Lesson 4 - Implementing AI Solutions in an Organization

Milestone-Based Plan for Automation Implementation: A Guide for Chief AI Officers

Assessment & Planning

Understand the automation landscape within the organization.

Have a clear roadmap and team for execution.

Scaling and Optimization

Achieve broader organizational impact through scaled automation.

Continuously improve automation effectiveness.

Advance Automation Techniques

Move beyond basic automation to more advanced techniques.

Upskill employees to work in an increasingly automated environment.

Q1 Year 2024   Q2 Year 2024   Q3 Year 2024   Q4 Year 2024   Q1 Year 2025   Q2 Year 2025

Pilot Phase

Gain practical experience with automation.

Validate assumptions and ROI estimates.

Review and Future Planning

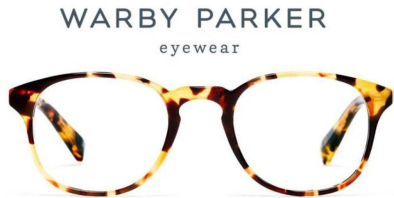Understand the full impact of this year's automation efforts.

Be prepared for the next phase of automation projects.

Data-Driven Decision Making

Make data-driven decisions to optimize automated processes.

Validate the effectiveness of advanced automation and AI techniques.

Real World Examples

Warby Parker's Disruptive Retail Model

Warby Parker disrupted the eyewear industry by offering a direct-to-consumer model with a strong online presence, coupled with a few strategic physical locations.

They've used automation in customer service, inventory management, and even in helping customers select frames virtually.

Stitch Fix's Data-Driven Personalization

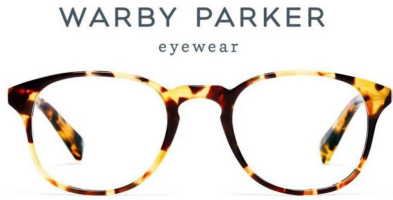Stitch Fix uses machine learning algorithms to personalize clothing selections for individual customers.

Their entire business model is built around automation and personalization at scale.

Square's Ecosystem of Financial Services

Square started as a simple payment processing system but has expanded into a full suite of business management solutions, including payroll, inventory, and even lending.

They've automated many aspects of financial management for small businesses.

WARBY PARKER
eyewear
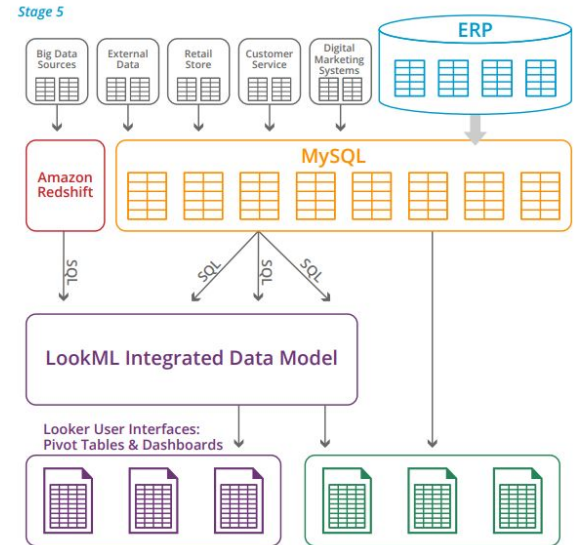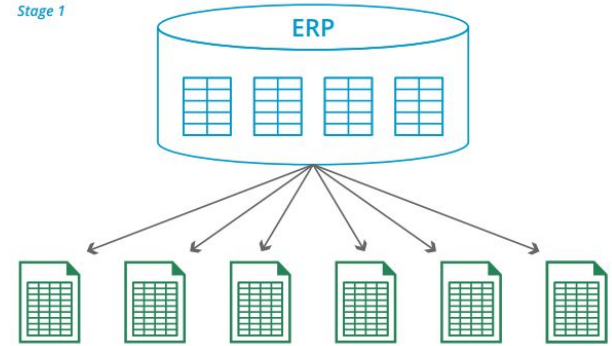
ERP

Business Analysis Processes Bottlenecked Output

As the company grew the need for analyzing business results became crucial. The solution was to extract data from the ERP system into spreadsheets. This lead to some processes being unchecked and requiring 10+ hours to run.

Stage 5

Big Data Sources | External Data | Retail Store | Customer Service | Digital Marketing Systems | ERP

Amazon Redshift

MySQL

Solution

Automated Looker Studio & Training Analysts in SQL

"Our goal is to have data embedded into all of our business processes as much as possible. A data-driven culture is objective, tests assumptions, and challenges new ideas to prove themselves. We want people to know they must always have the data to back up what they are trying to do."

-Carl Anderson, Director of Data Science

LookML Integrated Data Model

Looker User Interfaces:
Pivot Tables & Dashboards

Online clothing sales is plagued with high returns and is saturated

Amazon has a corner on 49% of consumer goods bought online every day, and brick and mortar retailers continue to close because shoppers continue to shop online.

Automated User Survey Data and A.I. personalization

Stitch Fix was founded as an online "personal styling" service that selects and mails clothes, shoes, and accessories to its clients based on an extensive style survey called the 'Style Shuffle'. This lead to over 1,000,000,000 data points from 2,900,000 people.

That reliance on user fed data gives StitchFix the tools needed to truly personalize to the demographic and ICP at all times.

Online businesses had significant hurdles opening traditional merchant accounts for CC processing

In the mid 2000s' small businesses had no easy way to accept credit cards online and the fiat banking system was not equipped to handle such a volume of small unsecured transactions.

Solution

Portable hardware which piggybacked already owned equipment

"Cash registers and credit card terminals are relics of an expensive, complicated and impersonal commercial transaction system. With Register and Card Case, we're transforming everyday transactions between buyers and sellers into something special."

-Jack Dorsey, CEO Square, Ex-CEO Twitter

Accept payments. Everywhere.

GARBAGE IN. GARBAGE OUT.

"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.

The second is that automation applied to an inefficient operation will magnify the inefficiency."

Bill Gates

Thank you!

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