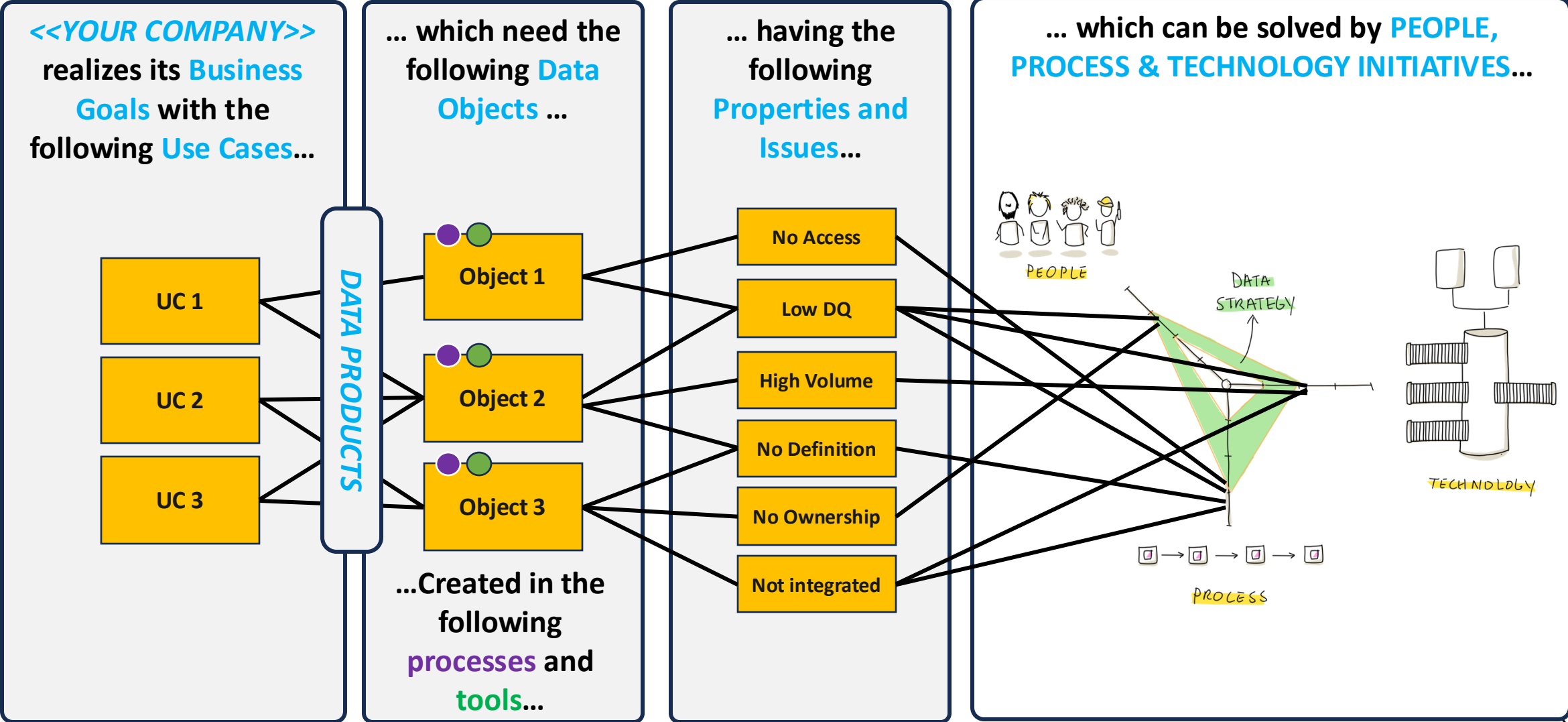


DATA USE CASE SELECTION



Data Strategy Framework



Data Use Cases

- Value Streams
- Exercise 1
- Data & AI Use Cases
- Business Value Pyramids
- Exercise 2



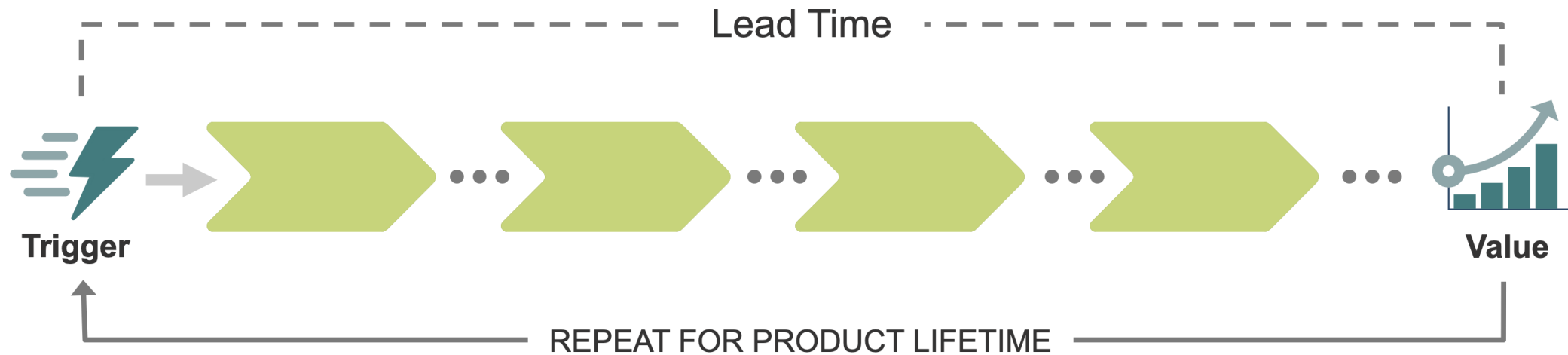
Data Use Cases

- **Value Streams**

- Exercise 1
- Data & AI Use Cases
- Business Value Pyramids
- Exercise 2



Value Stream



© Scaled Agile, Inc.

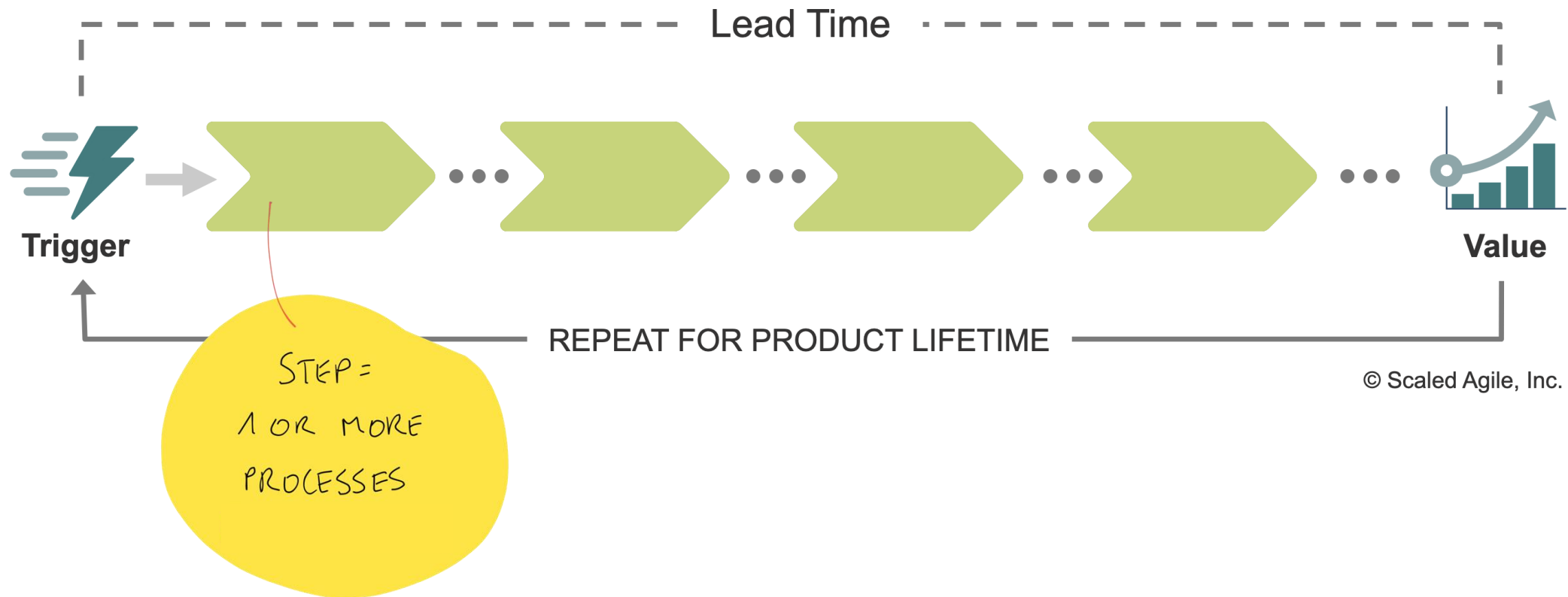


Value Stream

- The sequence of activities needed to deliver a product or service to a customer.
- Components:
 - **Trigger** - A request for a product or service, initiates the flow.
 - **Steps** – Activities needed to process the order. Each step takes time to complete.
 - **Lead time** - The sum of all the processing-step times, plus the delay periods between them, is the ‘total lead time’
 - **Value** – The delivered added value by the product or service for the customer



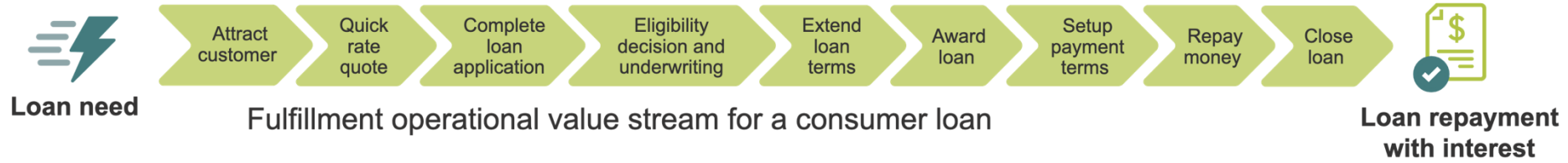
Value Stream



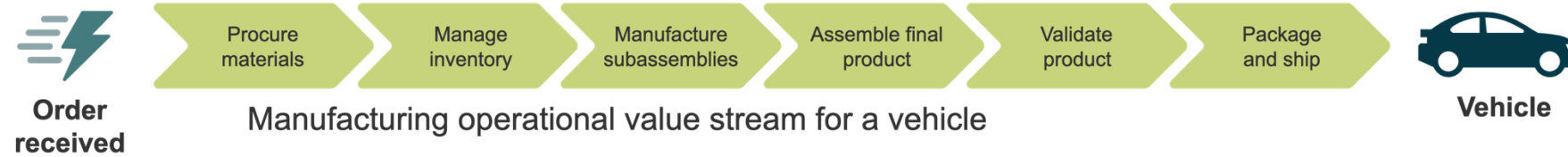
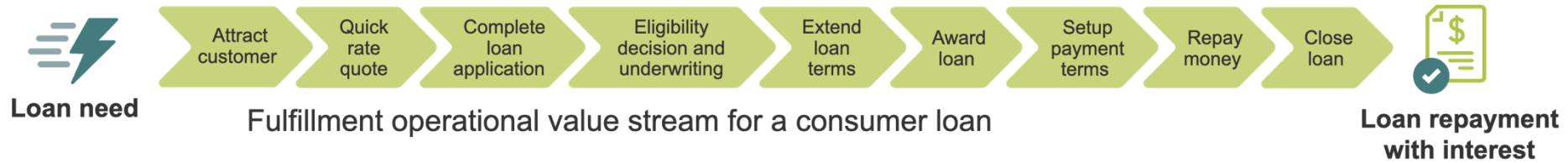
© Scaled Agile, Inc.



