

● eBook

The AI Journey: How Do You Take Insights to Decisions?

Featuring Rigvinath Chevala, CTO, Evaluateserve.



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Introduction



In [Evalueserve's Decisions Now podcast](#), co-host Evalueserve CTO/AI lab leader Rigvinath Chevala chatted with many industry leaders about what it truly meant to become a mature organization with a strong AI and data culture. In this eBook, Rigvi shares lessons, tips, and tricks discussed in seven Decisions Now podcast episodes. We discuss AI, what it can do for you, how it solves challenges, and its benefits and drawbacks.

Our guide includes wisdom snatched directly from the minds of:

- [Adobe's](#) Chief Data Officer Bin Mu,
- [SCIP](#) Executive Director Cam Mackey,
- [Humanyze](#) co-founder Ben Waber,
- Briana Brownell of [Pure Strategy](#),
- [Marketing AI Institute Founder](#) and [CEO of PR 20/20](#) Paul Roetzer,
- Evalueserve co-founder Marc Vollenweider.



● Introduction

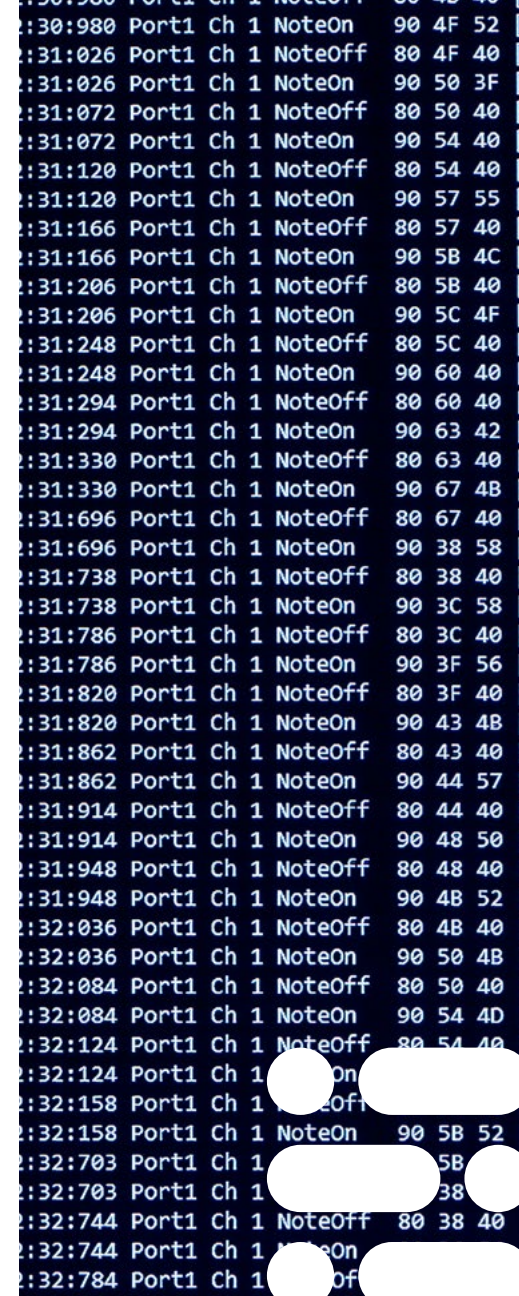
Let's Talk AI

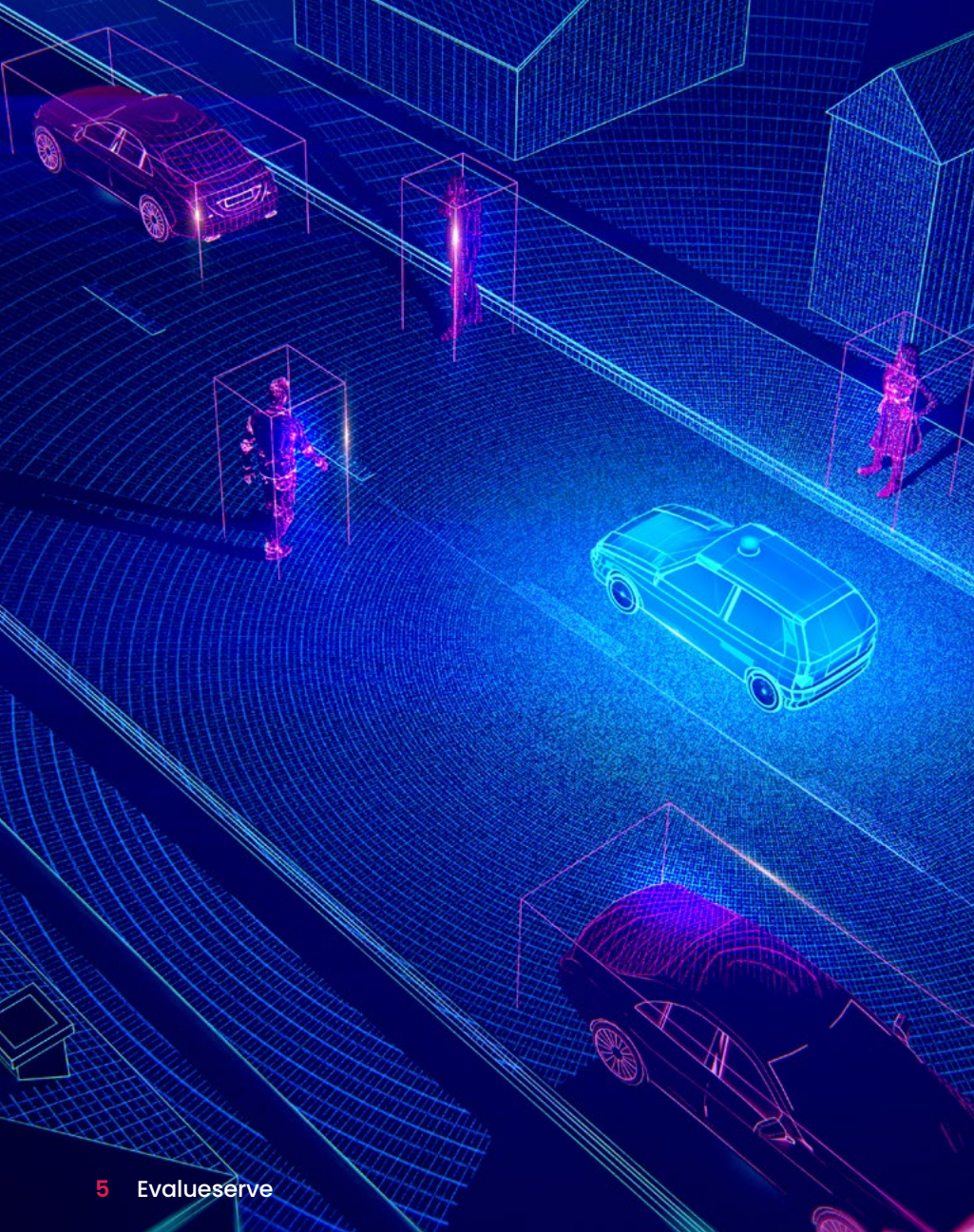
It's been 67 years since Stanford professor John McCarthy defined artificial intelligence as "the science and engineering of making intelligent machines."

What is AI if not something that is helping us make accurate decisions faster? From helping marketers study real-time trends to assisting procurement teams in understanding supply and demand challenges and needs and helping doctors detect early-onset Alzheimer's in patients, AI is truly making remarkable strides for humanity.

" AI is kind of dumb by itself because it only does one thing, and it does one thing very well. The trick is to identify things we can't make effective decisions on and see if it's mathematically possible to identify patterns, and then use them for your decision-making. "

Rigvi Chevala, Evalueserve's CTO





● Introduction

Let's Talk AI

When using AI to solve business challenges, we need to draw out the distinctions between how AI can aid decision-making vs. AI that makes decisions for us.

As an illustration, when an autonomous vehicle senses a pedestrian crossing, it could either:

- send the driver an audio alert (i.e., aid in decision-making), or
- brake automatically (i.e., decide on your behalf).

If you consider a B2B setting, you could have an algorithm that can rationalize inventory levels by adjusting purchase orders or providing procurement teams with the intel and data to make those decisions themselves.

