



Module 2

Workshop 1: ML Use Case Proposals and Competitor's Benchmarking



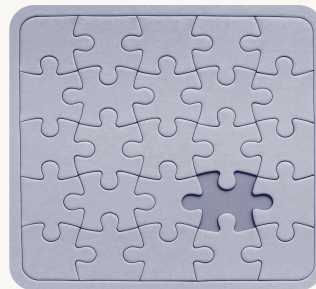
Icebreaker

Go to My Multiverse, Module 2
Workshop 1



Share your thoughts:

**What fundamental ML concept do
the three images on the right
describe?**





Module 2

Workshop 1: ML Use Case Proposals and Competitor's Benchmarking



Agenda

- Recap of Assessing Organizational Readiness for ML
- Ideating use cases for ML in your business unit
- Benchmarking competitor use cases
- Using insights to refine and improve
- Group presentations and discussion
- Wrap up



Learning objectives

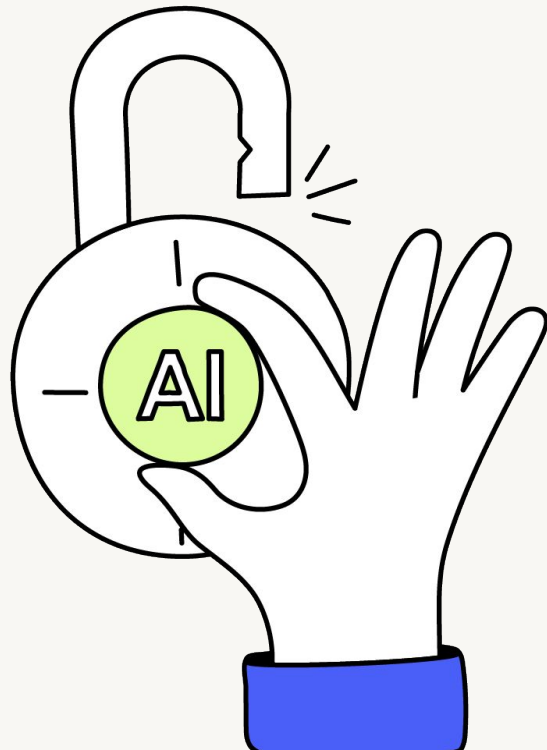
- Identify innovative ML opportunities by exploring real-world challenges, brainstorming solutions, and aligning them with business objectives.
- Develop benchmarking skills by analyzing how competitors use ML, understanding its capabilities, and identifying ways to leverage it in your organization.
- Enhance strategic and innovative thinking by refining competitor insights and improving ML approaches to better align with your business needs, saving time and effort.

How Shein uses ML to predict your next purchase before you do

Imagine a world where your favorite online retailer not only predicts what you want but also ensures it's in stock and delivered swiftly.

Shein, a leading fast-fashion giant, leverages artificial intelligence to analyze customer preferences and optimize its supply chain, listing up to 600,000 items globally.

This AI-driven approach reduces inventory waste and operational costs, ensuring customers receive the latest trends promptly.

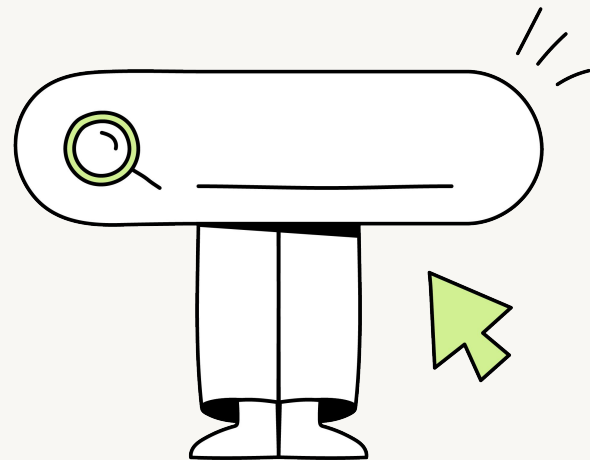




Async review: Unit 1

- Assessing organizational readiness to adopt ML
 - Internal readiness
 - External context

What are two key indicators of an organization's readiness for ML adoption, and why do they matter?

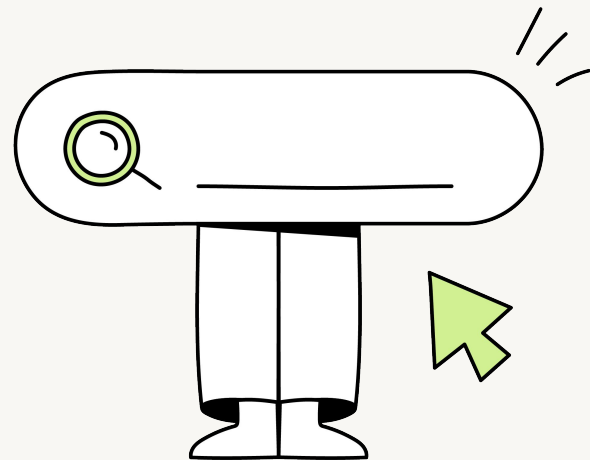




Async review: Unit 1

- Align ML with organizational goals
 - Map business needs with ML capability
 - Integrate ML into digital transformation strategy
 - Create an ML vision for long term strategy

What steps would you take when conducting a stakeholder analysis?

