



ClearSight AI

YOUR BLUEPRINT FOR MAXIMUM PROFITABILITY



ClearSight AI from IHL Group

IHL Group is a global research and advisory firm specializing in technologies for the retail and hospitality industries.

The company, based in Franklin, Tenn., generates timely data reports, offers advisory and consulting services, and serves as a leading retail technology spokesperson for industry and vendor events with expertise in AI, supply chain and store level systems.



No two companies are the same

- **Different state of data readiness**
- **Different state of skills readiness**
- **Everyone has their special sauce**



And yet

Every IT organization is being asked by management and investors

What are we doing with AI?

What is it going to cost?

When can we see results?



Where do we start?

Or perhaps you have already had a few false starts and realized there is a lot of remedial work required

80% of all AI projects fail (according to RAND research)

Less than 30% move past pilot (according to Gartner)



5 Leading Root Causes of Failure

1. Stakeholders misunderstand or miscommunicate what problem that needs to be solved
2. Lack of data to train the model
3. Organization focuses on latest and greatest technology rather than solving real problems
4. Lack of infrastructure to clean and manage data
5. Technology applied to problems too difficult for current AI technology



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*ClearSight AI is designed to help you identify these issues **BEFORE** you start your projects to better ensure success*



ClearSight AI helps you objectively rank opportunities

Legal Compliance

Is there a legal or compliance issue that precludes us using AI. (Privacy, financials, trade secrets)

Data Readiness

Do we have enough? Is it clean, accurate, tagged, and ready for the type of AI you want to apply to the issue?

Systems Ready

If we get the right output, are the systems ready that have to put those changes into further action?

Skills Assessment

Do we have the internal skills or can we obtain the external help to complete the tasks?

Risk Assessment

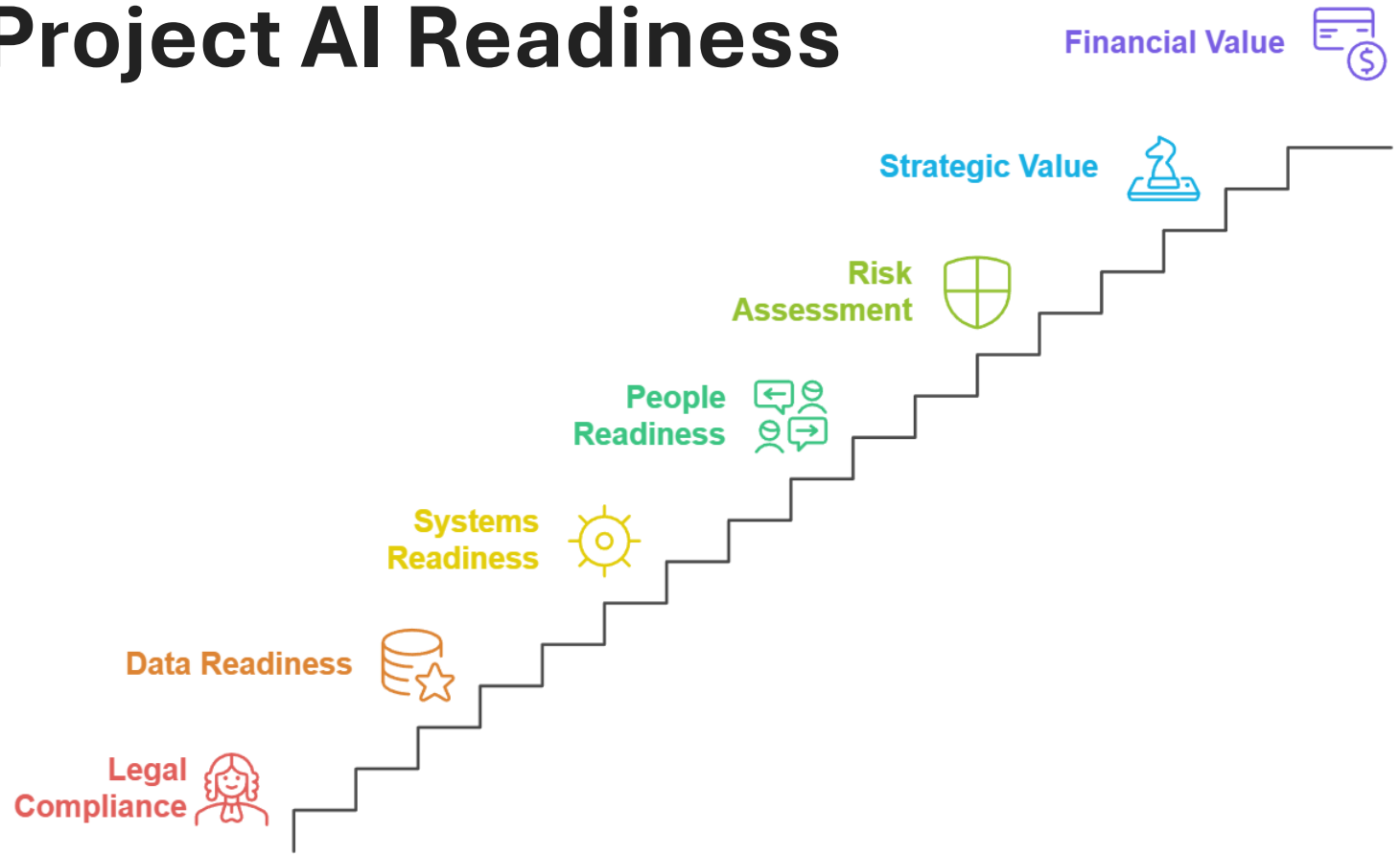
Is the project too risky or does it help reduce risk? Does it pass this hurdle?

