



Preparing Your Data to Leverage AI

TRANSFORMING DATA FROM INFORMATION INTO DECISION

WHAT IS ARTIFICIAL INTELLIGENCE (AI)

... "AI is a machine's ability to perform cognitive functions we usually associate with human minds" ...

Practical Everyday Uses of AI



Roomba

(Sensing)



Gaming

(Mathematics)



Smart Home

(Rules)

"That's Great But What About Business Applications"

THE QUESTION BEING ASKED



...“How can we leverage AI to improve our business and accelerate our goals?”...

Why?

Who?

How?

...“Are We Even Ready!?”...

RECENT SUCCESSES WITH AI

People



Challenge Focus

Attrition Reduction

Solution

- Profile past leavers
- Rank people most likely to leave

Result

**+50%
Retention**

Impact

**\$X / Person
Expense**

Revenue



Challenge Focus

Customer Retention

Solution

- Customer paying off loans early
- Create a retention offer
- Profiling leavers to determine payoff date

Result

**+30%
Extensions**

Impact

\$5 MM / Annum

Operations



Challenge Focus

Maintenance & Safety

Solution

- Leverage IOT on Equipment
- Maintenance Prediction Alerts
- Establish Maintenance Patterns

Result

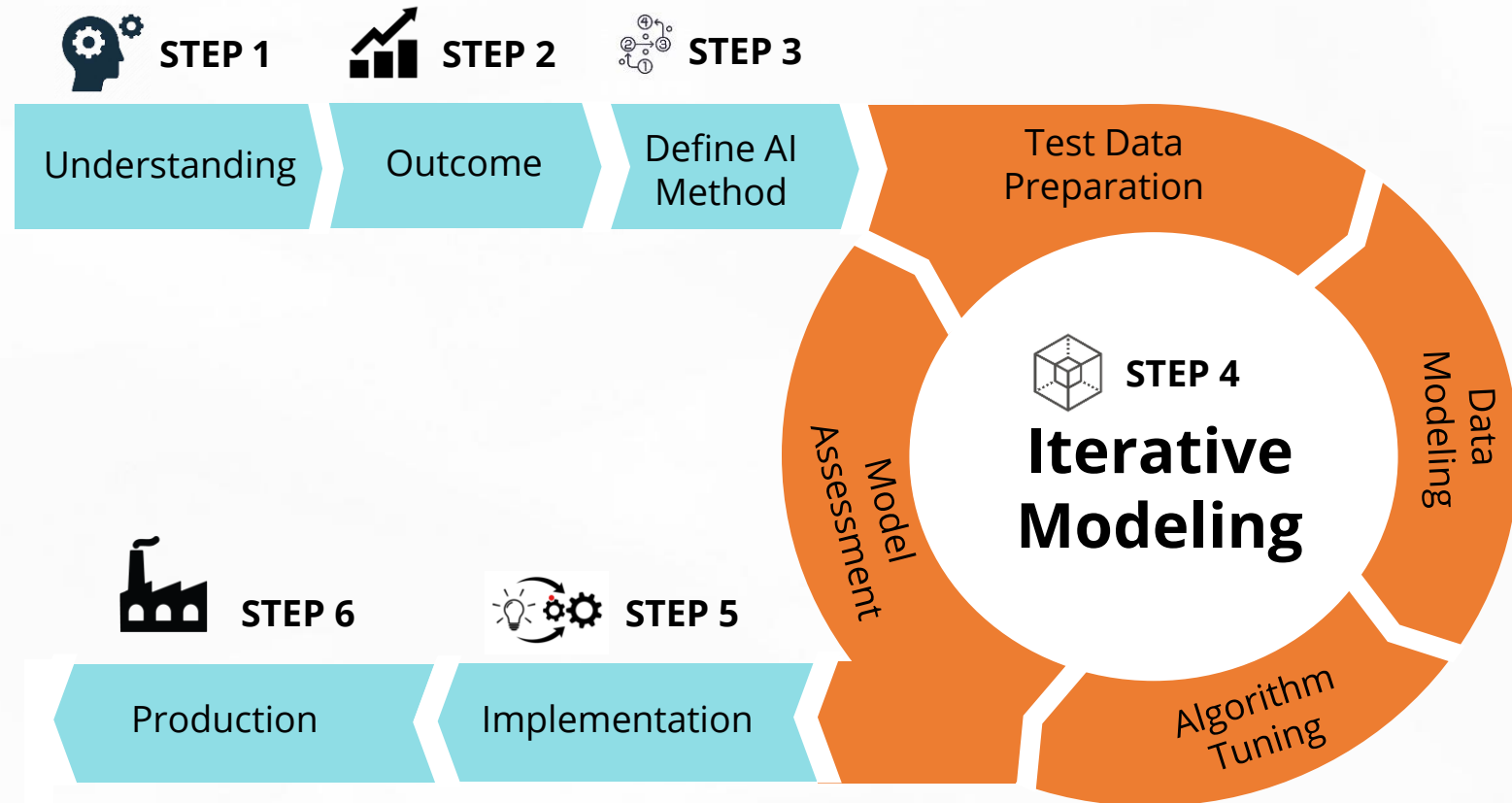
**+30%
Utilization**

Impact

**+20%
Cost Reduction
+10%
Revenue Increase**

ITERATIVE STEPS

FROM UNDERSTANDING
TO PRODUCTION



WE WILL NOW WALK THROUGH EACH OF THESE STEPS...