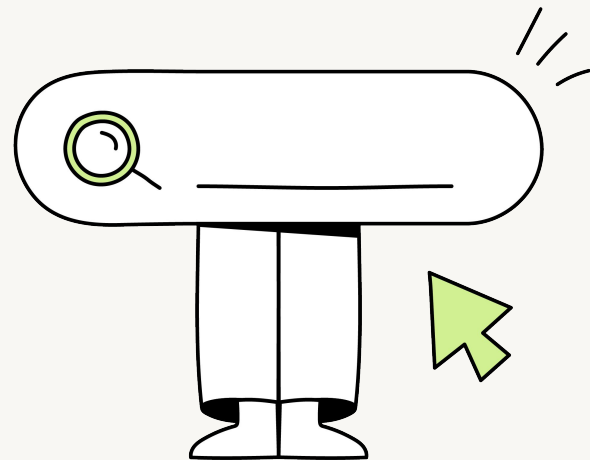




Async review: Unit 2

- Determining the business needs and solution specification
 - Gather and define requirements using a range of techniques
 - Align ML solutions with business needs
 - Design scalable ML architectures

What key elements should be included in an ML requirements document, and why is each important?

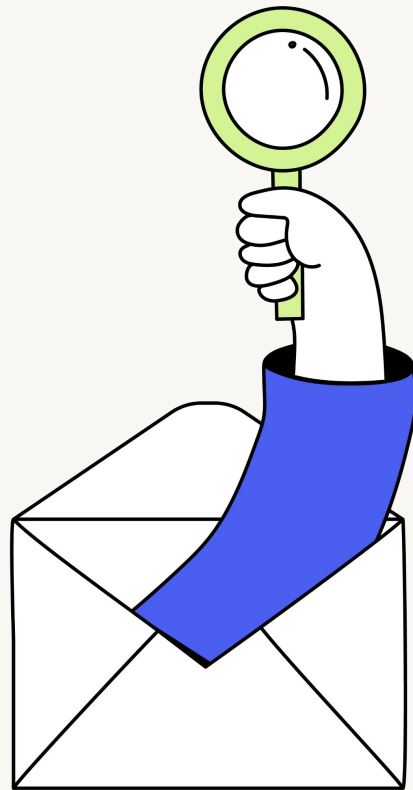


ML Use Case Proposals and Competitor's Benchmarking

In this workshop, you'll collaborate in small teams, applying ML thinking to real-world business functions.

Your challenge? Identify impactful ML use cases, analyze how industry leaders are leveraging ML, and refine ideas that could give your business a competitive edge.

How will these skills help you and your business?





Skills application: Identifying ML use cases



Access the skills application

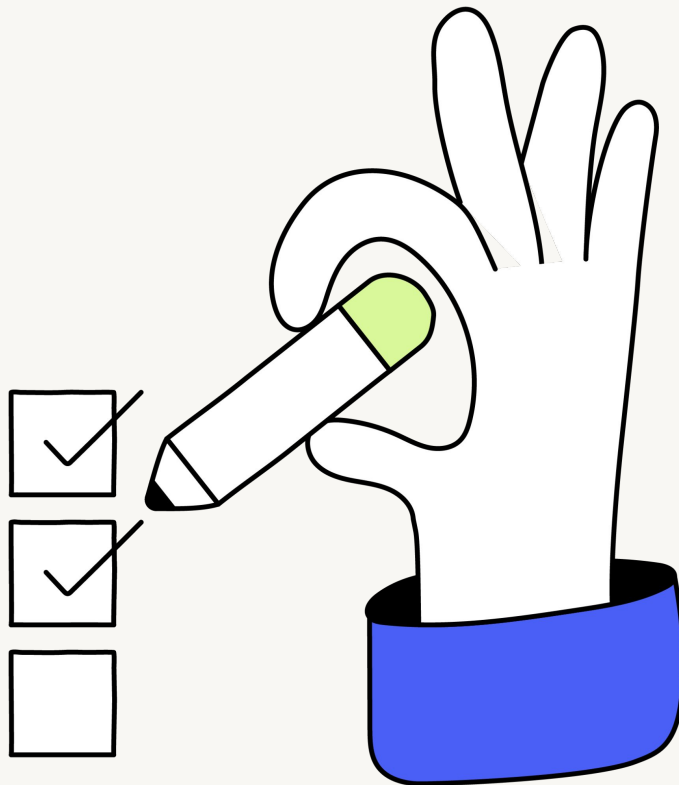
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Workshop 1



On the Workshop activity page,
read the instructions



Make notes throughout as this
help with this task and when you
present back later





Skills application instructions



1 In small groups you'll choose a business function and brainstorm possible ML use cases. You have 10 minutes for this task.