Business Value

Is the use case big enough to go through the AI investment? Is it strategic enough? What is the potential return?



Project AI Readiness





High Level Overview

- Interviews with your team on top projects potential on between 75 and 400 defined use cases
- Objective ratings from your team combined with IHL's maximum forecast sizing opportunity.
- Gap (Compliance, Data Issues, Risk, Value) and Enablers (if we fix this, all this opens up)
- Ranked Opportunities and projected priorities with WSJF methodology
- Defined project/cost – not open-ended consulting



Gap Analysis of Your Use Cases

Base Ratings		Key Hurdles							
LOB Subcategory	Unified Framework	Progress to Completion							
		Legal/ Compliance Exposur	Data Amount	Data Cleansed	Data Taq	Vector Ready	Output DB Ready	Skills Assessment	Risk Assessment
Business Intelligence		12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%
1. Customer Insights and Engagement:		0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.3
	- Sentiment analysis of customer feedback, reviews, and social media data	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Conversation analysis	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Predictive analytics for customer churn and retention strategies	3.0	2.0	3.0	2.0	3.0	3.0	3.0	5.0
	- Identification of high-value customer segments	5.0	5.0	3.0	1.0	4.0	4.0	5.0	3.0
	- Cross-selling and upselling opportunity detection	4.0	3.0	3.0	5.0	2.0	5.0	5.0	3.0
2. Sales and Marketing Optimization:		0.5	0.8	0.6	0.6	0.5	0.9	0.6	0.4
	- Sales forecasting and markdown optimization	3.6	3.6	4.6	3.9	3.6	3.9	3.9	3.6
	- Targeted marketing campaign optimization	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Marketing spend and channel allocation optimization	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
3. Inventory and Supply Chain Management:		0.5	0.6	0.6	0.6	0.6	0.8	0.5	0.5
	- Predictive analytics for demand forecasting	3.6	3.6	4.6	3.9	3.6	3.9	3.9	3.6
	- Inventory replenishment and stock level optimization	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Intelligent supply chain logistics optimization (8.1.1 In-bound logistics: source/vendor : Automation of delivery schedule notification, confir	1.0	3.0	4.0	4.0	3.0	4.0	2.0	5.0
	- Cash flow projections	5.0	4.0	2.0	3.0	5.0	4.0	4.0	1.0
4. Channel Performance Analytics:		0.3	0.5	0.4	0.3	0.2	0.5	0.3	0.3
	- Cross Channel Customer Performance (Lifetime Value)	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Cross Channel Operations Performance	2.0	4.0	2.0	2.0	2.0	5.0	2.0	1.0
	- Multi-LOB (Line of Business) Store Performance Analytics	3.0	5.0	2.0	4.0	2.0	2.0	4.0	4.0
	- Multi-LOB (Line of Business) Labor Utilization Analytics	2.0	4.0	5.0	3.0	1.0	5.0	2.0	4.0

