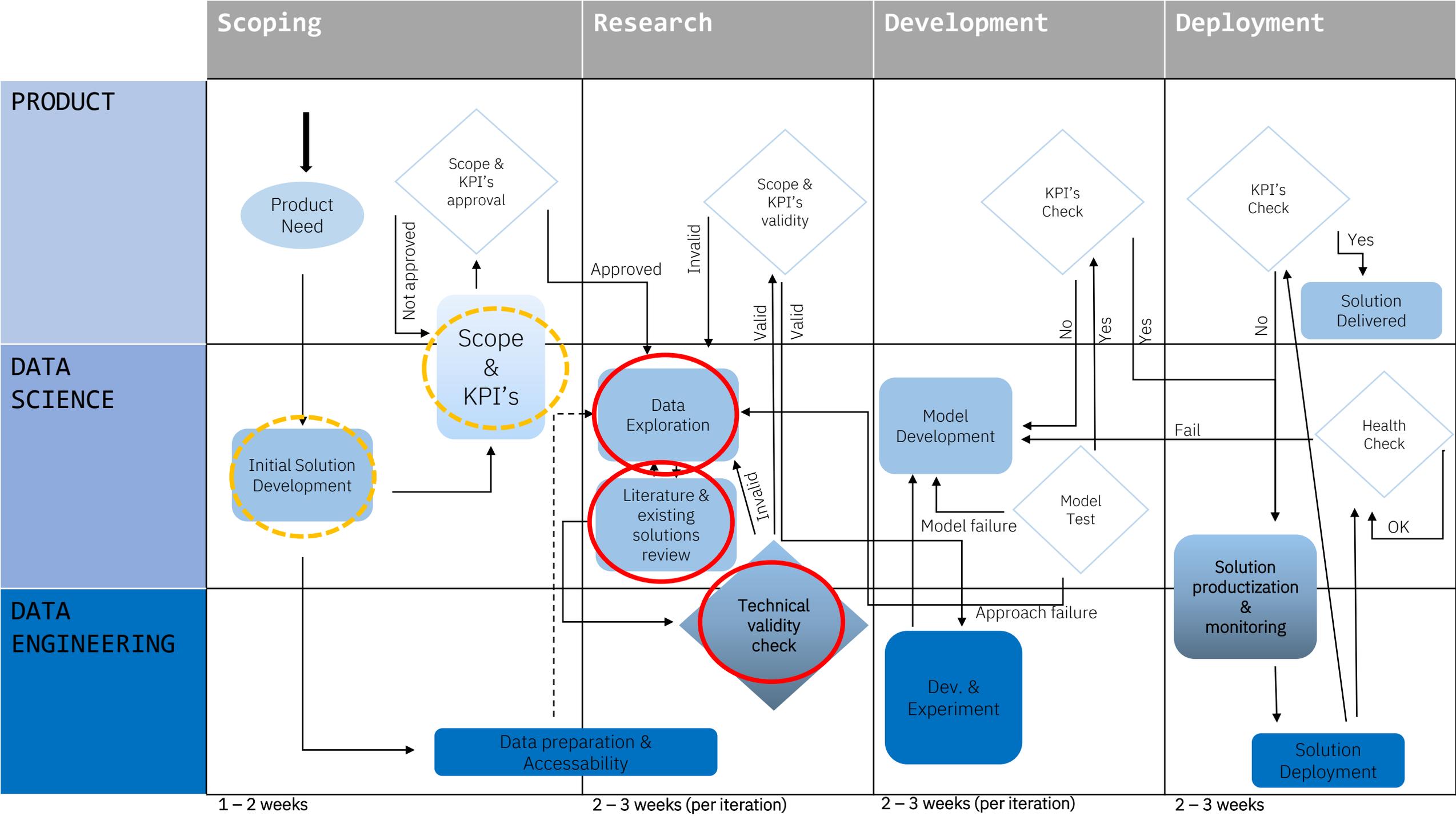


# Data Audit

A proven methodology to kickstart AI & Data Science projects in  
your organization