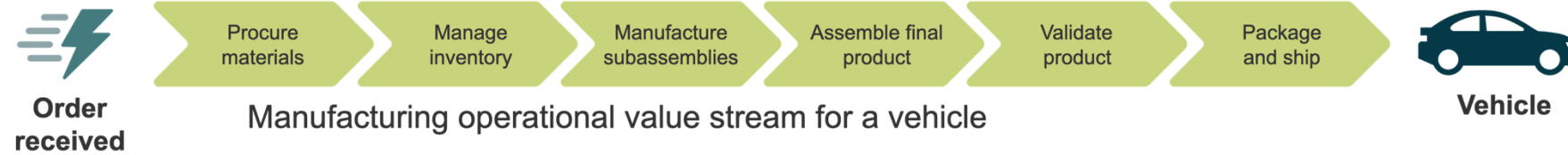
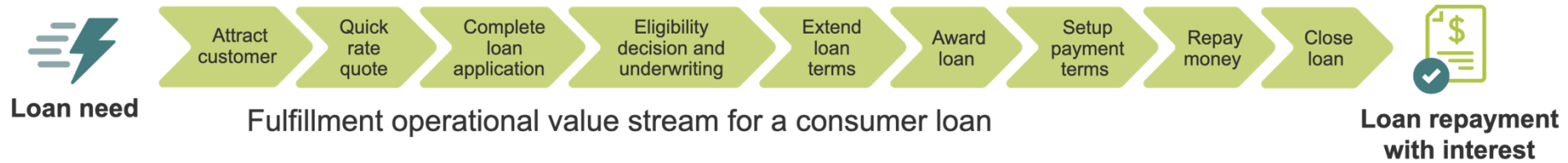
Value Stream: Examples



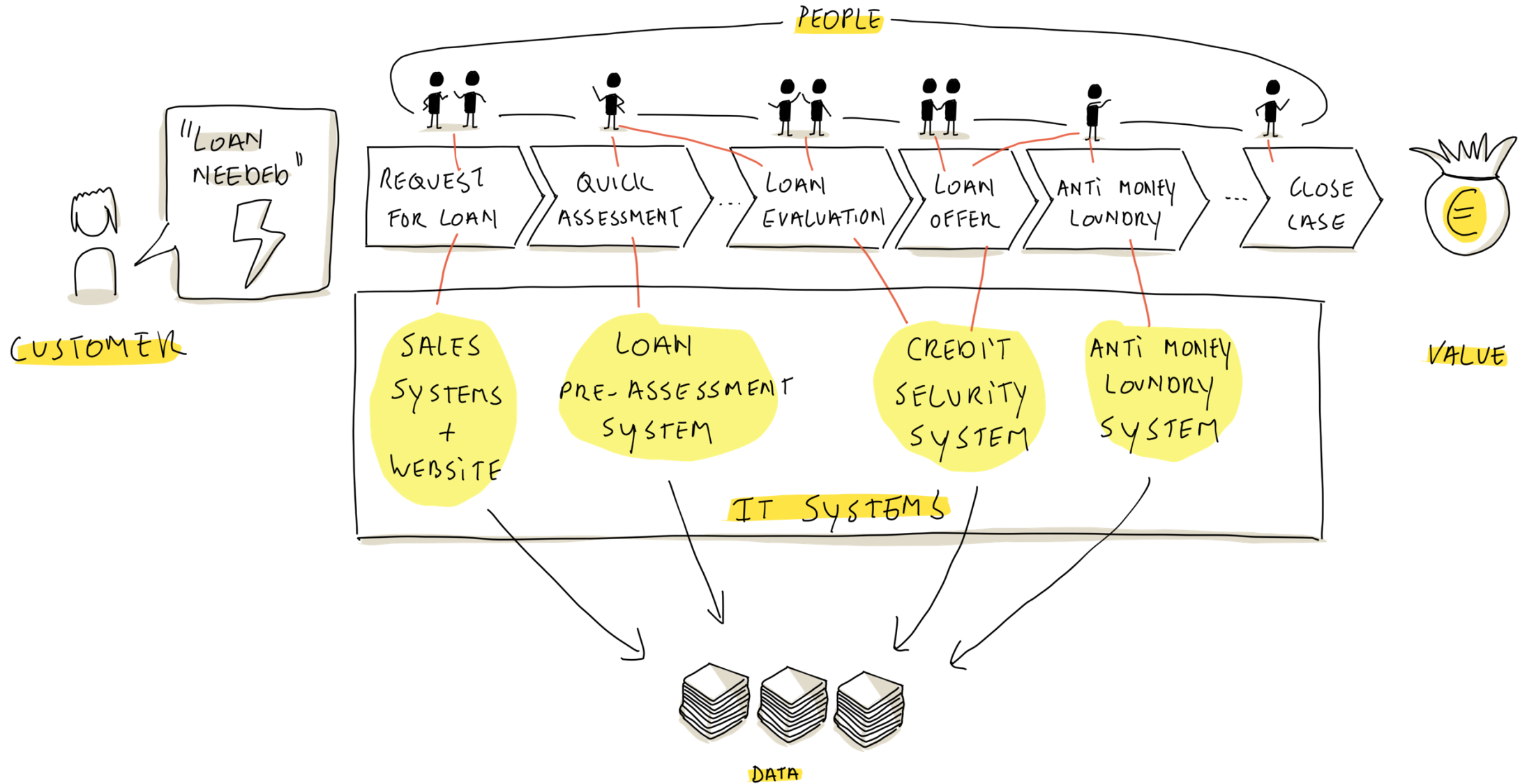
Value Stream: Examples

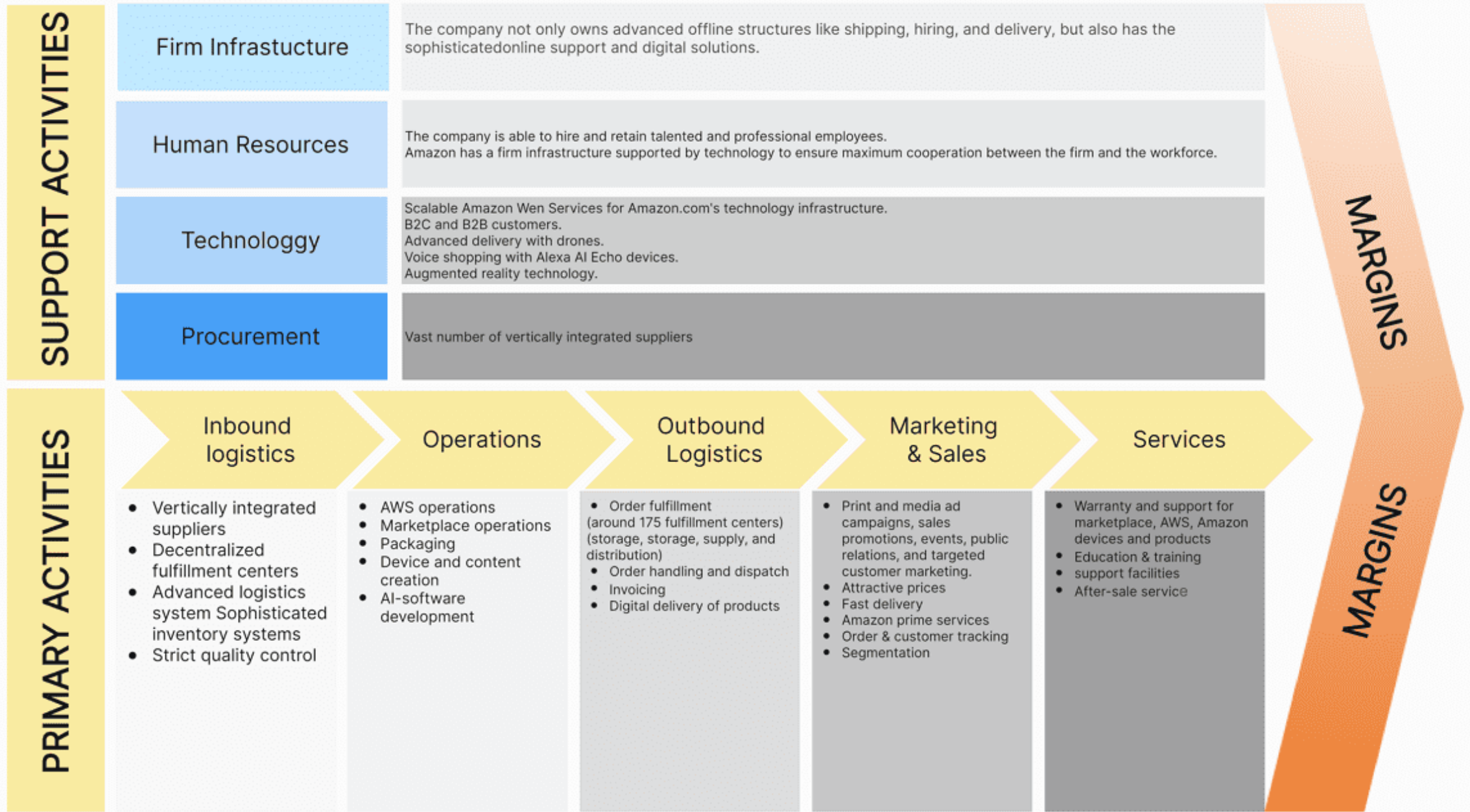


Value Stream: Examples



Value Streams & Data

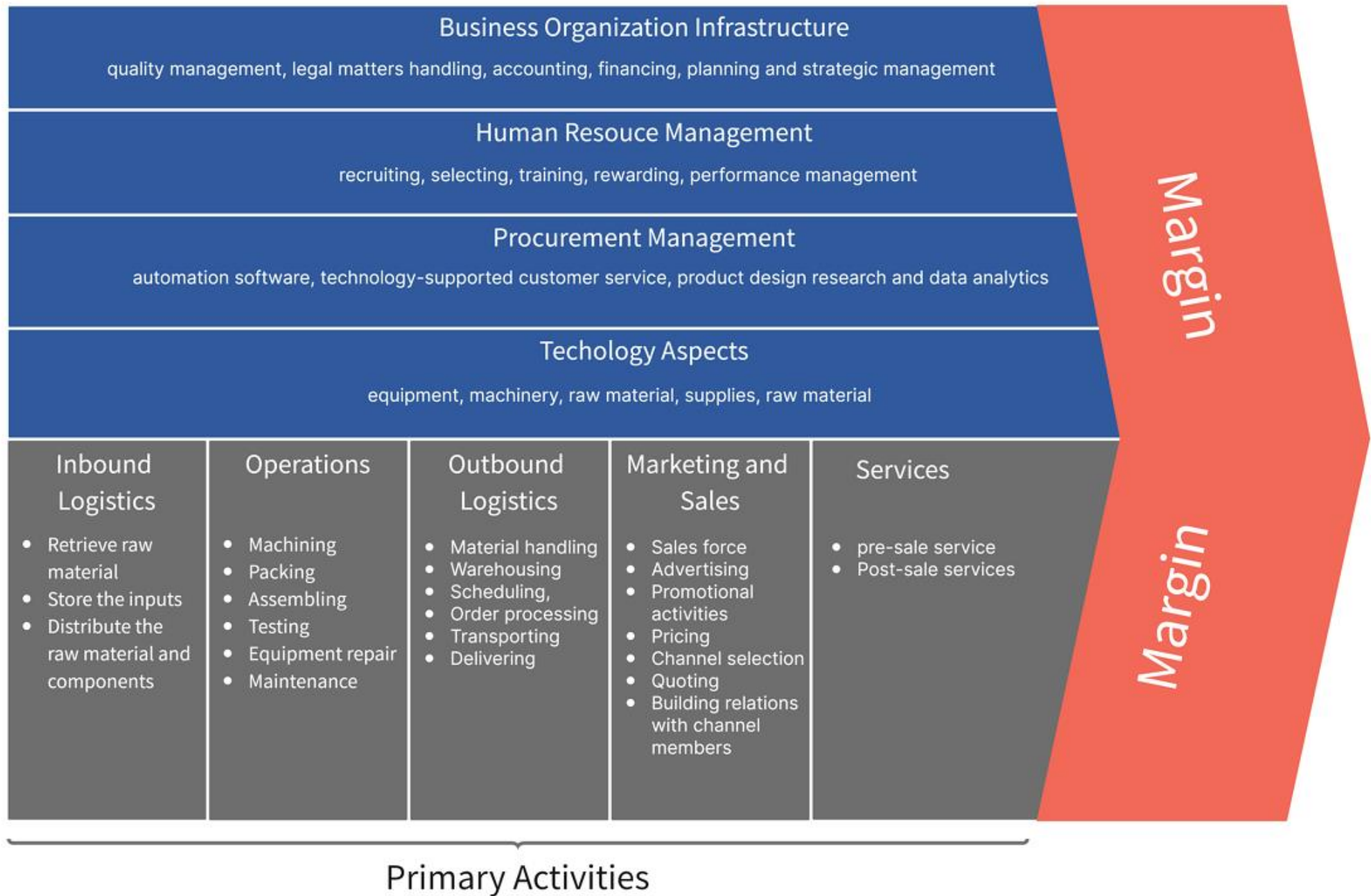




[Value Chain of Amazon]



Support
Activities



Primary Activities



Data Use Cases

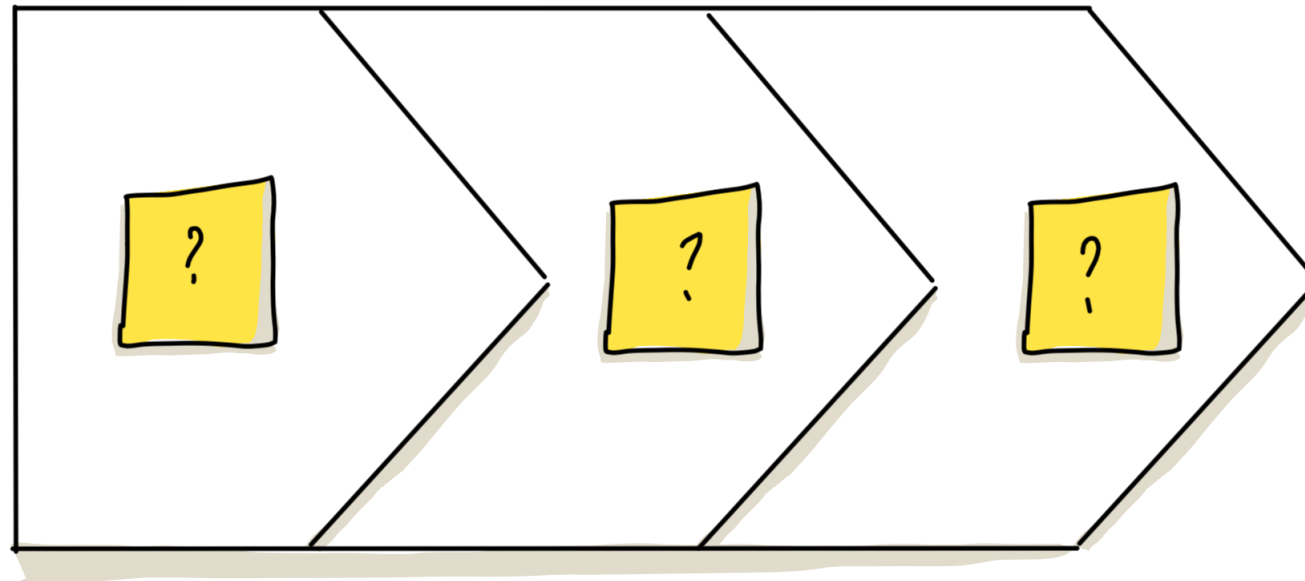
- Value Streams
- **Exercise 1**
- Data & AI Use Cases
- Business Value Pyramids
- Exercise 2



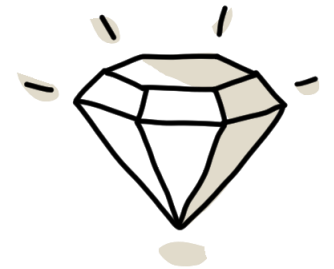
EXERCISE

WHAT'S THE VALUE STREAM OF YOUR CUSTOMER?