**The question of the hour is:
What would you like to do with the power of AI?**



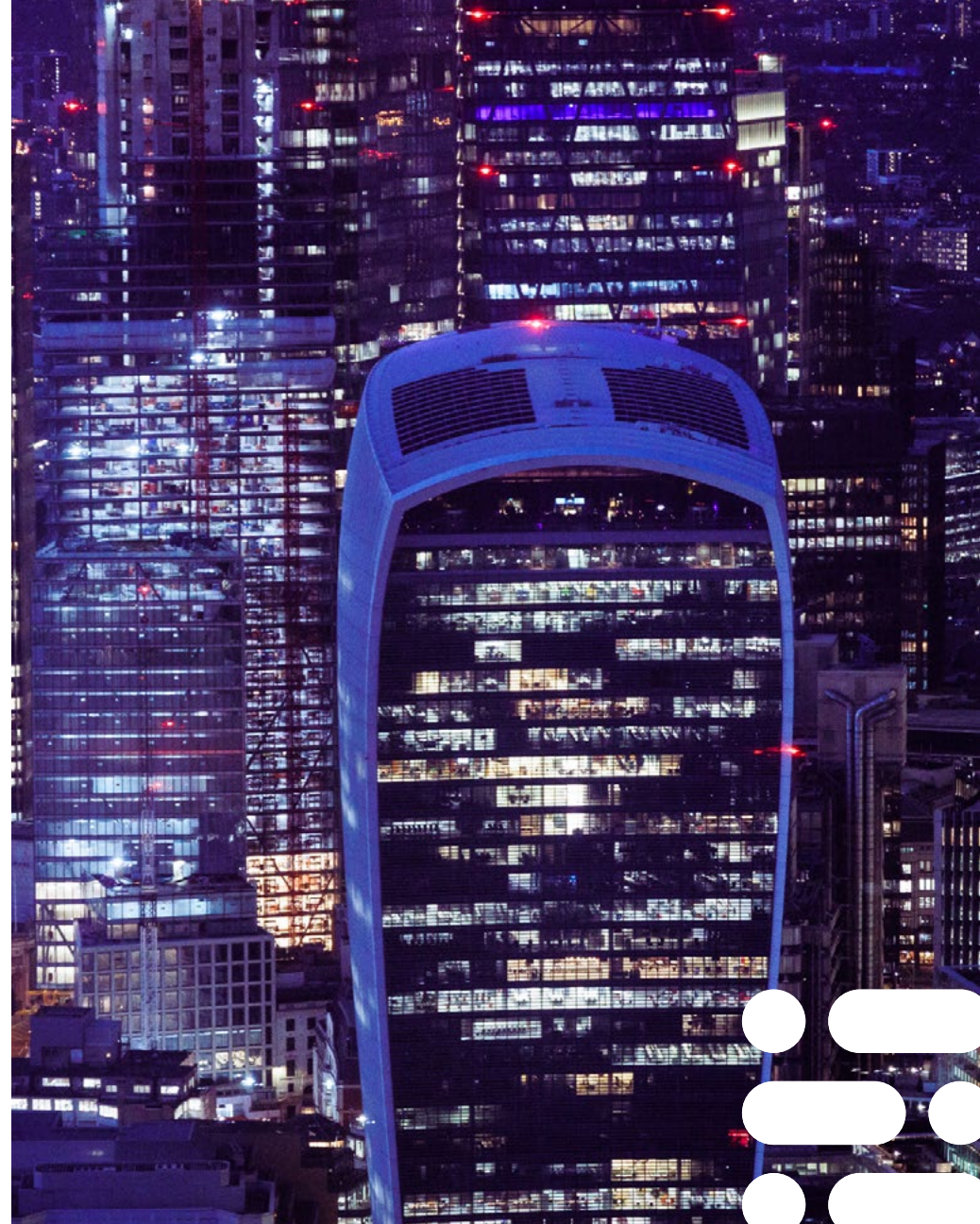
● Introduction

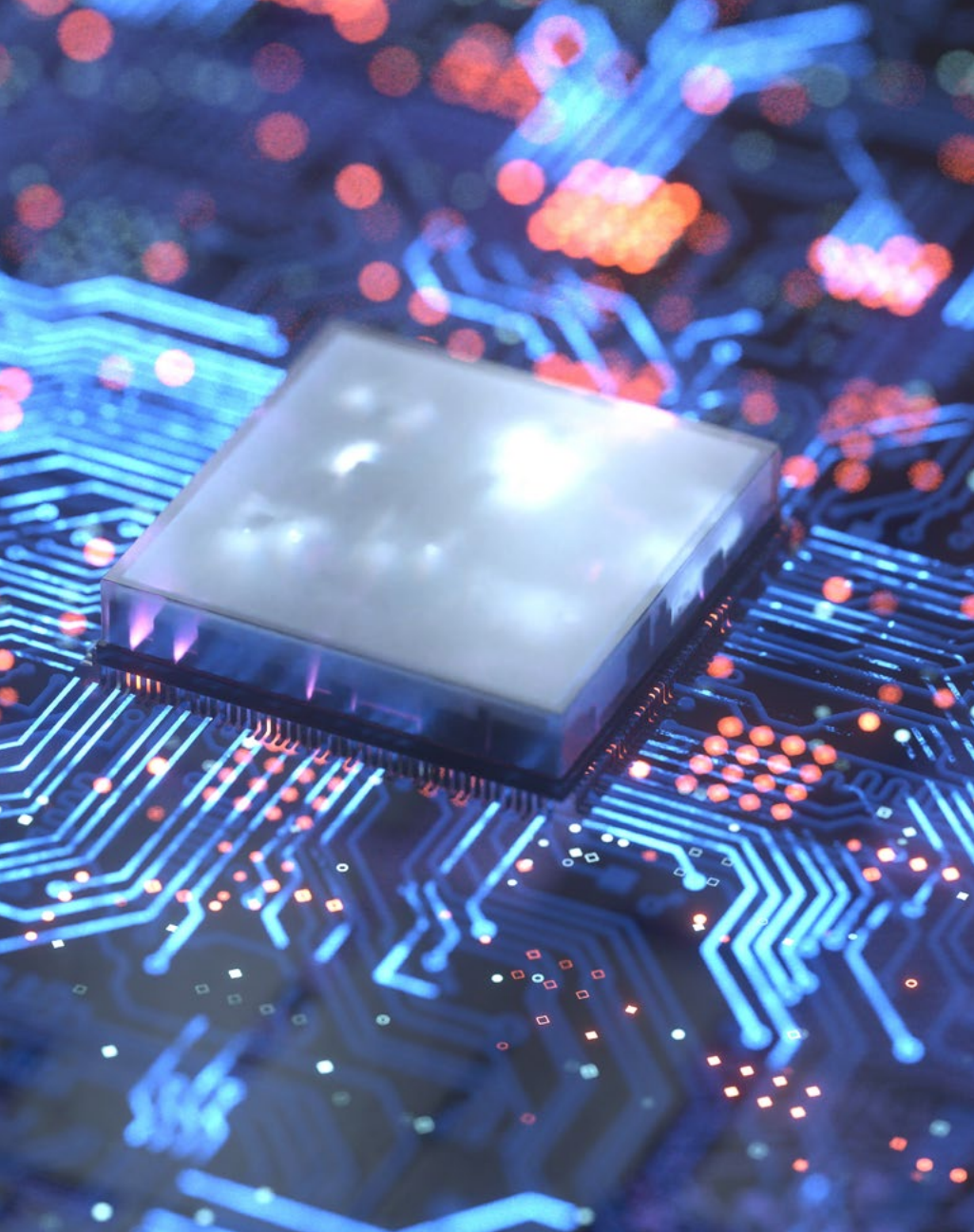
Understanding the Challenge

Now that you know what AI can do, the next step in the process would be to understand what AI can do for you.

Once organizations know the challenges they're facing, it's helpful to ask if AI would be the right tool to solve that. While AI can help in several ways, not all pain points can be solved by it or require AI as the tool.

A [2019 Gartner survey](#) reported that 37% of organizations had implemented AI in some manner and that AI employment increased 270% between 2015 to 2019.



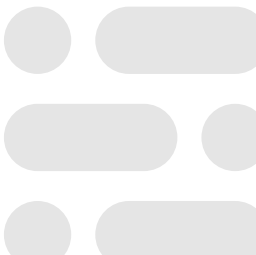


● Introduction

Did You Know?

Ninety-nine percent of firms reported they were actively investing in AI and Big Data. However, according to a [2021 NewVange Partners survey](#), only 24.2% have forged a solid data culture, and only 29.2% of them are experiencing transformational business outcomes.

While many organizations have implemented AI and data into their systems, there is an undeniable gap between being a data-driven organization and reaping its outcomes and seeing success. AI is far from perfect and requires guidance to make it useful. The first step towards better results is enabling the decision-maker.



The AI Journey

Companies leveraging AI into their strategies and a strong data culture reported 3X the return from those AI investments and 2X the success in comparison to companies that weren't doing those things, an [Accenture survey reported](#).

With an obvious disconnect between adopting AI and data-driven concepts and seeing those strategies reach fruition, there may be a couple of things teams are overlooking, so let's take a closer look.



- The AI Journey

Analytics Maturity

A mature AI-powered organization with a strong focus on data governance leads you to where you want to be going: upwards on the analytics maturity curve. A [2019 Forrester report](#) found that about 57% of organizations were classified as beginners on the maturity curve, 35% were at an intermediate level, and only 8% were at an advanced level.