# Data Audit

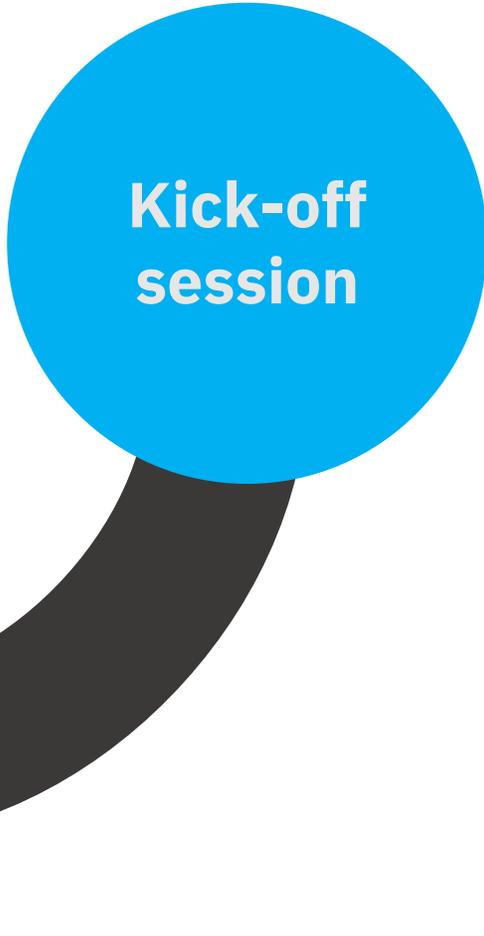
## Our philosophy

- We believe in a pragmatic, profit-driven detection of AI-powered business cases
- To start: focus on small, short-term, low-risk projects which are close to the core business
  - Learn with low risk
  - Quick identification of data management, storage and quality issues
  - Create goodwill within the organisation
  - Possible spill overs for future projects
- A data audit should hence not cover all data available in the organisation (massive amounts of data are gathered today) but should be targeted by the identified business cases

# Our methodology

## Kick-off session

- **What:** Kick-off session with your project owner to identify your mid-range (3-5years) strategic goals and how AI-enabled technologies can help reach them.
- **Format:** Semi-structured, recorded interview with project owner and/or data owner
- **Goals:**
  - Identify how AI can help in reaching your business goals
  - Identify current data practices at your organization concerning data capture, management, storage and usage
  - Identify how you want to build your data
    - External-expert-based,
    - Co-creation,
    - Self-sufficiency.



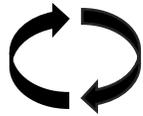
**Kick-off  
session**

# Our methodology

Business Case

**Business Cases & Methodology**

Iteratively  
collect  
feedback



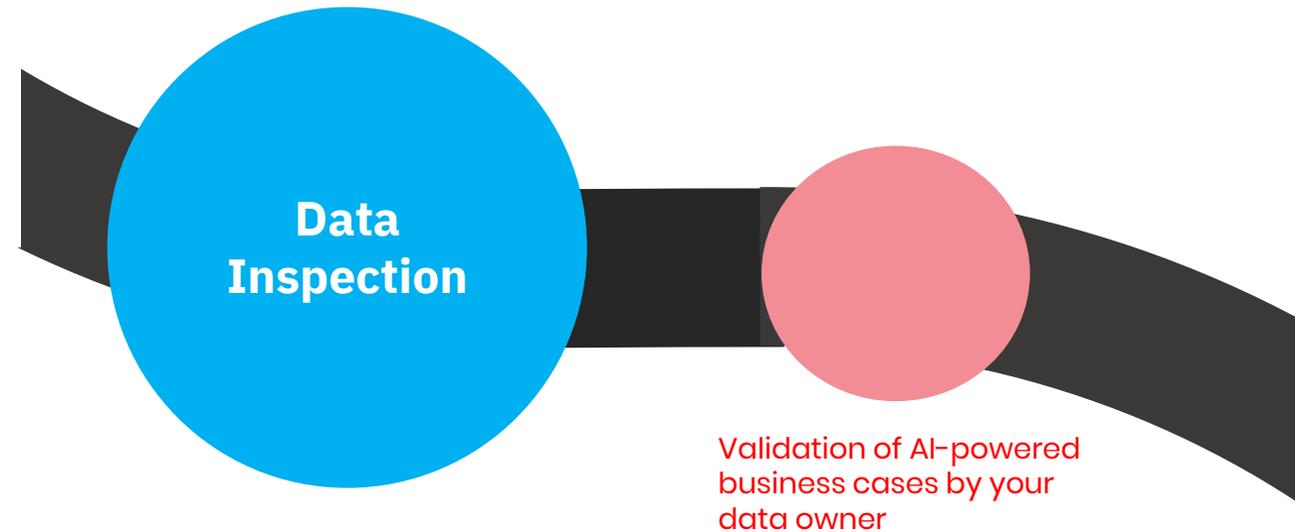
Validation of AI-powered  
business cases by your  
project owner