TRIGGER



VALUE



Data Use Cases

- Value Streams
- Exercise 1
- **Data & AI Use Cases**
- Business Value Pyramids
- Exercise 2

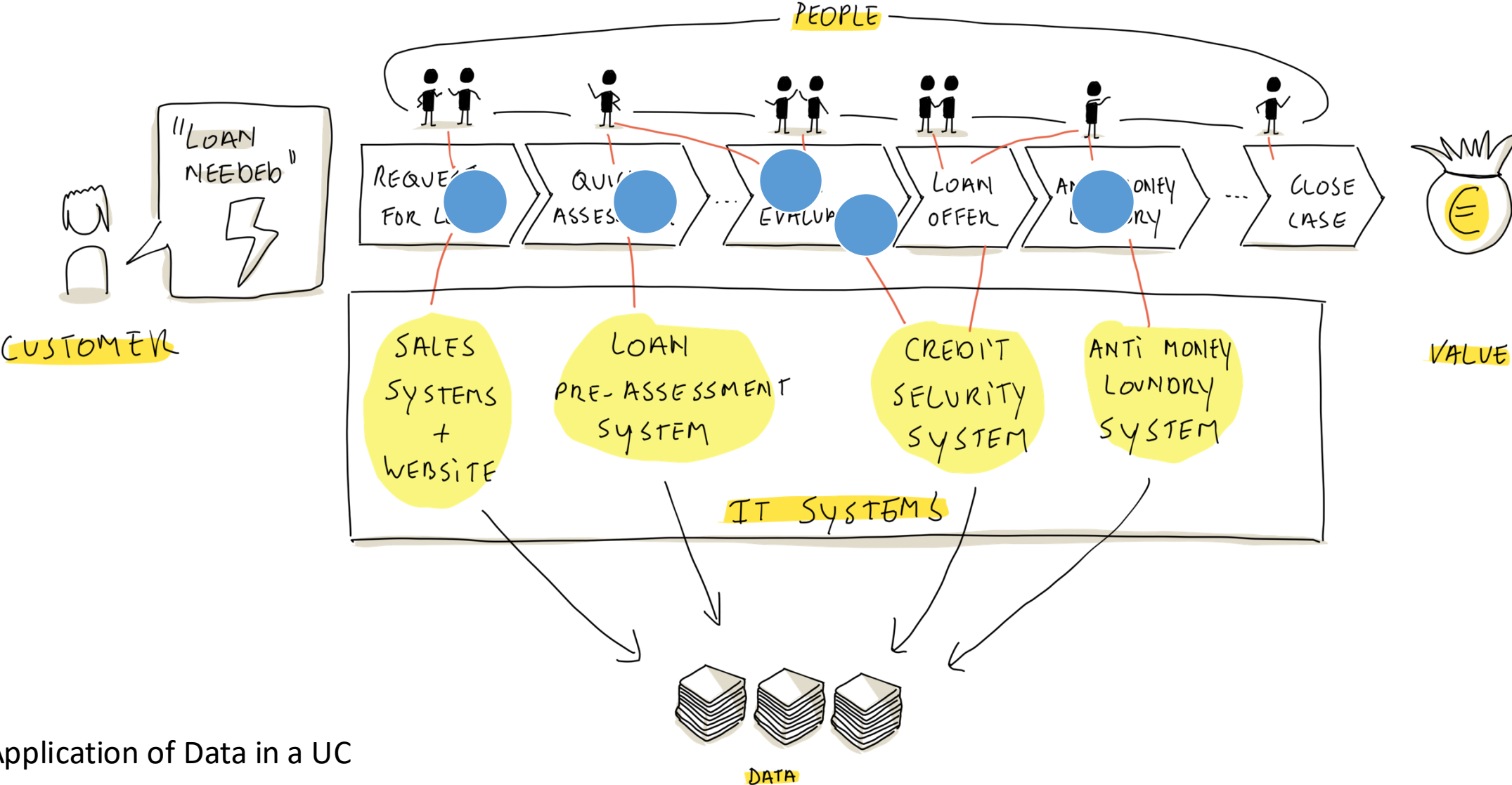



Data & AI Use Case (UC)

- = A specific scenario in which data is leveraged to achieve a **Particular Business Objective** or solve a business problem.
- Demonstrate how data can Improve the Value Chain of an organization to add **Measurable Business Value**.
- **Business Value** = The overall benefit that an organization derives from its value chain (activities, processes, or assets) encompassing both tangible and intangible outcomes.
- Business Value is created for company stakeholders:
 - Customers,
 - Employees,
 - Shareholders,
 - Society