On the [fifth episode of the Decisions Now podcast](#), [Briana Brownell](#), AI professional and CEO of Pure Strategy, helped us understand the analytics maturity curve and how organizations can work toward being data-driven and mature.

Expert Advice Corner: Briana Brownell, Pure Strategy

Brownell mentioned some things to keep in mind when organizations are kick-starting their journey up this maturity curve:

- A** Successful and mature organizations often have an internal innovations team in place. The internal innovations team is centralized and helps educate different departments, building their skillsets with available insights.
- B** Ask questions every step of the way:
 - Is your data set uniform before you build an analytics model?
 - Are you talking to a variety of teams across the company and getting their input?
 - How can you improve your products?
 - What markets can you enter?

- The AI Journey

Macro Levels of Data

Every day there are about 2.5 quintillion bytes of data produced, a [Forbes article](#) reported. That is a lot of data to keep up with. For optimal business results, it's key to narrow down on the right kind of data for your business using AI and a team of experts.

We have to understand the space, take a methodological approach, starting from data collection, understanding that data, even managing that big data. Then coming up with natural language processing, in addition

to human curation, before you can actually provide the decision-making capability.

This was a core topic in the [Decisions Now episode featuring Cam Mackey](#), in which we discussed using competitive intelligence to drive better business outcomes.



Expert Advice Corner: Cam Mackey, SCIP

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Have a growth hypothesis in place to poke holes in your data sets that help teams understand the why and the context of the challenge and data, without which data is meaningless.