- **What:** Identify AI-powered business cases with a focus on low risk, high value based on outcomes kick-off session
- **Format:** Analytical report for a number of AI-powered business cases going from high-level outcomes towards technical implementation
- **Goals:**
  - Identify key AI-based business cases
  - Map business cases into high-value, low-cost quadrant to spot ideal head start projects
  - Translate business cases into AI-methodology
  - Define how AI-based outcomes will be consumed by users (by internal and external)
  - Find key pre-requisites in terms of data and IT-architecture

# Our methodology

## Data inspection

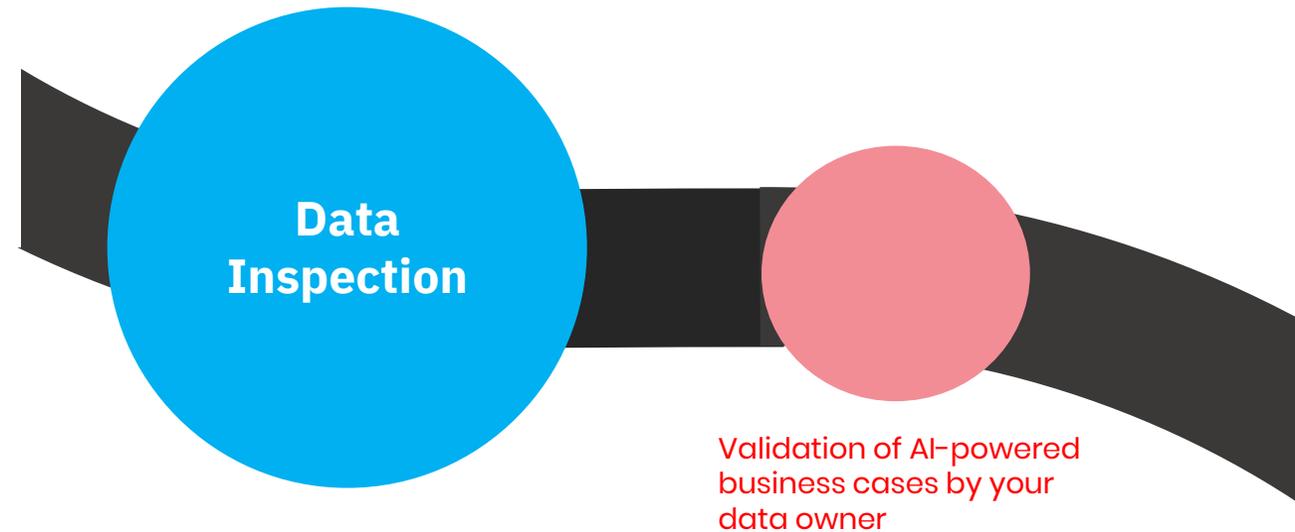
- **What:** Business-case oriented assessment of required data sources, storage, management and integration
- **Format:** High-level report (word-based)
- **Goals:**
  - Gap analysis between required and available data,
  - Inspect data quality and possible integration issues,
  - Suggestions for data gathering, management and storage for the identified business cases