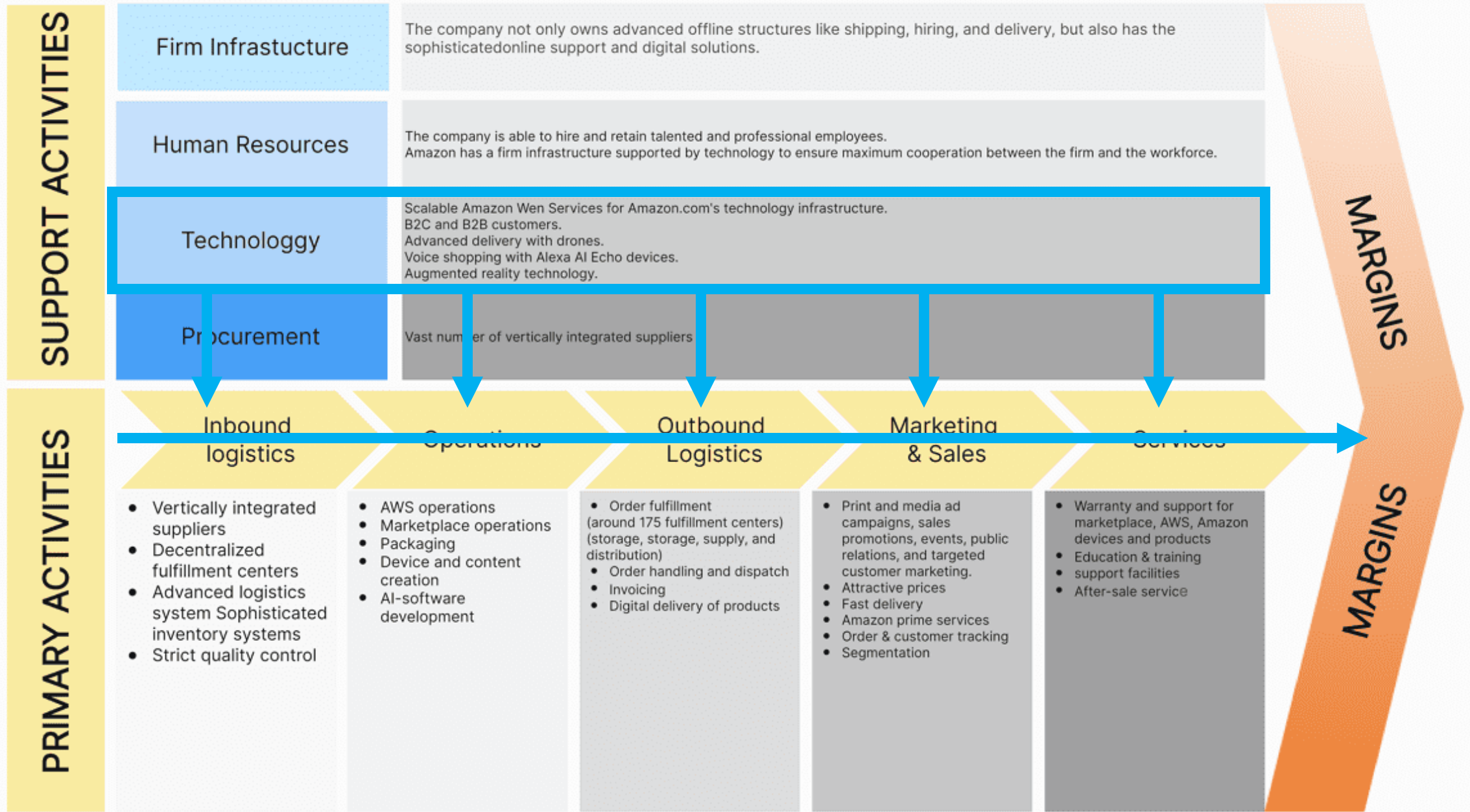


Use Cases in the Value Stream



 = Application of Data in a UC

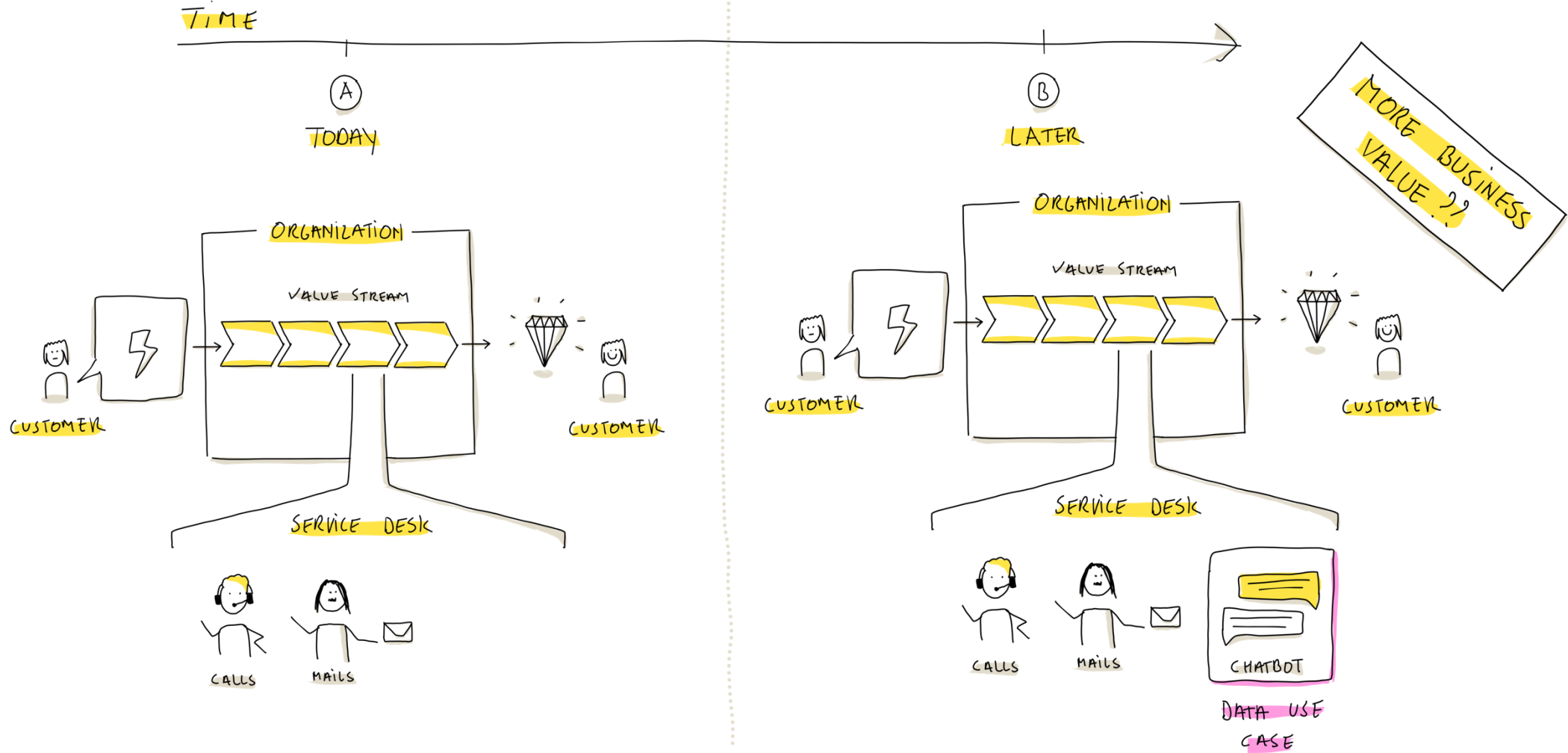




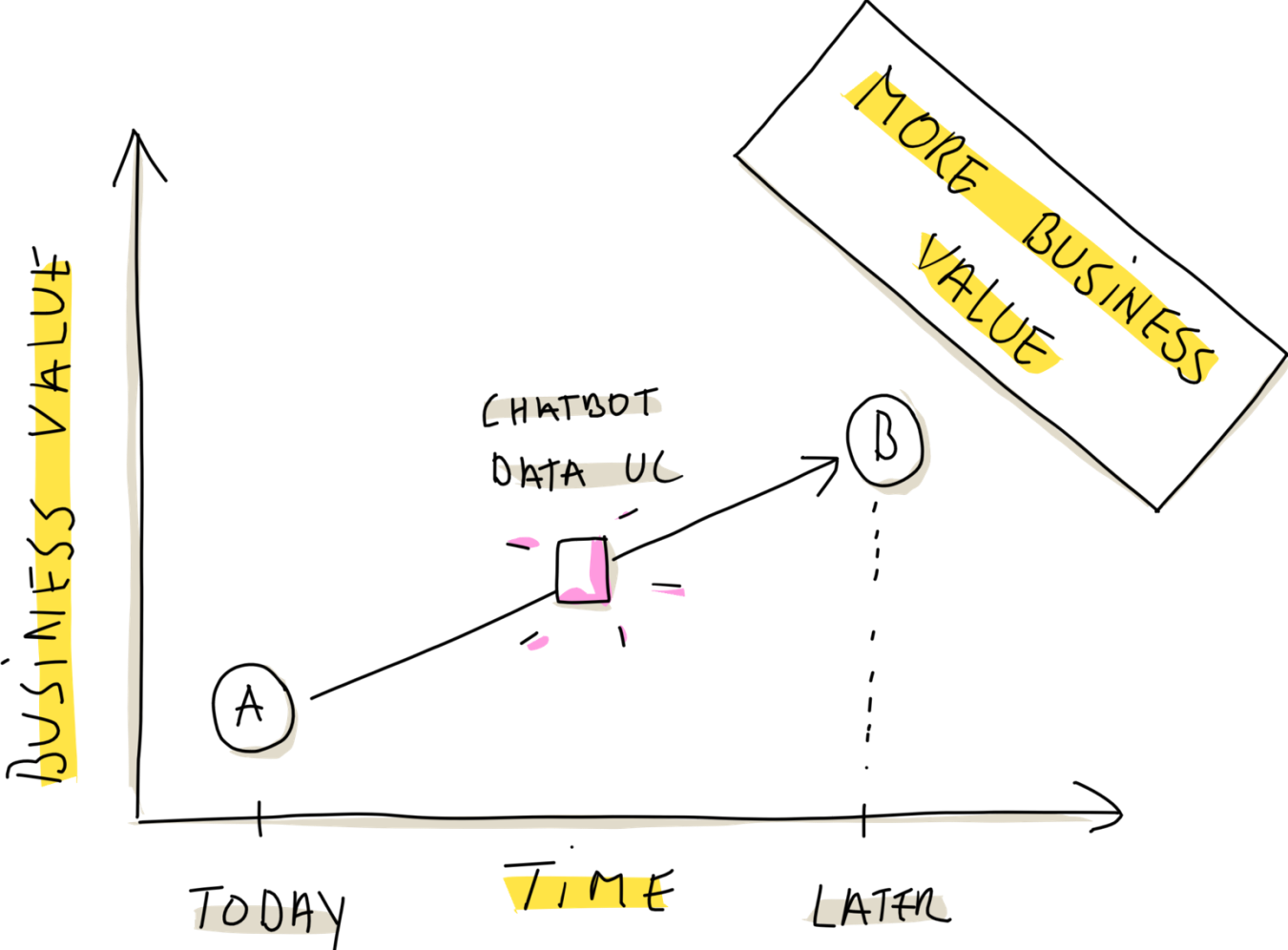
[Value Chain of Amazon]



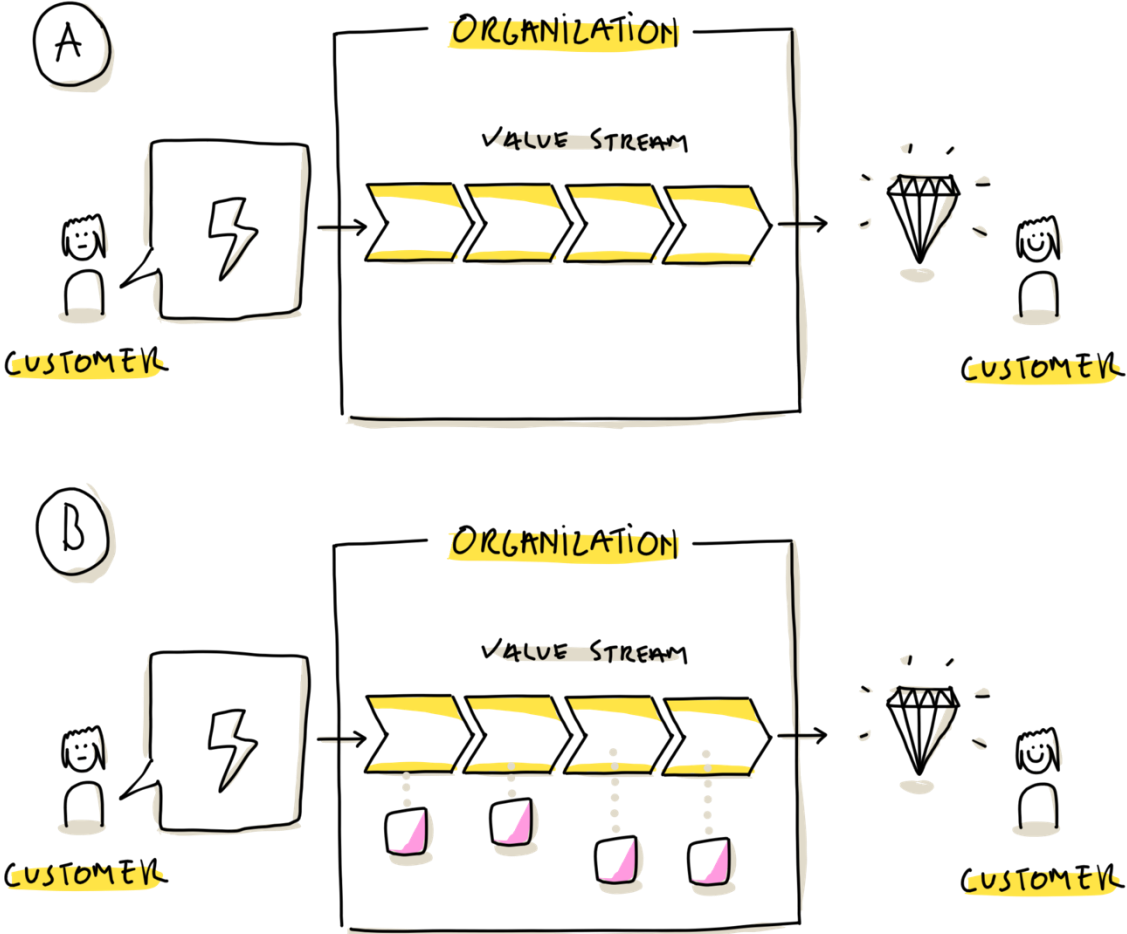
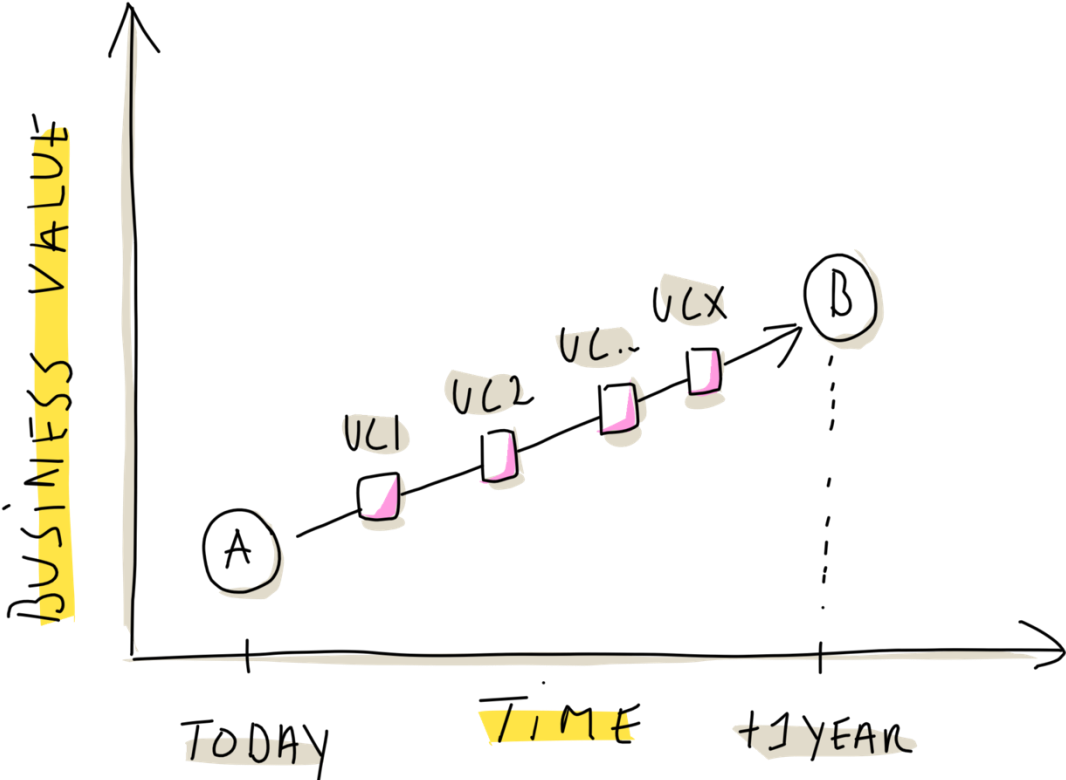
Data UC: Service Desk Example