- The AI Journey

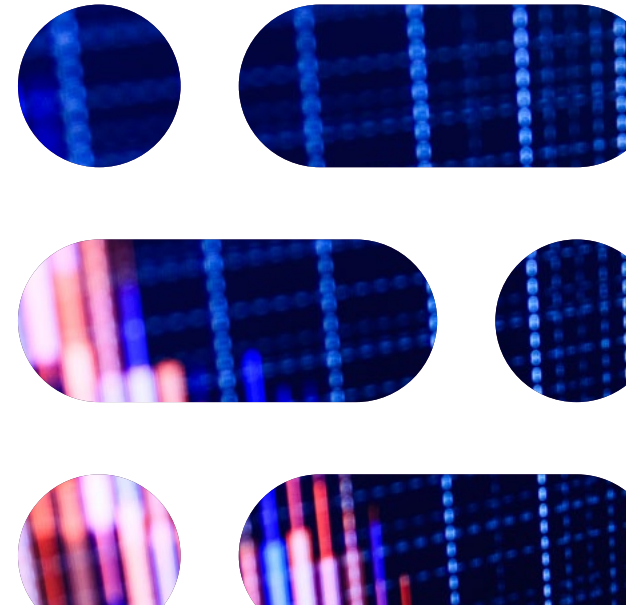
Macro Levels of Data

We also talked with Marketing AI Institute Founder [Paul Roetzer](#) about using AI to get better marketing results.

In that podcast episode, Roetzer touched on a variety of different ways AI, big data, and analytics can help marketers meet their goals; old school vs. AI-driven analytics; and the future of AI-powered marketing.

Want to know his advice on AI? Keep reading.

“ Sorting through copious amounts of homogenous data available today is challenging for teams, that’s what AI solves for – fathoming data, tracking patterns. But many markets often mistake AI as the silver bullet, which is a common misconception, ” Roetzer said.



Expert Advice Corner: Paul Roetzer, Marketing AI Institute and PR 20/20

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The machine itself learns from data and can improve your performance and the probability of achieving your outcomes.

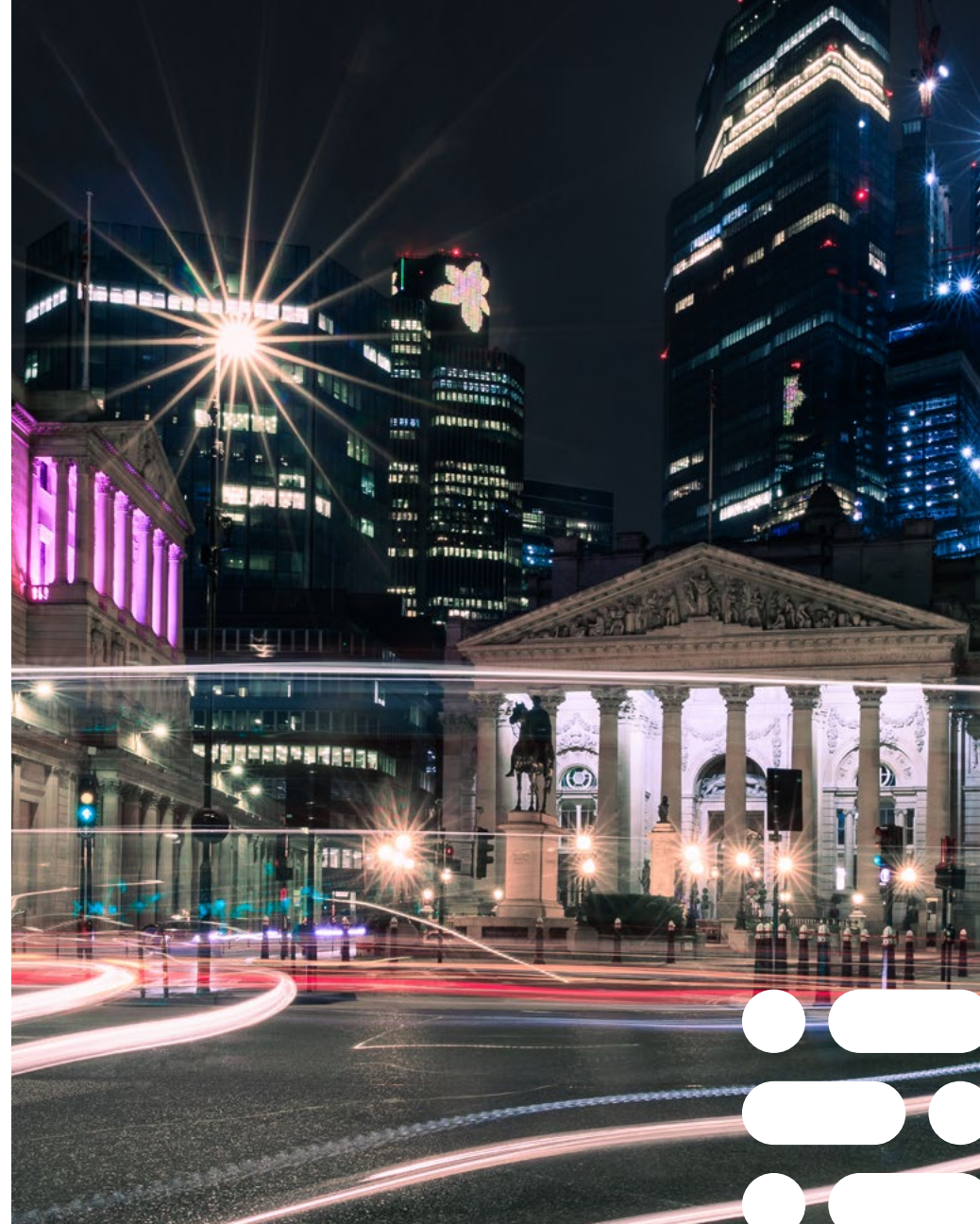


- The AI Journey

Data Governance

Achieving results depends on your company's [data governance](#) and data management strategies.