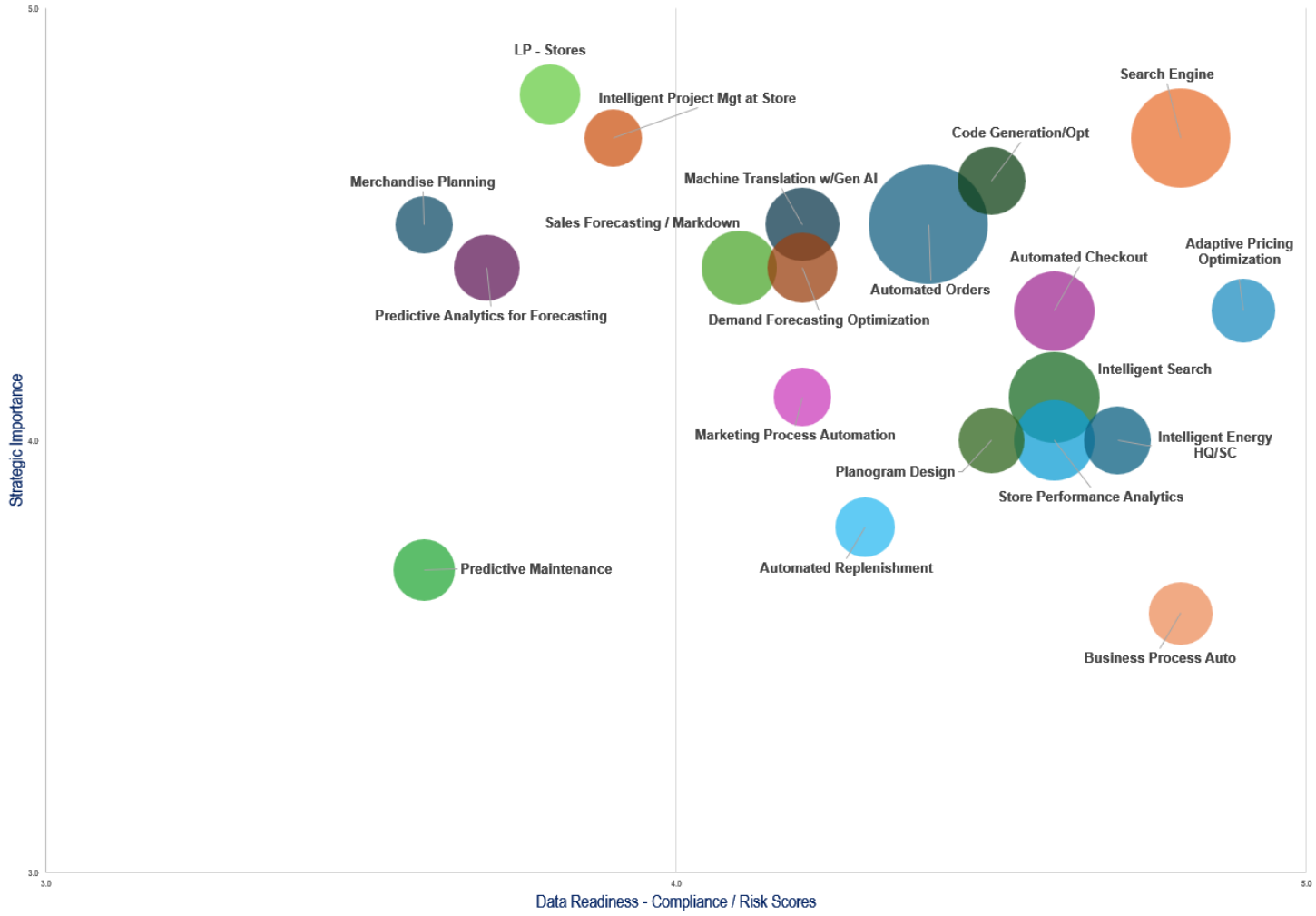


Data Enablers

Identify Data Gaps – If fixed, how many other things open up

1. For instance, if we merge and clean online and store customer data – which use cases are enabled?
2. If we add a field to this record, it opens up this-sized opportunity

Top 20 Projects - Go Opportunities





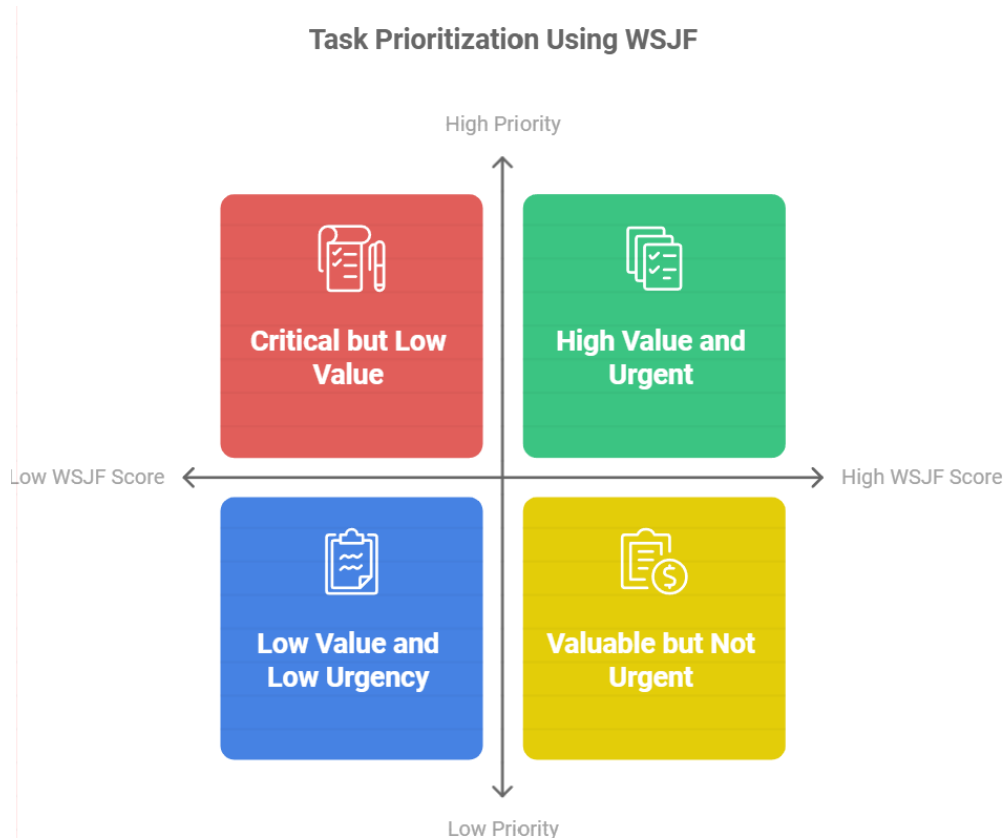
Weighted Shortest Job First

Quick wins, lowest risk

- 1. User Business Value (BV):** The value that a feature or task brings to the business or end-users.
- 2. Time Criticality (TC):** The urgency of delivering the feature or task. Some tasks may need to be completed sooner due to market demands or deadlines.
- 3. Risk Reduction and Opportunity Enablement (RR/OE):** The potential for a task to reduce risks or enable new opportunities for the business.
- 4. Job Duration (JD):** The estimated time required to complete the task or feature.



Top 20 Re-ranked by WSJF





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Thanks!



Any questions?

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