AI adoption in small steps

1. Define your long-term business goal.
2. Define metrics for the long-term goal.
3. Define your quick win.
4. Define metrics for the quick win.
5. Create a scientific hypothesis for the quick win.
6. Create metrics for the hypothesis (only hypothesis!).
7. Create test in the lab (verify hypothesis).
   a. If you have a negative result, try to think of another quick win.
   b. If the result is hard to assess, work a bit more on the PoC if the result is:
   c. Positive, see below:
8. Plan your pilot (to validate technology in relevant environment):
   a. Choose the exact case, time, type of client, make hypothesis.
9. Use your model as a simulator – check how it operates on a daily basis, but only for your own knowledge. You can see how the model would work in comparison with normal operations.
   a. Hypothesis validation.
10. If it works, fit it into the process, but control with "invisible hand". Connect your data stream to the model, give those results to your team members so that they can use it, check the results, but still have the ability to impact the final decision or stop the process if needed.
   a. Plus validate the hypothesis.

Step 1: Make the concrete business stable.

Step 2: Increase TV of the main clients.

Step 3: LTV of construction clients.

Step 4: Average LTV of construction clients will be the same or lower compared to the current average level.

Step 5: With available data, we can predict when the big orders can happen, with 1 day in advance.

Step 6: 1. % of correct predictions in a month. 2. Number of missed orders above $1M.

Step 7: "1. More than 60% of correct predictions in a month." and "2. More than 0 missed orders above $1M.

Step 8: Validate metric values.

If metrics met success criteria, hypothesis was validated positively, you should move forward with the project.

If metrics were average, hypothesis cannot be validated, you should work a bit more on the PoC and check the metrics afterwards.

If metrics met failure criteria, hypothesis was validated negatively, you should not bother with this project. Go back to your business goal and try to define a new quick win to achieve it.