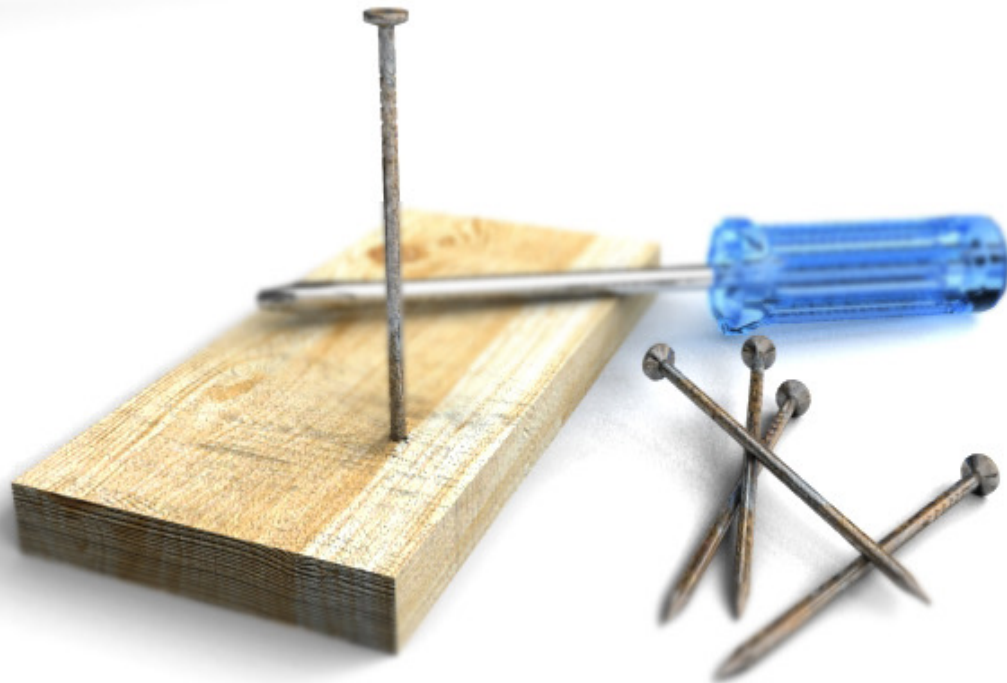# 5 Tips & Tricks

Selecting the right case

Some things to keep in mind:

Understand your business

Identify problems you CAN solve

ML is expensive and complex

ML is not the answer to every problem

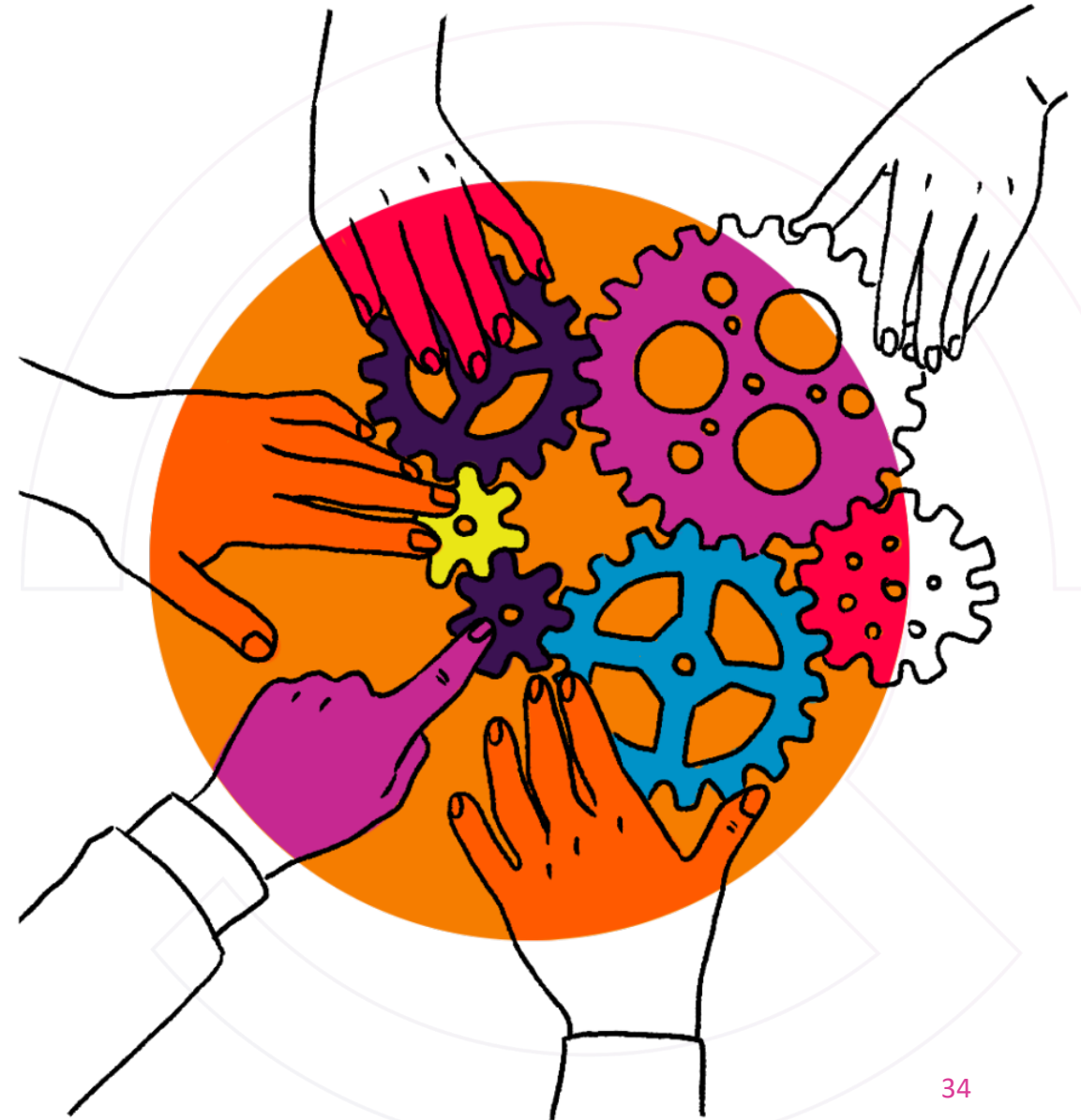Have an ideation/validation strategy

Ideation

Prototype

Start with a functional prototype before you build a full-blown solution

How to choose? Think about this:

- Can AI/ML solve it?
- Impact when successful?
- Generating value?
- New or has been done?
- Have the data?
- Validate the results?
- How complex?
- Posses capabilities to solve the problem?

Validation

1. Ideas
2. Prioritizing
3. Use Case for prototyping
4. Prototyping
5. Validation

List of use cases (backlog)

Success!
Pilot & Productization

Not model validation

Not just about the model, but about the business case. Is it adding value?

What kind of criteria?

- Qualitative
- Quantitative

When should I validate?

Validations should be a continuous process

Make or Buy?

Don't re invent the wheel

Only if:
- You have a competitive advantage
  - Unique data or market position

- Need Flexibility
  - Necessary resources and expertise
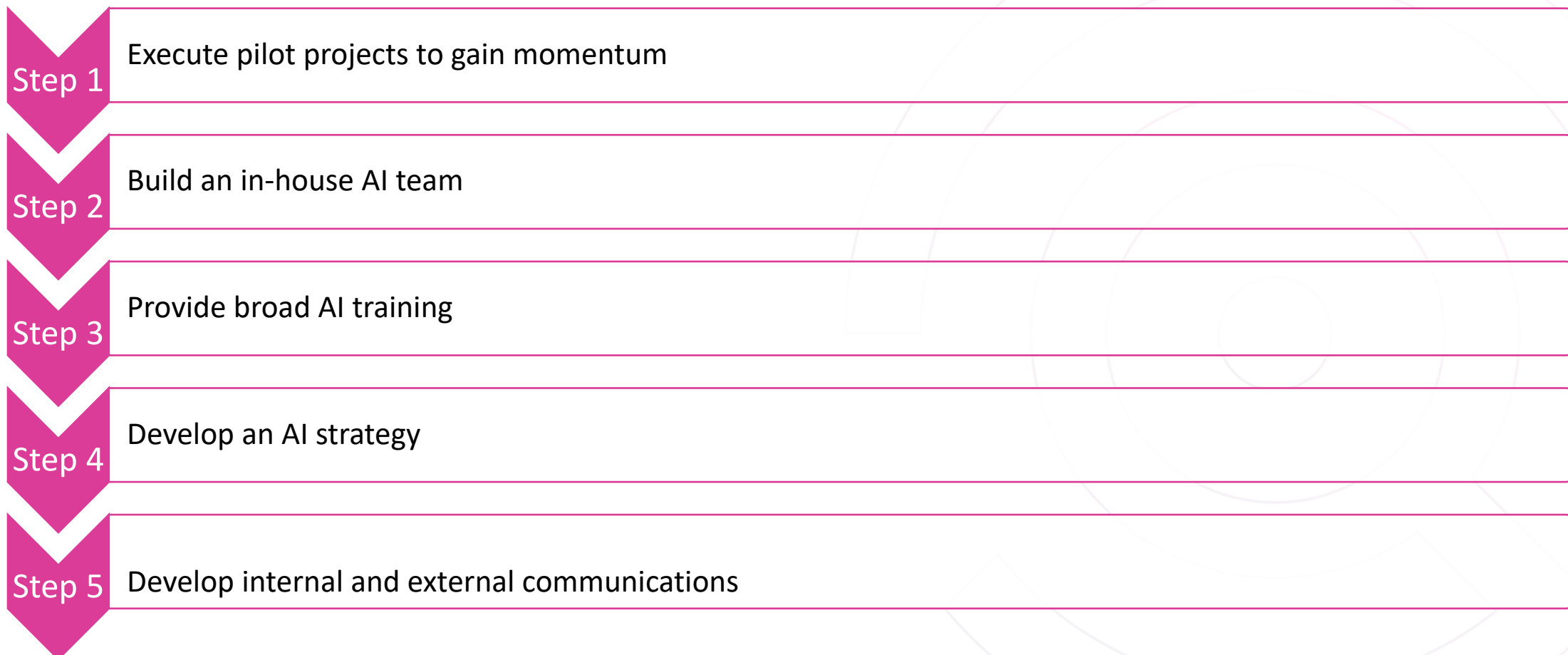
Pitfalls to avoid

Don't

- Expect data scientists to produce use cases on their own

- Expect AI to solve everything

- Expect AI to work the first time

- Wait until your have the best team in the world

Do

- Work cross-functional by pairing data and business talent

- Be realistic and track limitations

- Iterative process with failures

- Get started with the team you have and gradually build from there

How to become an AI company?

Step 1 — Execute pilot projects to gain momentum

Step 2 — Build an in-house AI team

Step 3 — Provide broad AI training

Step 4 — Develop an AI strategy

Step 5 — Develop internal and external communications

LANDING AI - AI Transformation Playbook