When sorting through the large pools of data that can be processed by your AI algorithms to deliver decision-ready insights, it becomes important to have quality data. In the [In the fifth episode of the Decisions Now podcast, we asked Bin Mu](#), Adobe's Chief Data Officer, for his take on the need for data governance and creating that framework.



Expert Advice Corner: Bin Mu, Adobe

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My advice will be to have a broader view of the company of how data is being used. I start with a high-level strategy, scope it, and do that one step at a time showing the achievement, implementing the data governance strategy and the approach. So, start to show the value, and train the users to get used to it. Follow it, build into their nature, and use that quadrant to roll out to the entire company.

- The AI Journey

Data Governance

In our conversation, Mu gave these pointers on how to build a quality data governance strategy:

- A** Making data governance the front and center of your business model. Have a team of experts in place as well as automated processes that prioritize this strategy.
- B** Having a centralized data hub, a system that streamlines all operations across different departments and processes data in real-time.

- C** Ensuring that you are making your goals scalable is essential. Know what KPIs (key performance indicators) and parameters you want to monitor, so the tool you use can notify the team when something in your system spikes or is flagged as out of the ordinary.



- The AI Journey

Data Delivery

After you've sorted through the data, analyzed it, and connected the dots to links and trends – bam! You have insights.

An [Accenture study](#) reported that 74% of participants said they felt overwhelmed and unhappy when working with data yet 87% percent of them believe in the value of data.

That is why data delivery is important, and analytics teams need to learn that different people understand data differently. Evalueserve's co-founder and director, [Marc Vollenweider, joined us on the Decisions Now podcast](#) to discuss AI, analytics, and insights and how to go about turning them into business decisions.



Expert Advice Corner: Marc Vollenweider, Evaluateserve

“Some people want a quick statement, the quick message, maybe on WhatsApp or whatever, maybe with a link to touch if they’re interested in doing some more, other people want this to be spelled out to them in text, and some other people just want the hard facts, the data, and they’re happy with it. So, understanding the end user is critical in this.”

● The AI Journey

Data Delivery

Data analytics teams need to know their end-user well and deliver data to them in the manner that benefits them the most.

He emphasizes the importance of ensuring your decision-maker understands the insights and data you present to them for optimal results. We asked him what some key things are to look out for when delivering data. Here is his four-step process to ensure accurate data-delivery:

- A** getting the pure raw data,
- B** converting that data into information,

- C** turning that into insights, and
- D** finally, a bunch of insights together convert into knowledge at the fourth level.

“ While some see obvious patterns in tables of information presented to them, some want short, concise conclusions or insights, while others prefer data presented through compelling storytelling, ”
Vollenweider added.



- The AI Journey

Drawbacks of AI

An integral part of being an AI and data-driven mature organization is knowing that AI is constantly evolving.

Companies should not become too dependent on their decision-making tools. When machines don't understand the context they are built for, they spit out skewed and error-filled insights.

Algorithms are only as good as the data you feed them, and many sets of data, especially historical ones, can include biases.