# Our methodology

## Data inspection

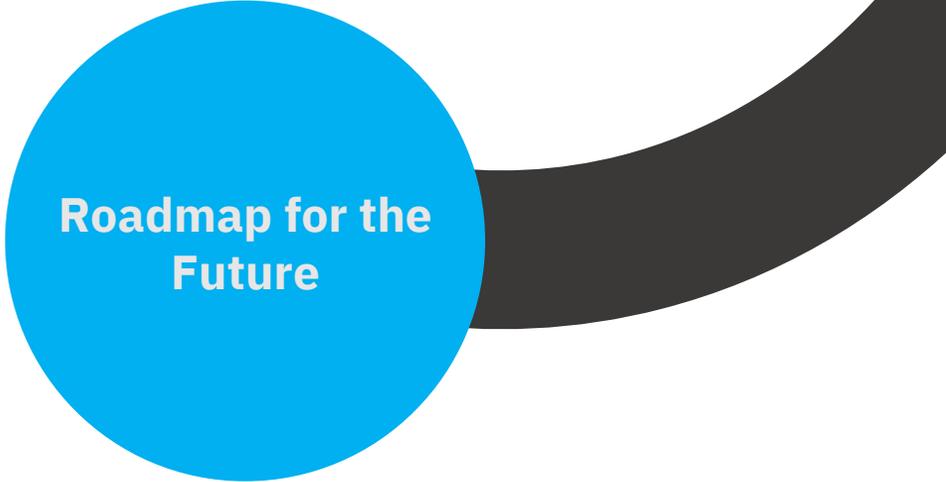
- **Key questions:**
  - Where is our data stored?
  - What kind of structured and unstructured data do we have?
  - Can we structure the data?
  - Who is the owner of our data?
  - Is it allowed to use all of the data?
  - What's the format of our data?
  - Is the data complete?
  - What's the quality of the data?
  - Is the data trustworthy?



# Our methodology

Roadmap for the future

- **What:** Detailed roadmap on how to start with the top AI-enabled business cases
- **Format:** High-level report (powerpoint-based)
- **Goals:**
  - Line out all required steps to start business case based on defined methodology and data,
  - Deliver a technical architecture
  - List required profiles needed to develop the business case