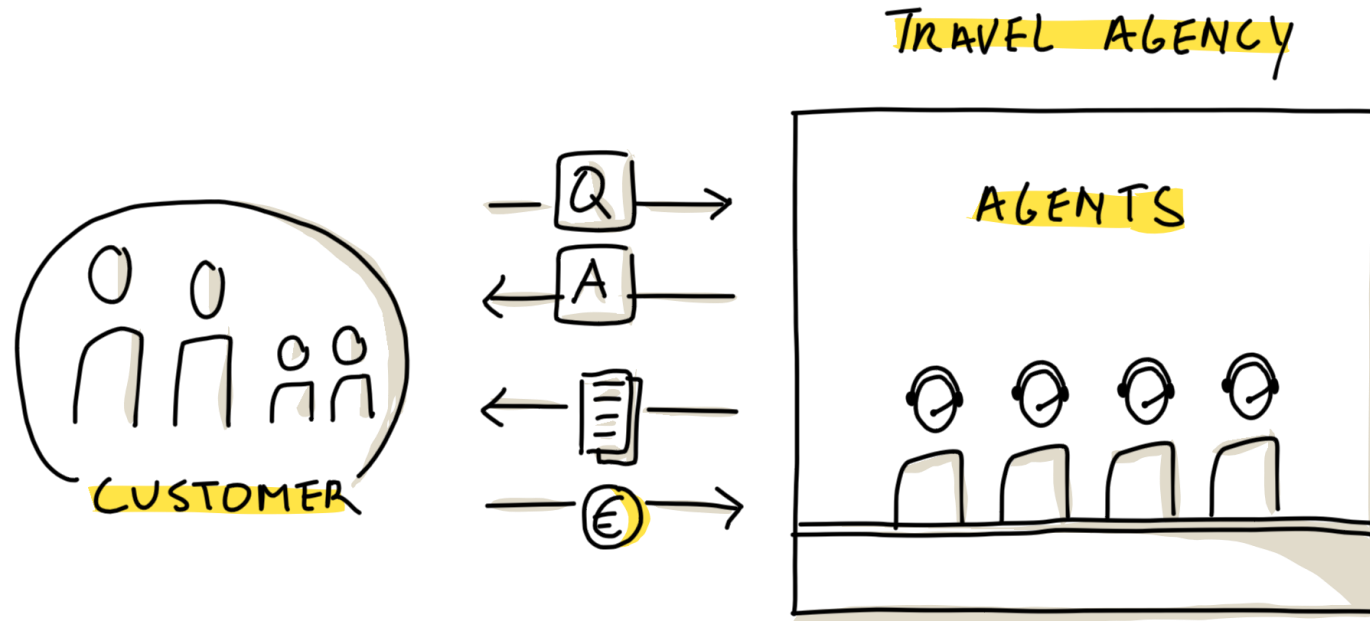
Data UC: Service Desk Example



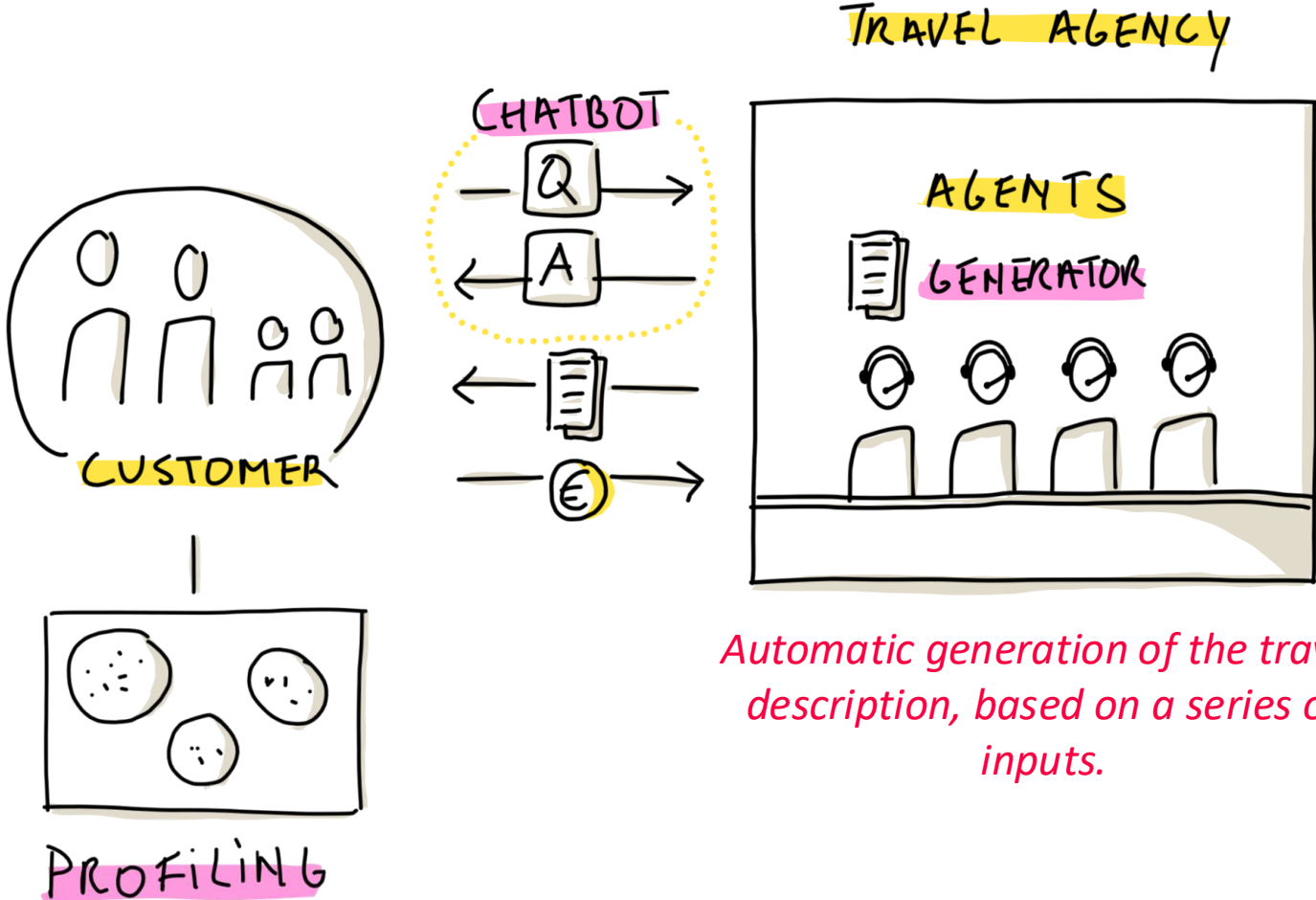
Data UCs: Generic Overview



Example: Travel Agency



Example: Travel Agency

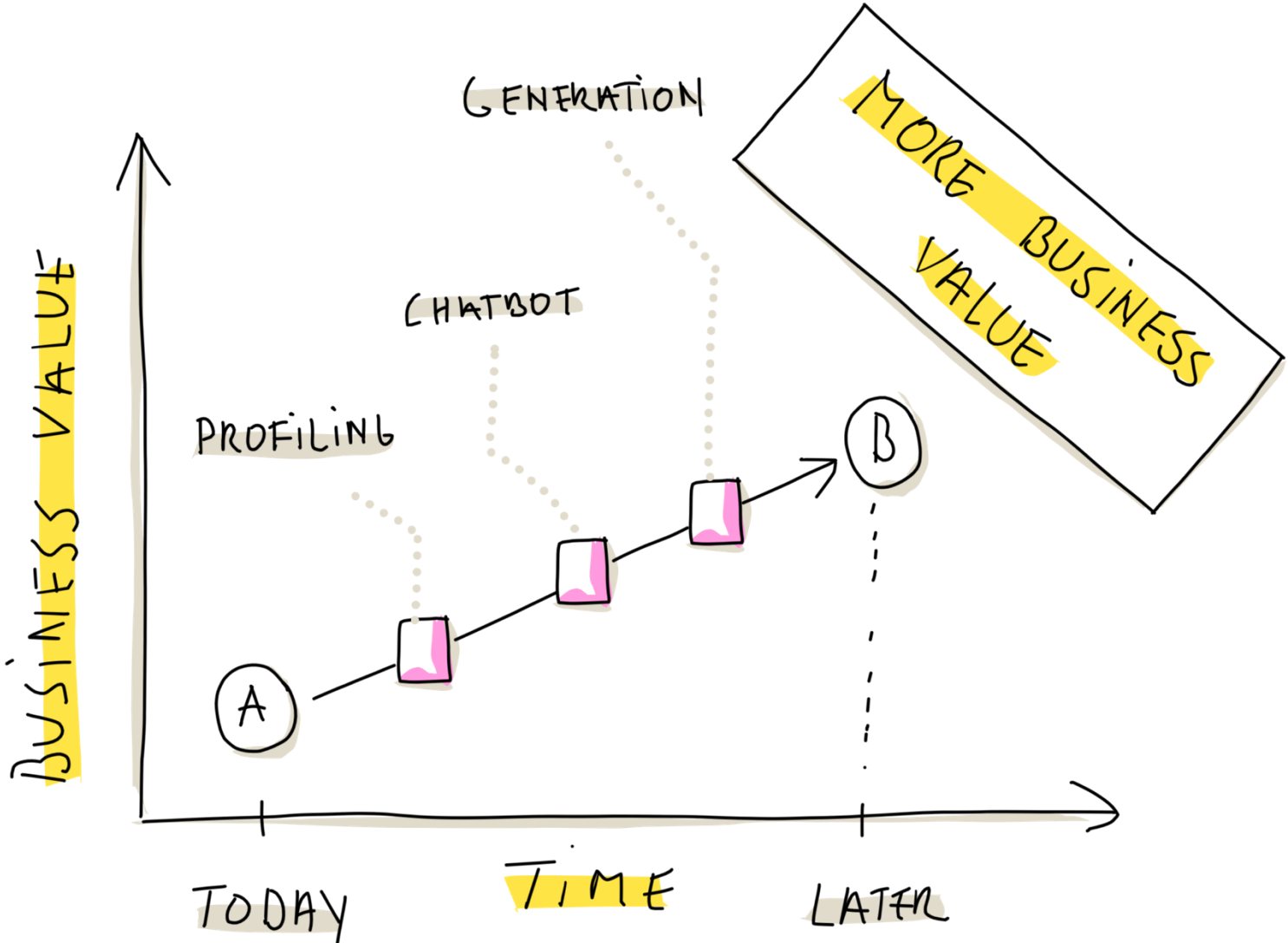


Data-driven profiling of your customers (group travelers, big spenders, ...)

Automatic generation of the travel description, based on a series of inputs.



Example: Travel Agency



Data Use Cases

- Value Streams
- Exercise 1
- Data & AI Use Cases
- **Business Value Pyramids**
- Exercise 2



Value Pyramids

- Delineate the objective and subjective **Criteria of Business Value** for various stakeholders.
- **Business-to-Consumer (B2C)** Pyramid:
 - Stakeholder focus: The customer
 - Question: What motivates customers to buy your product or service?
 - Value: The more customers, the more value for your organization
- **Business-to-Business (B2B)** Pyramid:
 - Stakeholder focus: Your organization, company owner and its shareholders
 - Question: How to reach your organization's business objectives?
- Online reference: [Bain Inc. – Elements of Value](#)