2 You'll research how competitors are using ML in the same function. You have 10 minutes for this task.

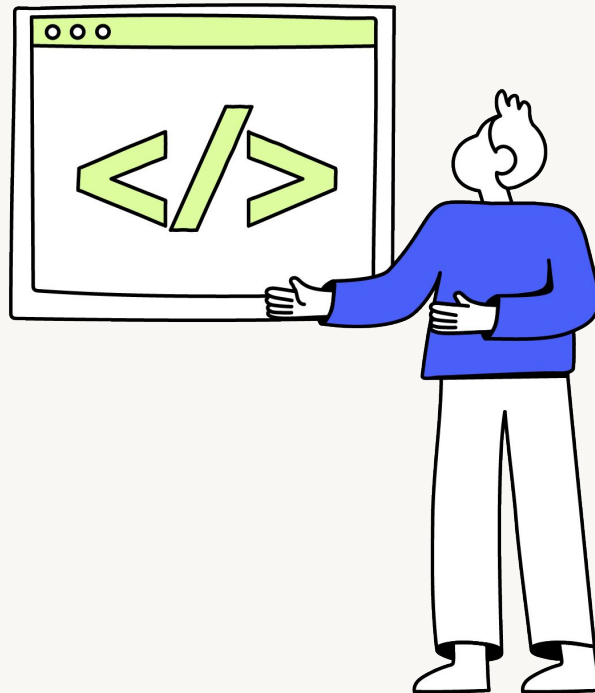
3 You'll combine your use cases with competitor insights to refine and improve your best ideas. You have 5 minutes for this task.

4 Finally, you'll present back your best idea to the other groups. You'll have 2-3 minutes per group presentation.



Group presentations

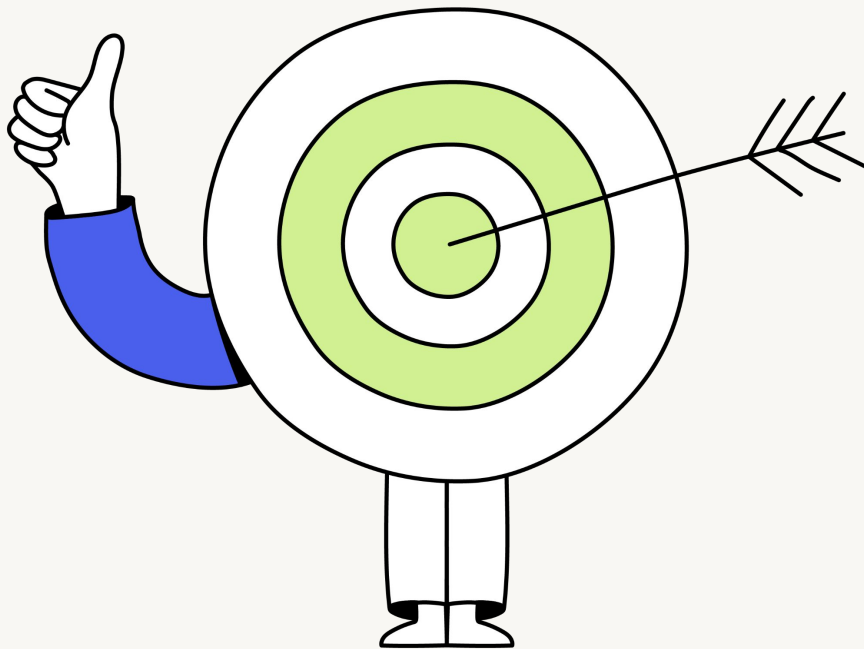
- Each team has 2–3 minutes to share:
 - Your top ML use cases.
 - Key learnings from the competitor's approach.
 - Improvement or replication ideas.
- During presentations the observing teams can ask questions and make suggestions to further improve the use case.





Key takeaways

- 1 Brainstorming ideas and then benchmarking competitors' ML use cases can help you refine and improve your solutions.
- 2 Benchmarking competitor use cases is a continuous process that will help develop a broader understanding of ML capability.





Applying ideation and competitor benchmarking to your organization



Applying key takeaways

- 1 What themes did you notice throughout the tasks?
- 2 How beneficial was the benchmarking activity to refine and improve your ideas?
- 3 Create an action plan that will help you implement this strategy in your business.





Closing out

- **Next workshop:** MVP vs. Full-Scale Solution
- **If you have questions, you can:**
 - Chat with Atlas
 - Reach out to your Cohort Coach
 - Sign up for Tutoring
- **Log your OTJ hours**
- **Take the Workshop Survey** on My Multiverse

multiverse