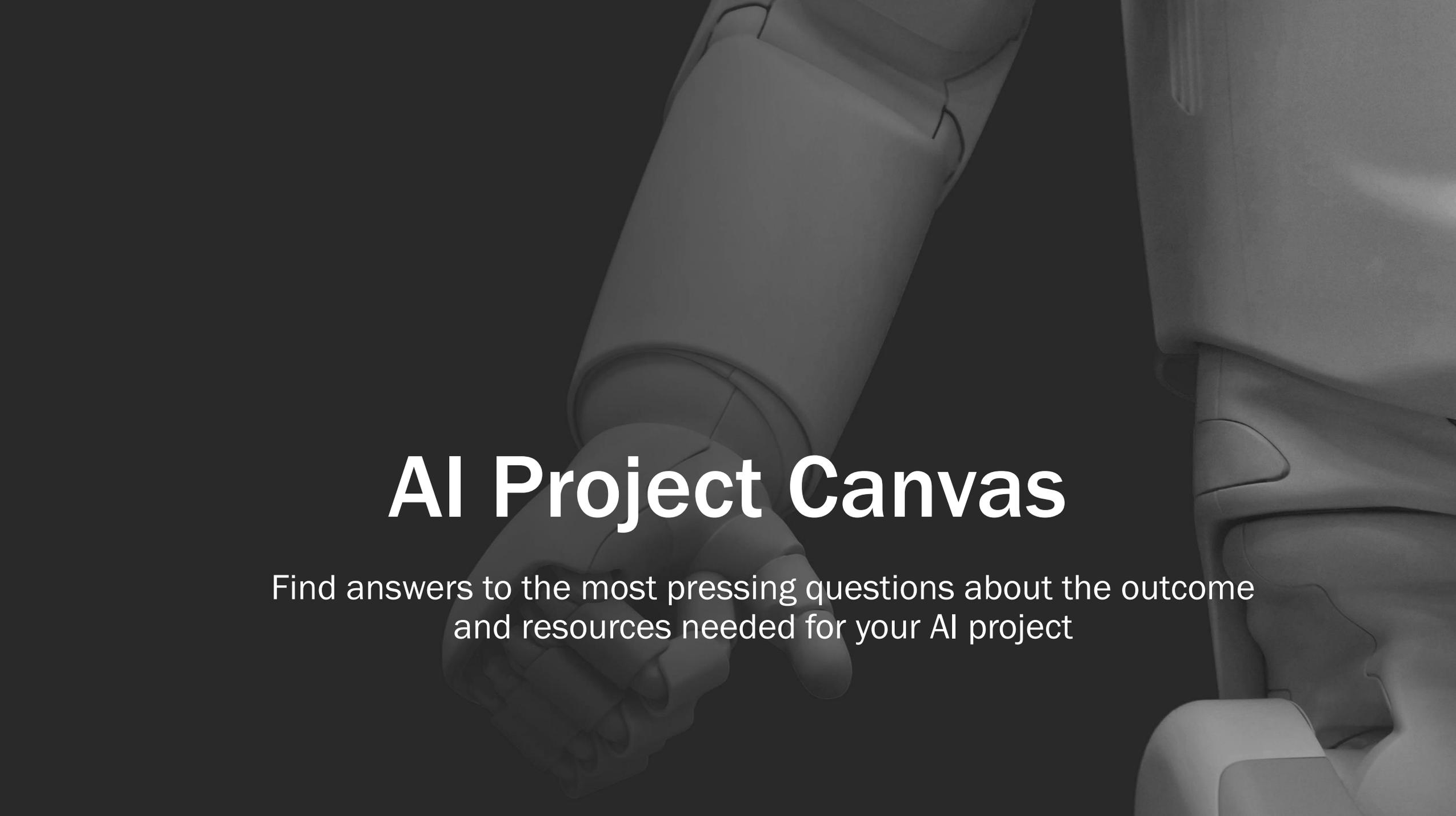


Roadmap for the  
Future

# Key Deliverables

The data audit will result in these 3 key deliverables





# AI Project Canvas

Find answers to the most pressing questions about the outcome and resources needed for your AI project

## AI Project Canvas

Title:

<b>Data</b>  <i>Which data do you need?</i>	<b>Skills</b>  <i>Which skills do you need for development?</i>	<b>Value Proposition</b>  <i>What is the value added by your project?</i>	<b>Integration</b>  <i>How will the project be integrated?</i>	<b>Customers</b>  <i>Who are the end customers?</i>
	<b>Output</b>  <i>Which key metric are you optimizing for?</i>		<b>Stakeholders</b>  <i>Who are the key stakeholders?</i>	
<b>Cost</b>  <i>What costs will the project incur?</i>		<b>Revenue</b>  <i>How will the project generate revenue?</i>		

Source: Jan Zawadzki - <https://towardsdatascience.com/introducing-the-ai-project-canvas-e88e29eb7024>

# AI Project Canvas

- Focused on explaining the business value of your AI project
- Helps you to structure and convey the holistic idea of your AI project
- Key aspects:
  - Value proposition, the central part of your project
  - Ingredients: data, skills, desired output
  - The integration for customers
  - Financing

## AI Project Canvas

Title:

<b>Data</b> ☰ <i>Which data do you need?</i>	<b>Skills</b> 🔑 <i>Which skills do you need for development?</i>	<b>Value Proposition</b> 🏆 <i>What is the value added by your project?</i>	<b>Integration</b> ⚙️ <i>How will the project be integrated?</i>	<b>Customers</b> 👤 <i>Who are the end customers?</i>
	<b>Output</b> 🎯 <i>Which key metric are you optimizing for?</i>		<b>Stakeholders</b> 👥 <i>Who are the key stakeholders?</i>	
<b>Cost</b> 💰 <i>What costs will the project incur?</i>		<b>Revenue</b> 📈 <i>How will the project generate revenue?</i>		

# AI Project Canvas

- Data is the main element that every AI project relies on. The better you can explain what data you need to create the value proposition, the better for your AI project.
  - How much data do you need?
  - Do you have already a prepared dataset or do you need to source it?
  - Does it have to be labeled?
  - What data format are you expecting?
  - ...
- In the Skills block, you will define the expertise you need: NLP, NLU, computer vision ...
- In the Skills block you can also include profiles like a Product Manager or UX designer if necessary
- The Output block shows the single key metric you're evaluating on. This helps you choose a good model in the first place and then to compare the performance of different models based on this metric. Output metrics could be accuracy, f1-score, precision or recall, minutes spent using the service, etc.

## AI Project Canvas

Title:

<b>Data</b> <i>Which data do you need?</i>	<b>Skills</b> <i>Which skills do you need for development?</i>	<b>Value Proposition</b> <i>What is the value added by your project?</i>	<b>Integration</b> <i>How will the project be integrated?</i>	<b>Customers</b> <i>Who are the end customers?</i>
	<b>Output</b> <i>Which key metric are you optimizing for?</i>		<b>Stakeholders</b> <i>Who are the key stakeholders?</i>	
<b>Cost</b> <i>What costs will the project incur?</i>		<b>Revenue</b> <i>How will the project generate revenue?</i>		

# AI Project Canvas

- The integration covers where your AI project will fit into the current architecture. Explain where and how the project will be used. Where does it fit into the backend? How will the customer engage with your model? Will you use a microservice, monolith, or predict on-the-fly during streaming? Answering these questions will make it clear how the project will be brought into production.
- List the key stakeholders to get an overview of important decision makers.
- Who is the Customer that you are designing the project for? Identify the customer groups to guide your decision-making throughout the process.

## AI Project Canvas

Title:

<b>Data</b>  <i>Which data do you need?</i>	<b>Skills</b>  <i>Which skills do you need for development?</i>	<b>Value Proposition</b>  <i>What is the value added by your project?</i>	<b>Integration</b>  <i>How will the project be integrated?</i>	<b>Customers</b>  <i>Who are the end customers?</i>
	<b>Output</b>  <i>Which key metric are you optimizing for?</i>		<b>Stakeholders</b>  <i>Who are the key stakeholders?</i>	
<b>Cost</b>  <i>What costs will the project incur?</i>		<b>Revenue</b>  <i>How will the project generate revenue?</i>		

# AI Project Canvas

- The Cost block details which costs will occur. Do you need to outsource labeling? Will you incur compute costs? Don't forget to account for your own internal costs as well.
- The Revenue block shows how your AI project will enable the company to get new income. Will the product be sold as a service or as a new feature category for users? Will the project reduce internal costs through automating processes or support an innovation initiative?

# AI Project Canvas

Some additional questions we often ask our customers to make sure there's a valid business case for the project:

- Have you tried solving this problem without AI?
- Does the estimated ROI of an AI solution outweigh that of an approach with traditional IT or even manual work?
- Are the KPI's for the project selected, defined and measurable?
- Have you considered the practical constraints (available time, resources and budget, ...)?
- Have you considered the (re-)deployment and maintenance efforts once the system is live? Have you thought about CI/CD, code reviews, backups, systematic testing, monitoring, retraining, ...
- Have you thought about explainable AI (XAI) and transparency?



# arinti

Wouter Baetens  
Managing Partner  
+32 472 44 01 43  
wouter.Baetens@arinti.ai

[www.arinti.ai](http://www.arinti.ai)

Stationsstraat 55  
2800 Mechelen