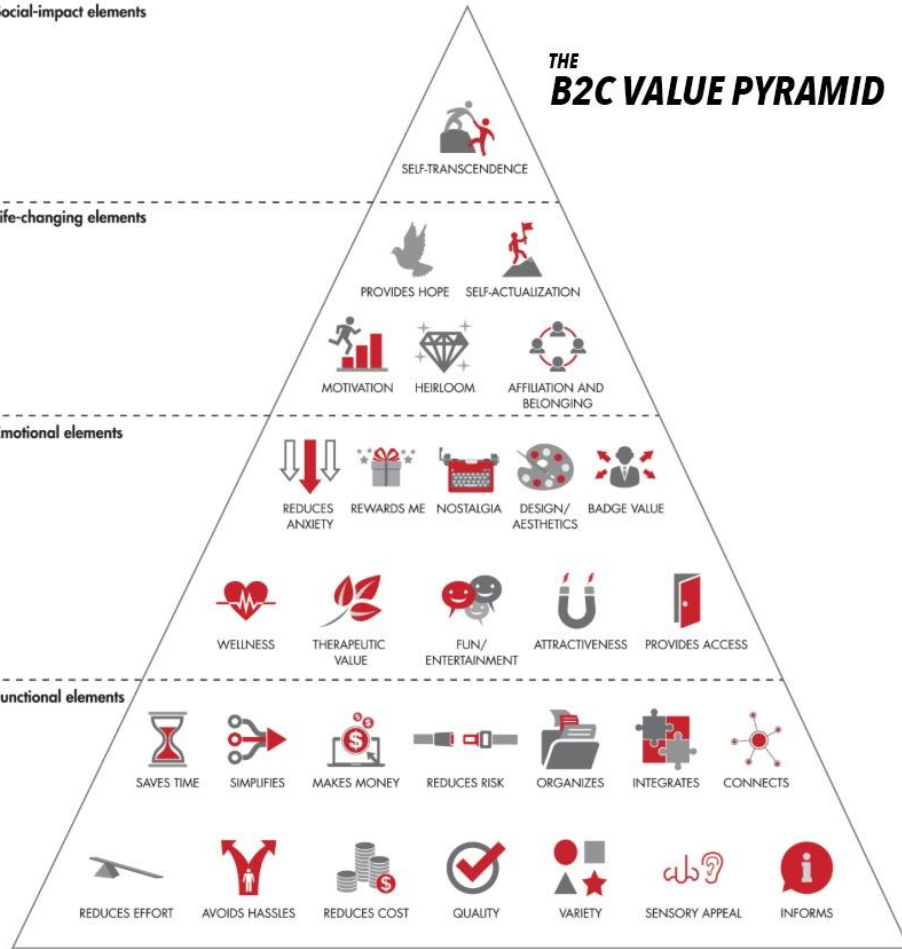
Social-impact elements

Life-changing elements

Emotional elements

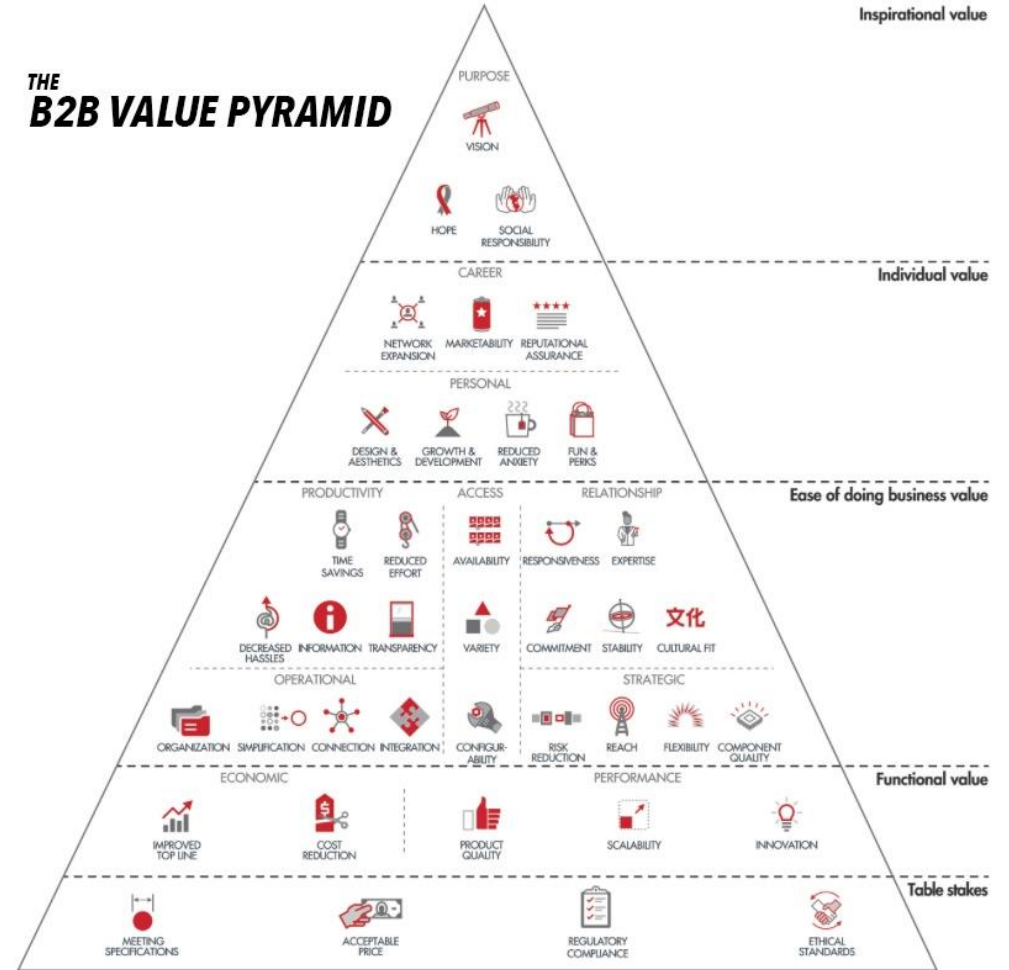
Functional elements

THE B2C VALUE PYRAMID



Inspirational value

THE B2B VALUE PYRAMID



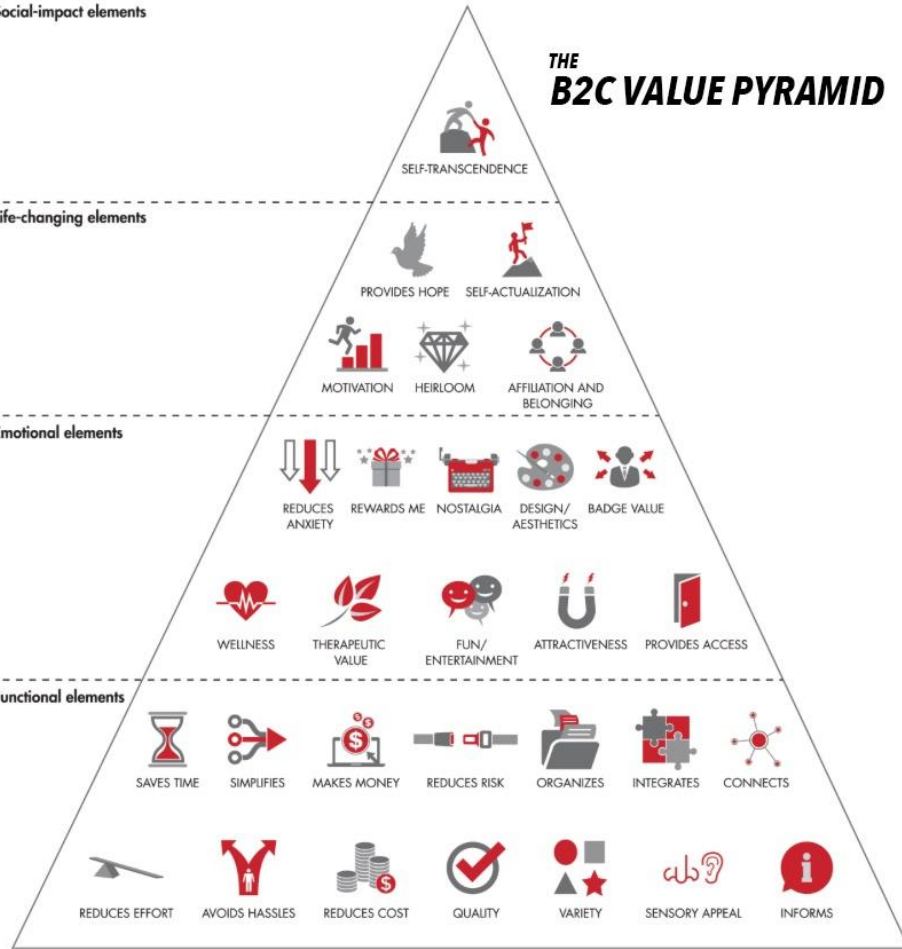
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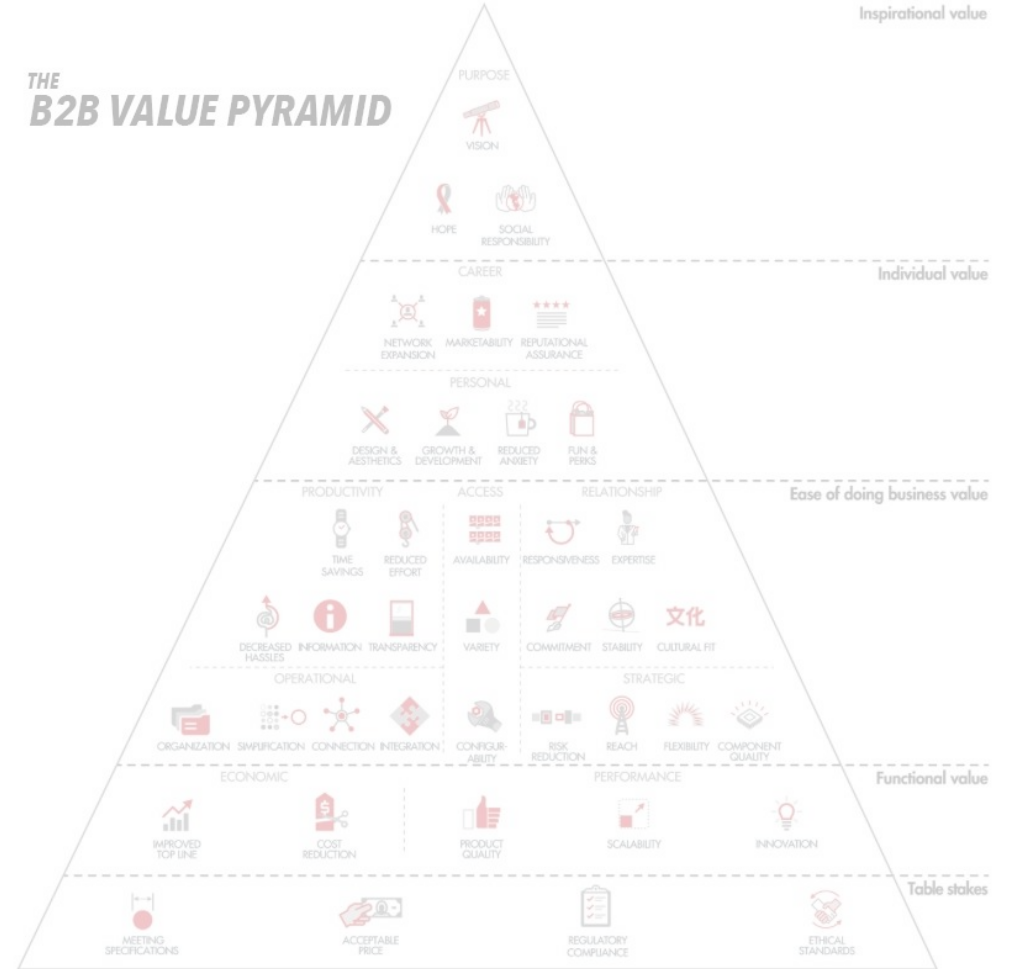
Functional elements

THE B2C VALUE PYRAMID



Inspirational value

THE B2B VALUE PYRAMID



Individual value

Ease of doing business value

Functional value

Table stakes



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?

Social-impact elements

THE B2C VALUE PYRAMID



SELF-TRANSCENDENCE

Life-changing elements



PROVIDES HOPE



SELF-ACTUALIZATION



MOTIVATION



HEIRLOOM



AFFILIATION AND BELONGING

Emotional elements



REDUCES ANXIETY



REWARDS ME



NOSTALGIA



DESIGN/AESTHETICS



BADGE VALUE



WELLNESS



THERAPEUTIC VALUE



FUN/ENTERTAINMENT



ATTRACTIVENESS



PROVIDES ACCESS

Functional elements



SAVES TIME



SIMPLIFIES



MAKES MONEY



REDUCES RISK



ORGANIZES



INTEGRATES



CONNECTS



REDUCES EFFORT



AVOIDS HASSLES



REDUCES COST



QUALITY



VARIETY



SENSORY APPEAL



INFORMS

SOCIAL IMPACT ELEMENTS

Customers buy your product because it connects with something larger, such as other **people**, **nature**, or a **higher power**.



LIFE CHANGING ELEMENTS

Customers buy your product instead of others because it **guides them in life changing events**. For example, **providing hope** or **motivation**



EMOTIONAL ELEMENTS

Customers buy your product instead of others because it triggers emotions. For example, **nostalgia** or a **fun/entertaining factor**.



FUNCTIONAL ELEMENTS

Customers buy your product because it **fulfills their needs**. For example, it helps them to **make money** or it **reduces effort**



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?

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TRIGGER



B2C

B2B

SAVES TIME

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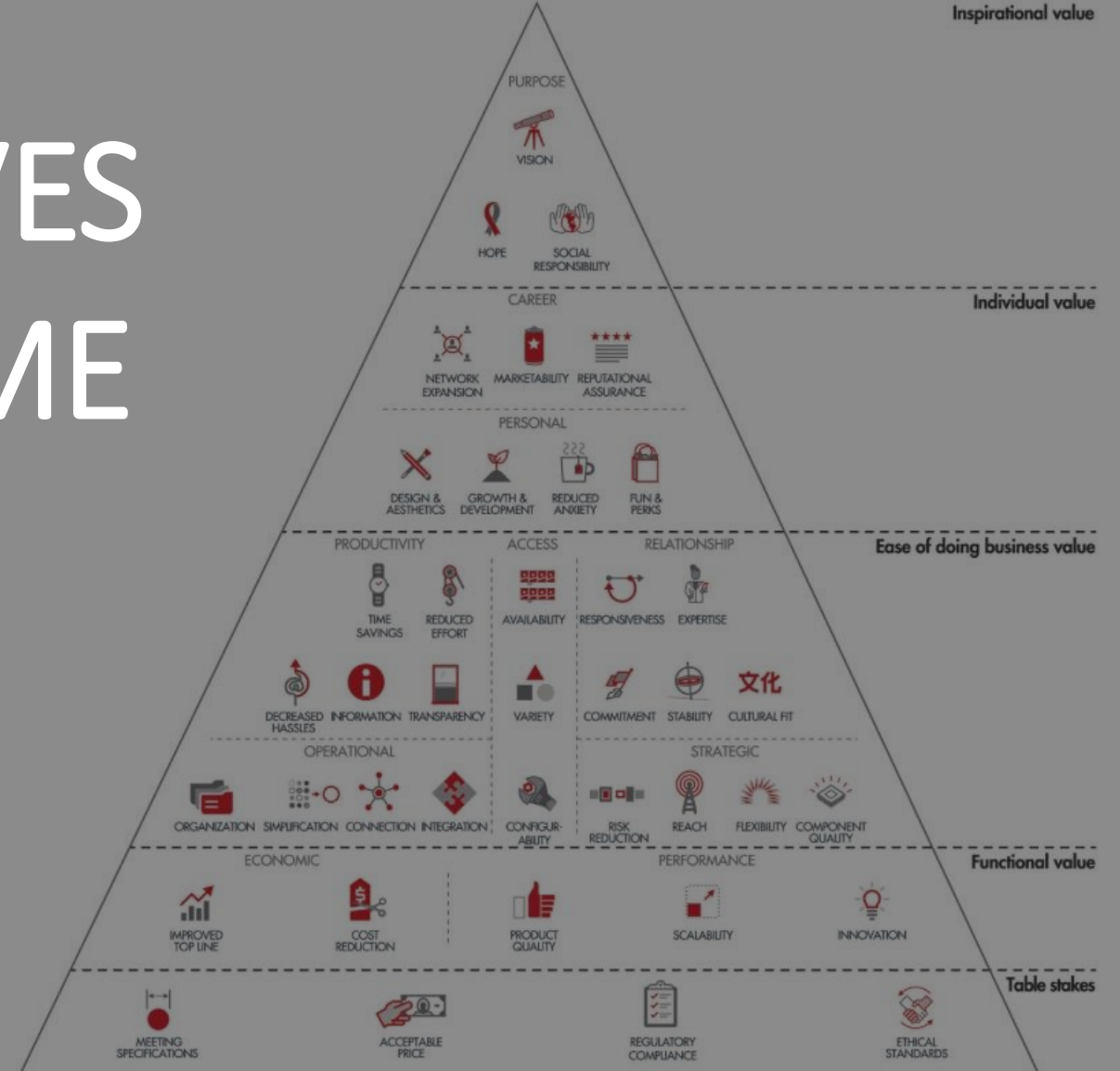
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



trivago

trivago



Park Hotel

★★★★ Hotel

Rome, Italy

8.7 Excellent (1402 reviews)



Hotel site

\$220

per night

View deal >

Hotels.com

\$250

per night

Our lowest price

\$220

per night



B2C

B2B

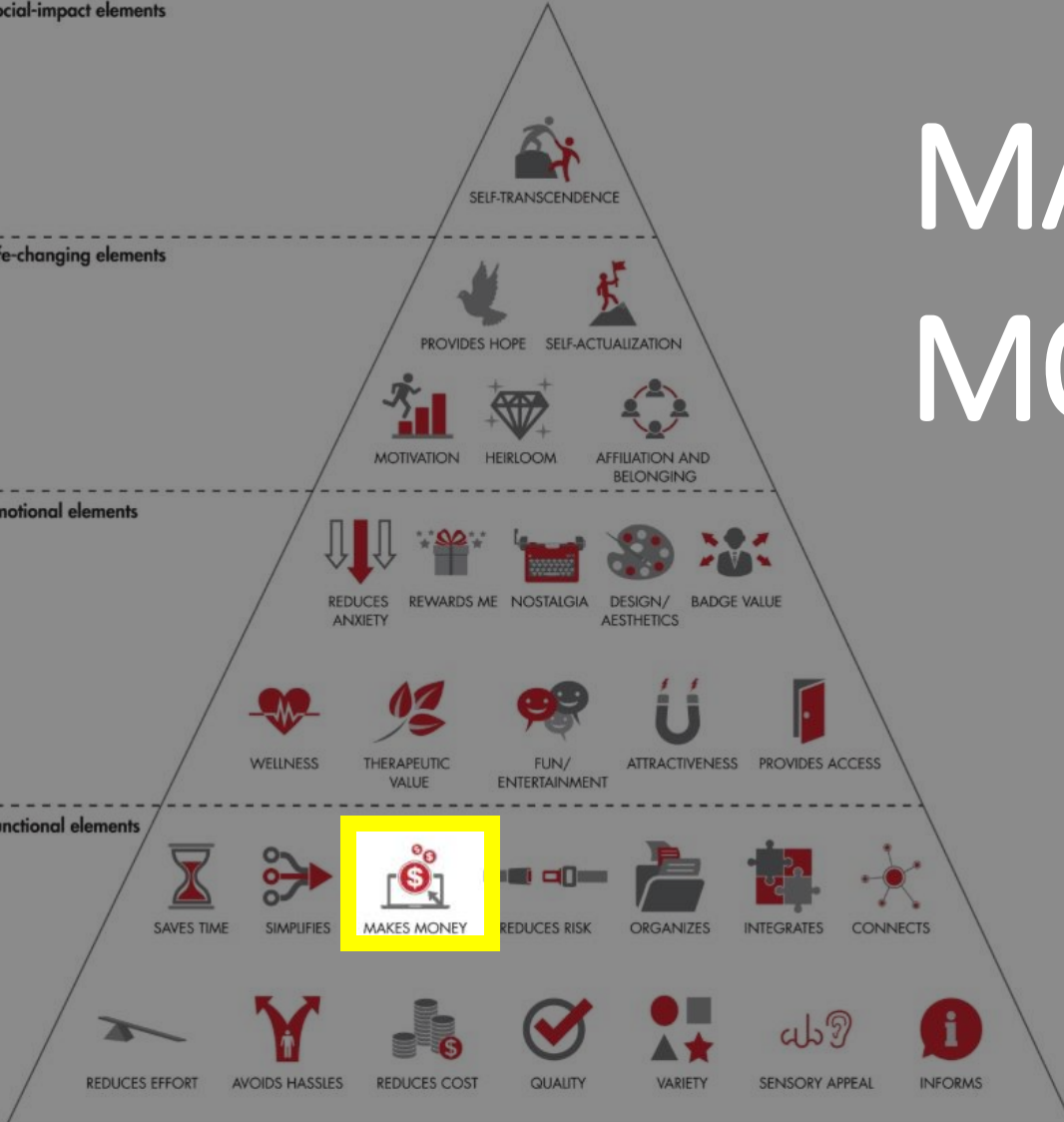
MAKES MONEY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements



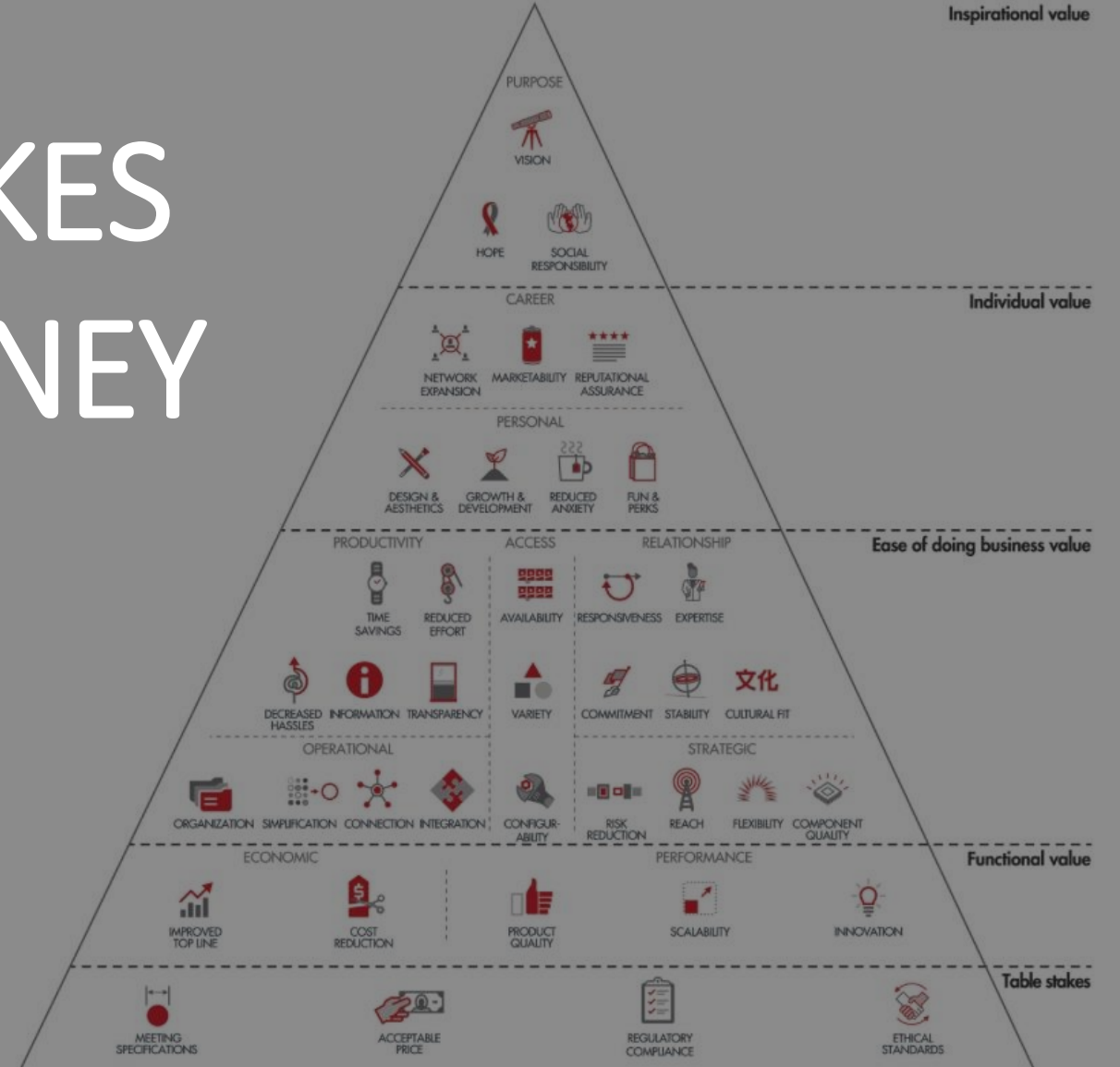
Inspirational value

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B2C

B2B

INFORMS

Social-impact elements

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Emotional elements

Functional elements

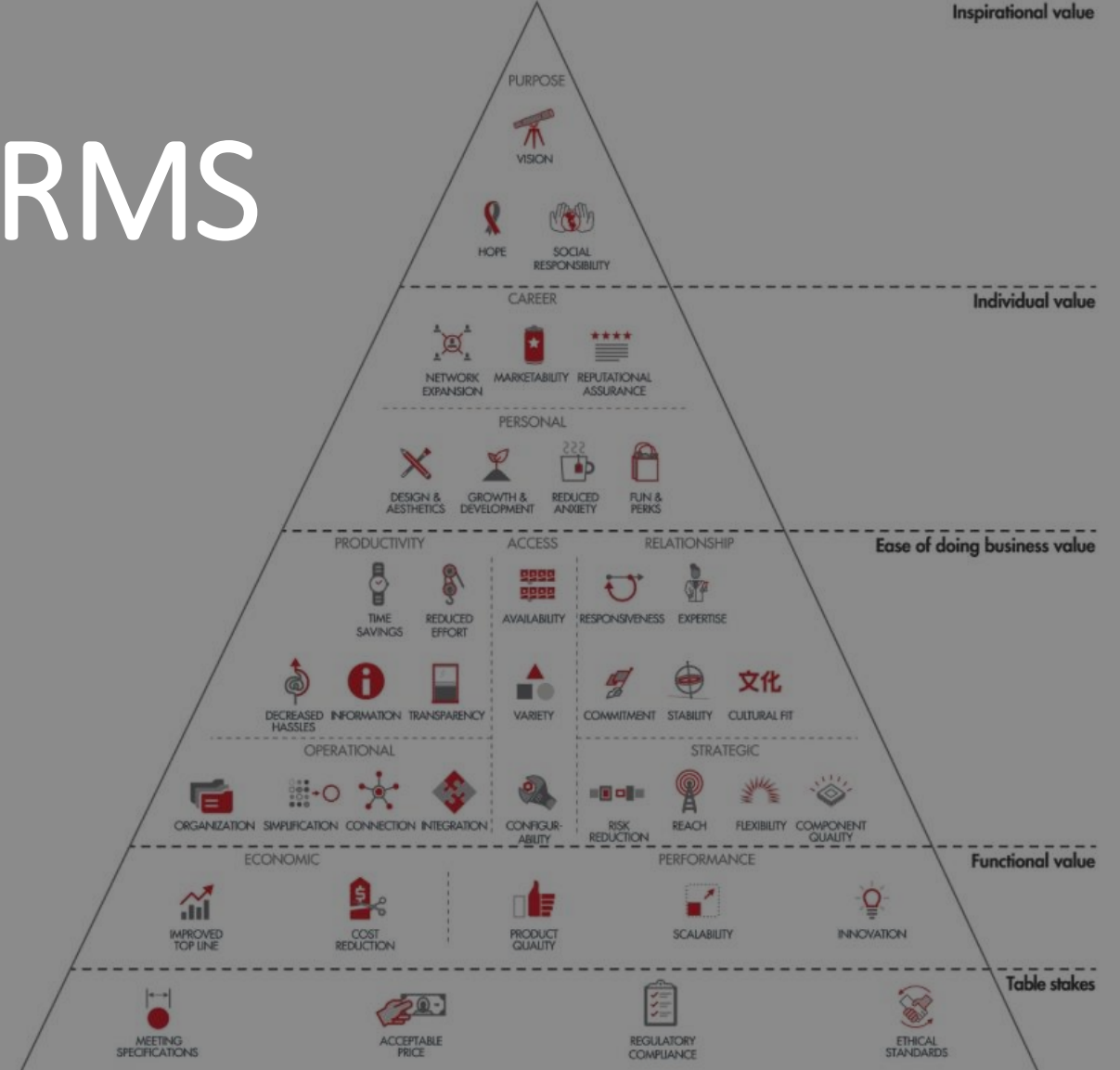
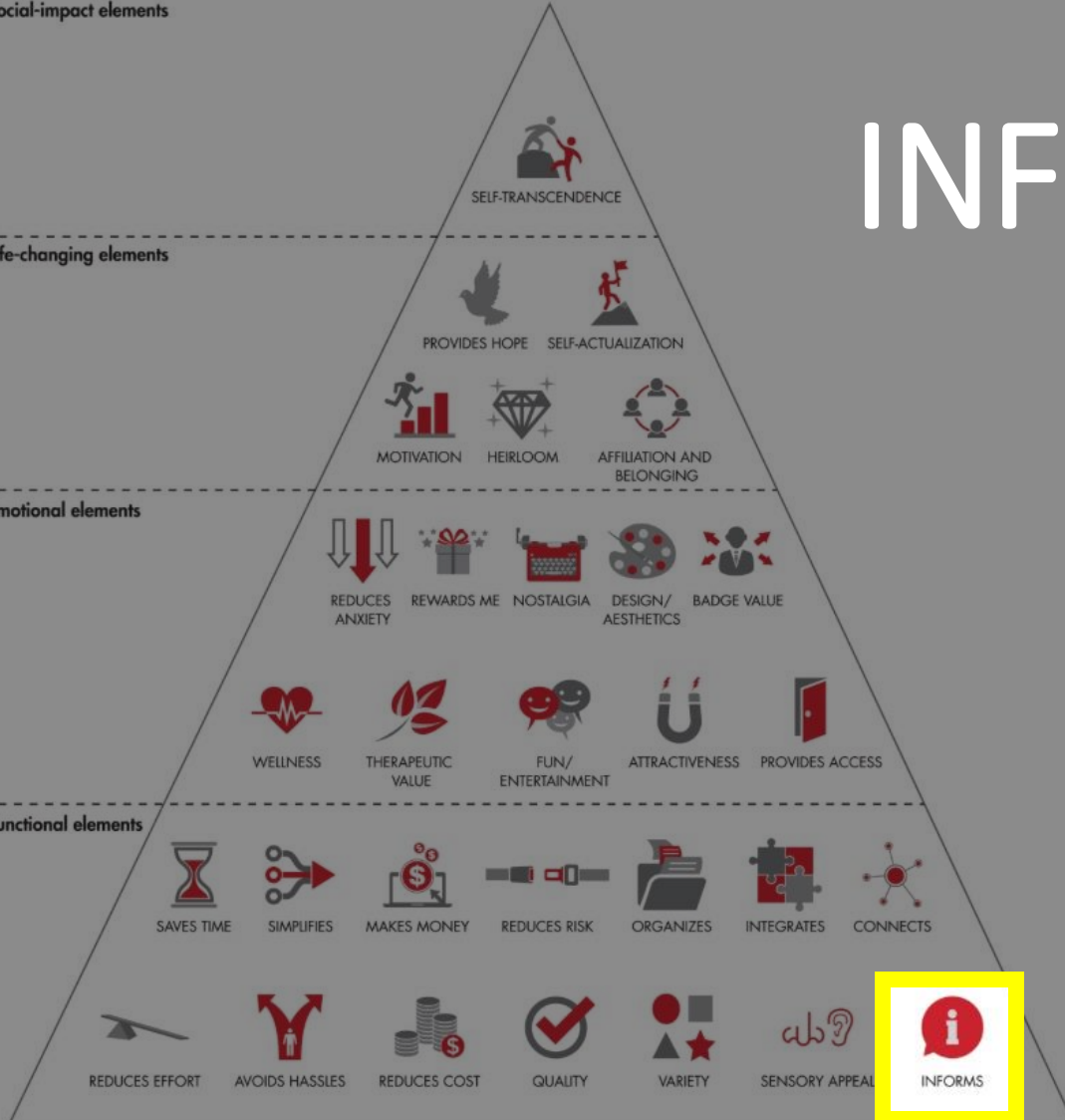
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



Round trip 1 Economy

Chicago ORD Los Angeles LAX Fri, Feb 24 Mon, Feb 27

All filters Stops Airlines Bags Price Times Emissions Connecting airports Duration

Track prices Feb 24-27 Any dates

Date grid Price graph

Travel Feb 25-27 for \$118 Change dates

Best departing flights

Ranked based on price and convenience Prices include required taxes + fees for 1 adult. Optional charges and bag fees may apply.