Expert Advice Corner: Ben Waber, Humanyze

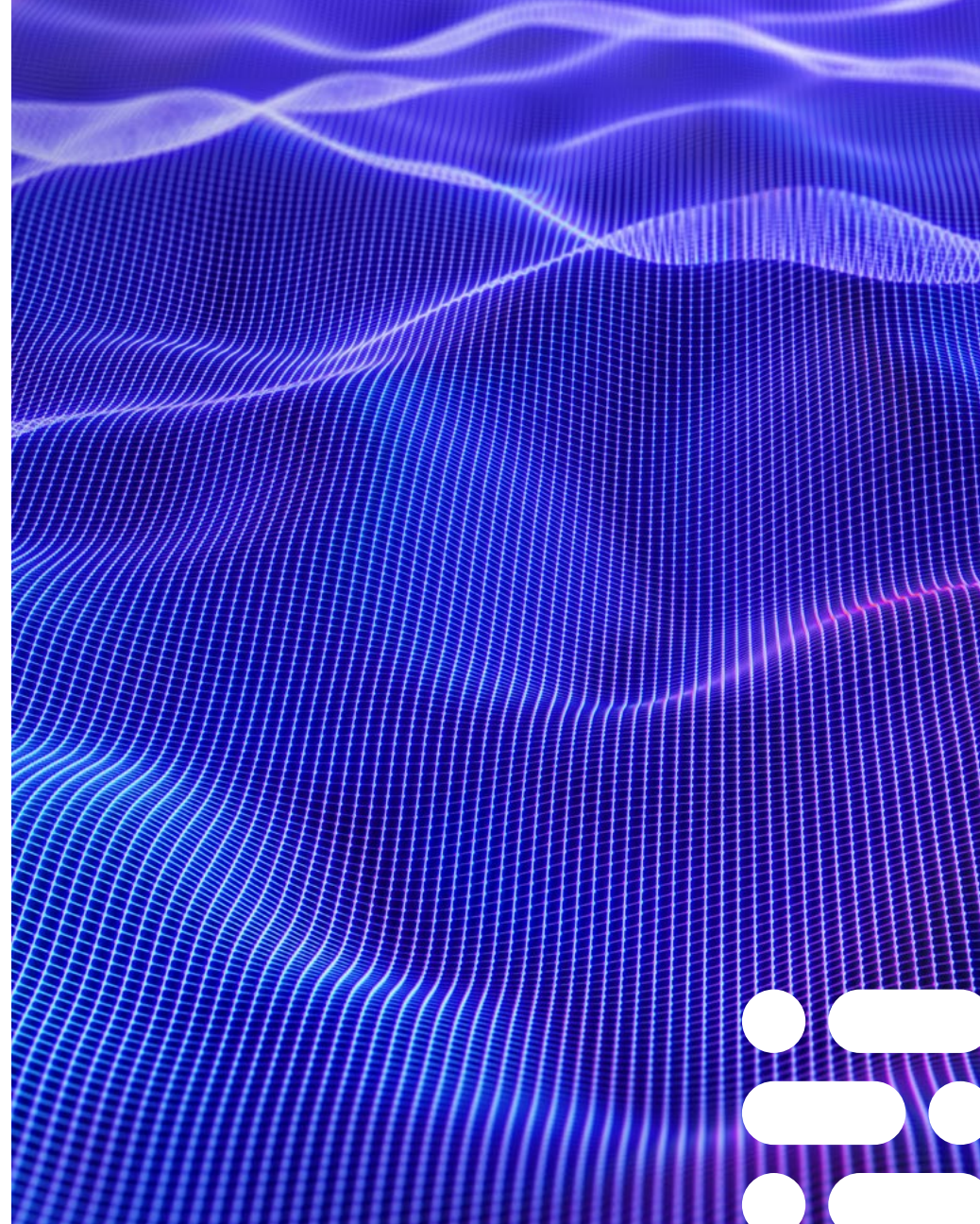
Humanyze co-founder Ben Waber [talked about AI biases on the seventh episode of the Decisions Now podcast.](#) Specifically, he suggested what to keep in mind when thinking of AI biases:

- 1 Know your tools, be cautious of the vast data pool, and really narrow in on the questions and predictions you're trying to figure out.
- 2 With context becoming so important, we need to focus on retraining our models with time. Something that was acceptable five years ago may not be today, or a fact we once knew may have been modified or debunked. To ensure we have real-time, up-to-date insights, we must work with quality data and AI.

Conclusion

The AI and analytics journey can be a long one with many twists and turns, but it is one worth taking to find success in today's business world. Fortunately, many have experienced this journey, and sharing those lessons learned can make adaptation easier and faster, allowing you to make better decisions swiftly.

In this eBook, we talked about what it means for leaders to incorporate AI and strengthen their data and analytics culture. Now that we have gone over all the ups and downs of AI, you might be ready to take the next steps and kick-start your AI-powered journey.





● Conclusion

Make sure to listen to the Decisions Now podcast wherever you get your podcasts. You can find it online at www.evalueserve.com/podcast. In the interim, we put together some questions you may want to ask yourself before incorporating AI into your processes:

- 1 Do you know where you want to apply AI?
- 2 Are you starting with the end-user in mind?
- 3 Is the outcome measurable?
- 4 Have you considered what data is needed?
- 5 Do you have the required skillset within your organization, or would you have to outsource those skills?
- 6 How critical is time to value?
- 7 Have you taken into consideration the costs and budgets before you start your project?
- 8 Do you have a dedicated person or team that drives this goal?
- 9 Are you aware of the routine maintenance and upkeep to account for model drifts?



Our Success Stories

You may be feeling excited and possibly a little overwhelmed, but Evalueserve can help. We tailor our AI products to your niche business line and challenge, something we like to call “domain-specific AI.”

Keep reading to learn about our success stories.



