3Cloud

Discovering good use cases can be difficult. Even though you may have an idea of what you wish you knew – it helps to have a framework to communicate it. Use these series of easy-to-use prompts to help identify a good case study for AI in your organization.

For every _____
What data points do you have?

If only I knew _____
What information are you interested in acquiring?

Then I could _____
What can you do with the information you're acquiring?

Completed prompts.

To the right are a few samples of completed use case scenarios.

This approach can also be used to find use cases for acquiring data (both internal and external) as well as traditional report dashboards.

What makes it predictive?

The "If only I knew..." entries to the right are color-coded according to the type of predictive data.

- Typically requires human intuition

- The *true* value doesn't exist yet (it's a best guess)

For every *picture I have*
If only I knew *what animal it is*
Then I could *have a collection of cat pictures*

For every *day in the next 3 months*
If only I knew *how much I'll sell*
Then I could *plan inventory levels*

For every *machine we have*
If only I knew *when it will break down*
Then I could *reduce down time*

For every *appointment scheduled*
If only I knew *whether they'll cancel*
Then I could *overbook and stay efficient*

For every *customer that shops here*
If only I knew *what similar customers purchased*
Then I could *make intelligent recommendations*