● Our Success Stories

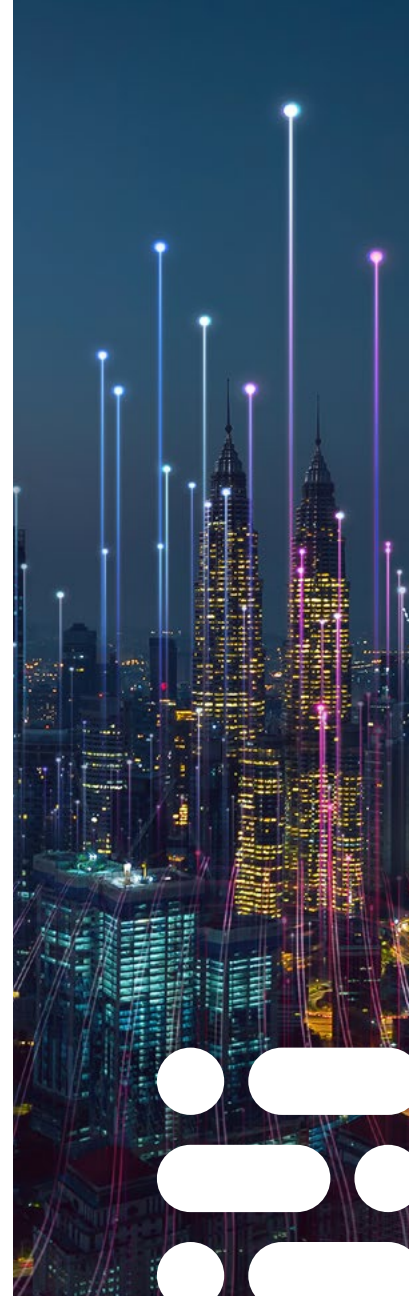
How AI Improved Profitability and On-Time Deliveries

After a multibillion-dollar logistics provider turned to Evalueserve to clean and harmonize their data, they wanted to [use AI to drive go-to-market activities](#), including trailer forecasting and customer segmentation. Our trailer forecasting work gave the client a 3.8% year-over-year improvement on Linehaul On-Time delivery, which led to a ~\$8-14 million impact on operating income.

Evalueserve's domain-specific AI work in customer segmentation, churn, and lifetime value (LTV) resulted in a ~\$1 million improvement in operating income and identified another ~\$52 million in opportunities.

“ With Evalueserve as our partner, we could take our analytics maturity further than ever before. I am very excited to see where this will go in the future. ”

Director, Multi-Billion Dollar Logistics Provider



● Our Success Stories

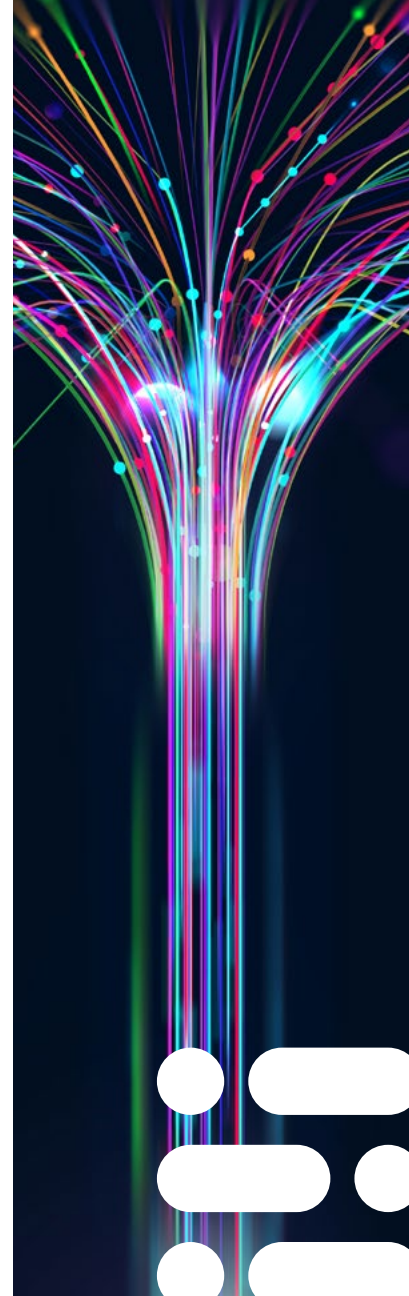
How AI Helped in Alzheimer's Detection

A medical research organization (MRO) hired Evalueserve to help [identify Alzheimer's in its early stages using AI](#). Our experts used computer vision to score Clock Drawing Tests (CDTs), which test for neurological and cognitive impairments, including Alzheimer's.

This technology allowed more people to be seen from the comfort of their homes and at a lower cost to the MRO. It also brought relief to many patients and their families by helping catch the disease in its early stages.

Business Impact

Our computer vision-powered CDT scoring solution helped the MRO benefit more people with its work. The CDT scoring solution allowed patients to be seen from the comfort of their own homes, which democratized the assessments, making it so the MRO could provide CDTs to more people at a lower cost. Their accessibility removed barriers in the way of people receiving Alzheimer's diagnoses, hopefully helping more people catch the disease in its early stages.



● Our Success Stories

Intel Chooses Evaluateserve AI for Smart Scale

[Intel chose to partner with Evaluateserve](#) to co-develop the AI for a smart scale that would leverage the Internet of Things (IoT) in grocery stores. Advanced computer vision and AI technologies were embedded in smart scales and point-of-sale (POS) devices that detected and weighed fresh produce, as well as other products, within 0.1 seconds. This eliminated the need to punch in SKUs manually and collected data to improve the in-store experience.

The resulting smart scales save customers' time, optimize operations, and create better in-store experiences using shopper insights.



Don't wait – reach out to Evalueserve to find out how we can help you turn insights into decisions.

Speak to an expert today!

Visit our solutions page here:
www.evalueserve.com/solutions