Table with 6 columns: Airline, Flight Time, Duration, Stop, Emissions, Price. Rows include Spirit (\$184), United (\$250), and American (\$268).

Prices are currently typical for your search View price history

Other departing flights

Table with 6 columns: Airline, Flight Time, Duration, Stop, Emissions, Price. Row includes Delta (\$239).



B2C

B2B

REDUCES EFFORT

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

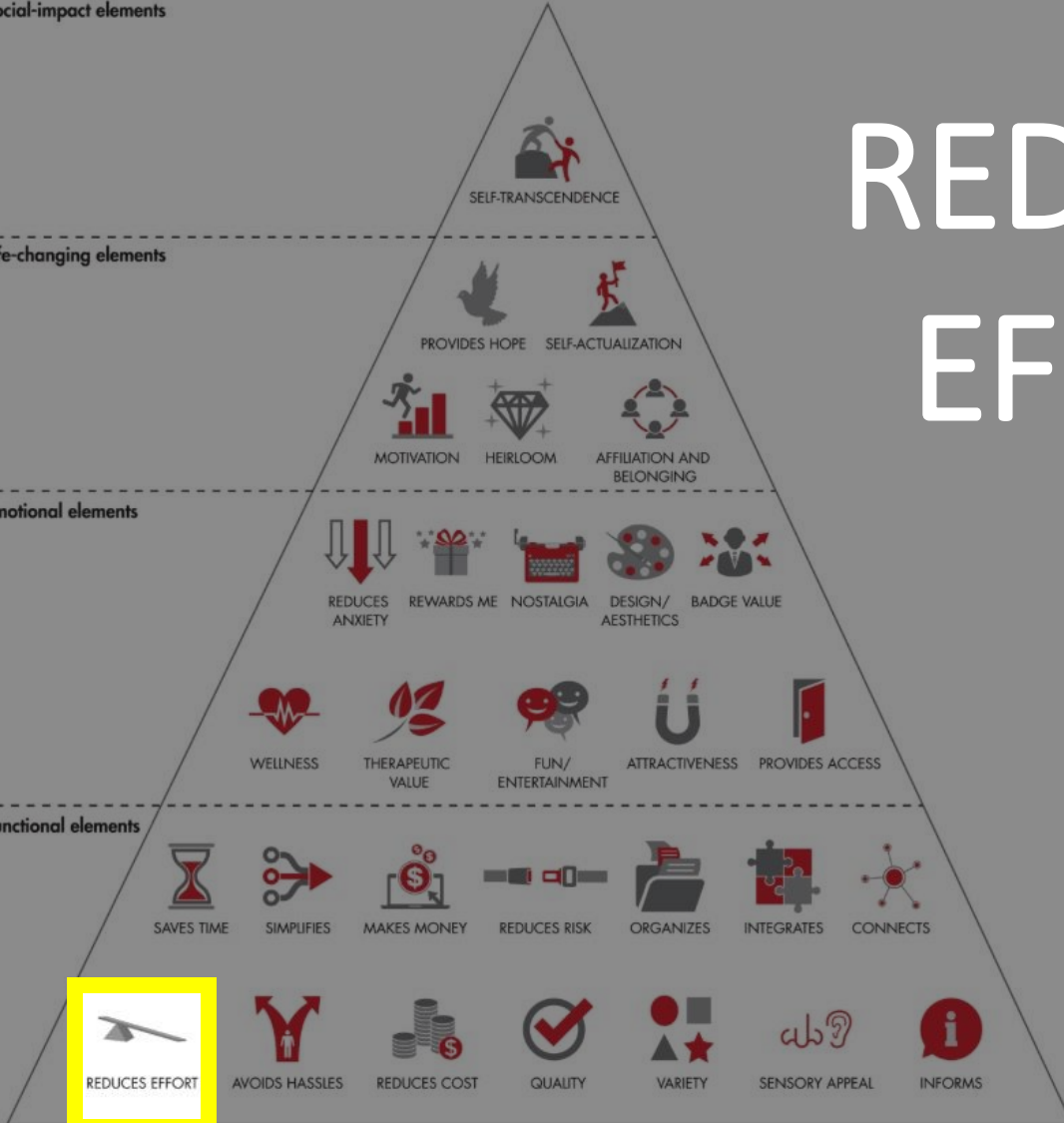
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



Verizon 9:25 PM 50%

Italy Trip
You owe \$119.56

Settle up Balances More

May 2016

- Tip for dinner Sorrento *you borrowed* \$3.75
Jeff G. paid \$15.00
- Dinner in Sorrento *you borrowed* \$38.00
2 people paid \$152.00
- Car to Sorrento *you lent* \$67.50
You paid \$90.00
- Pizze in Praiano *you borrowed* \$5.00
Astrid paid \$20.00
- Drinks at Praiano Beach *you lent* \$11.25
You paid \$15.00

Friends Groups + Activity Me

Verizon 9:26 PM 49%

Edit bill Save

With you and: All of Italy Trip

Wine near museum
\$35.65

Paid by you and split equally

Today	Italy Trip	
1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	⌫

Friends Groups + Activity Me

Verizon 9:26 PM 49%

SPLITWISE

you owe \$119.56 you are owed \$0.00 total balance -\$119.56

Italy Trip *you owe* \$119.56

- You owe Astrid \$87.10
- You owe Jeff G. \$23.15
- You owe Cocoa! \$9.31

Non-group expenses no expenses

+ Start a new group

Friends Groups + Activity Me



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?

Social-impact elements

THE B2C VALUE PYRAMID



SELF-TRANSCENDENCE



PROVIDES HOPE



SELF-ACTUALIZATION



MOTIVATION



HEIRLOOM



AFFILIATION AND BELONGING

Life-changing elements

Emotional elements



REDUCES ANXIETY



REWARDS ME



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B2C

B2B

NOSTALGIA

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Emotional elements

Functional elements

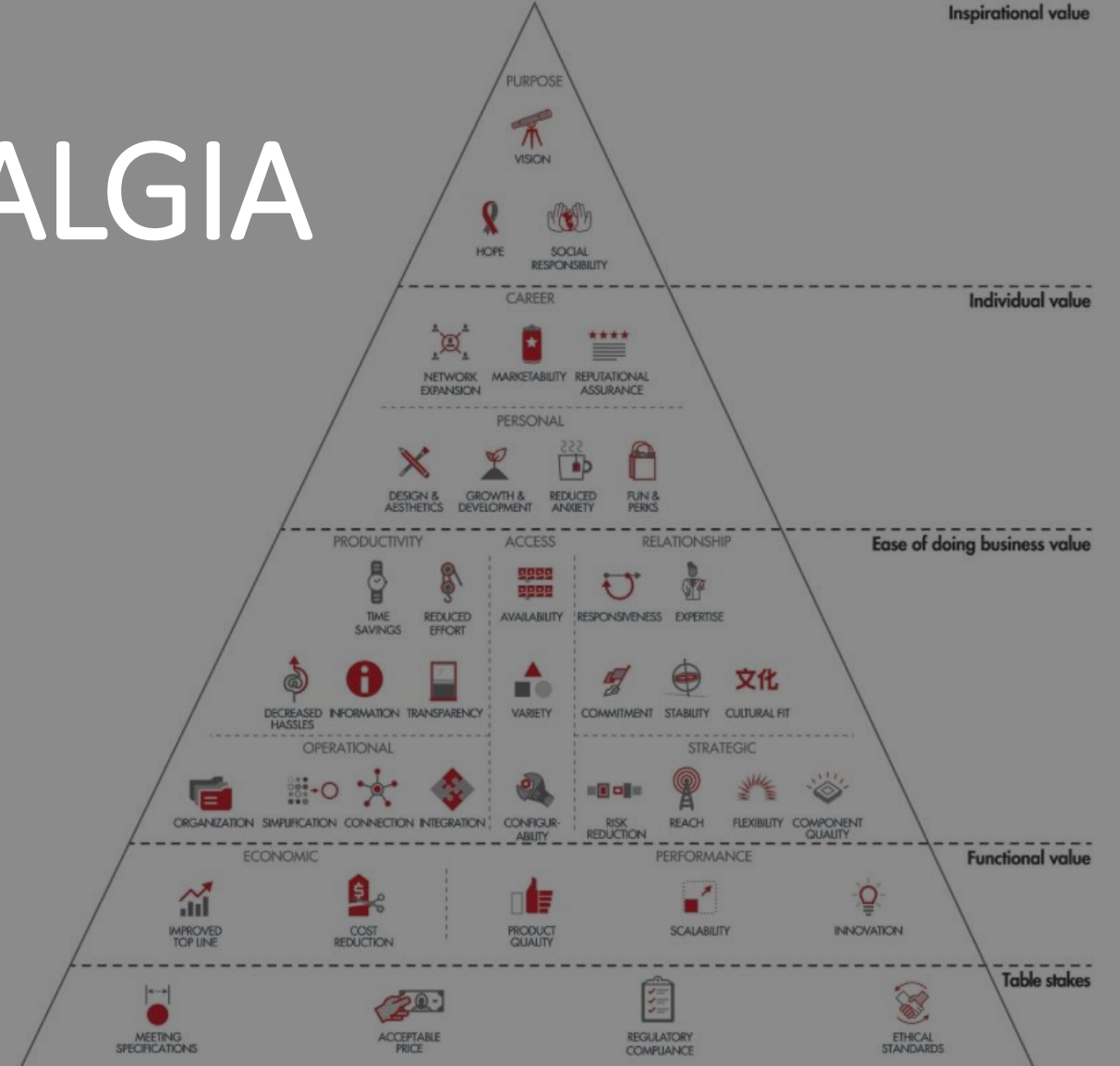
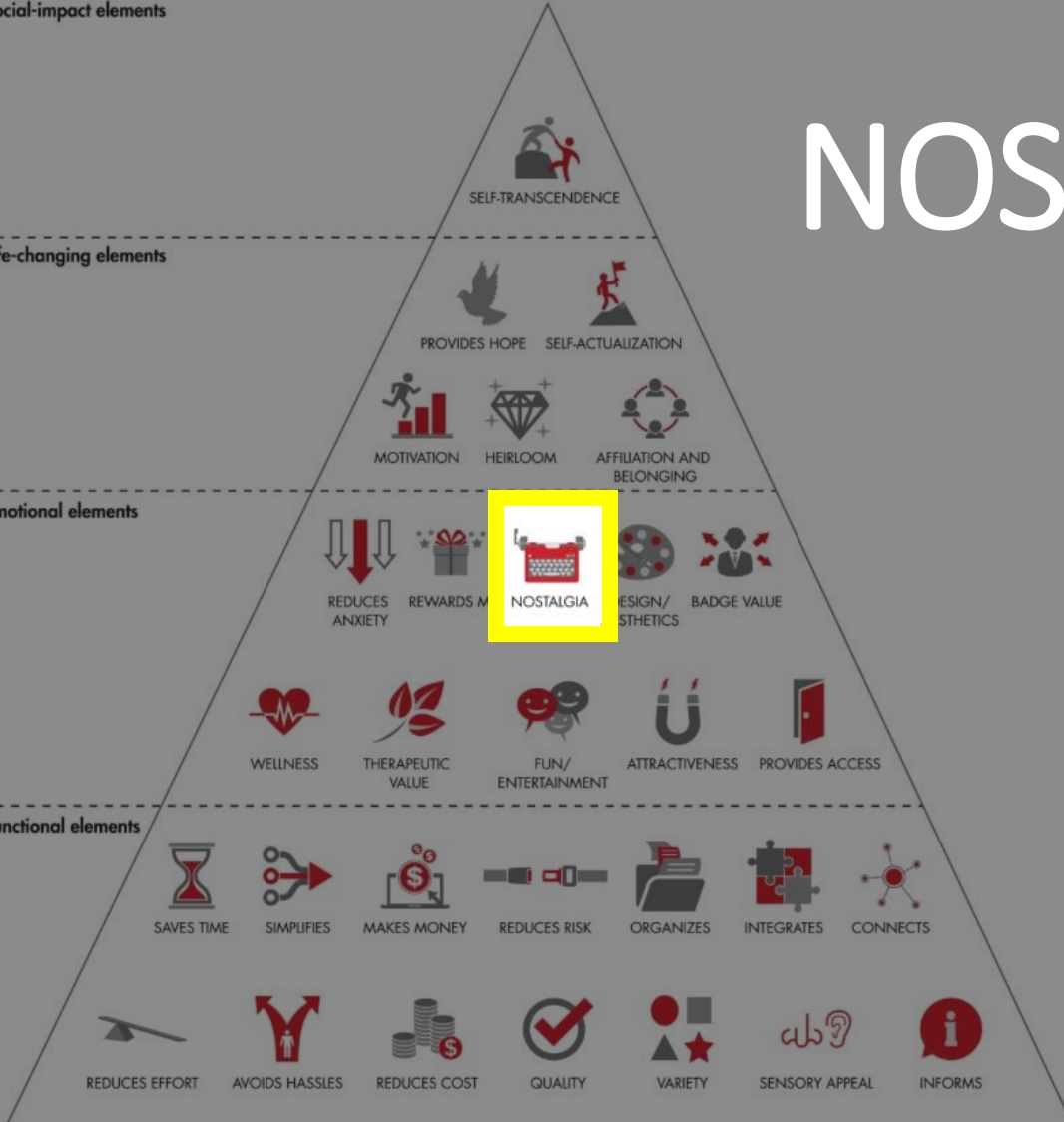
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



AI YearBook



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?

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B2C

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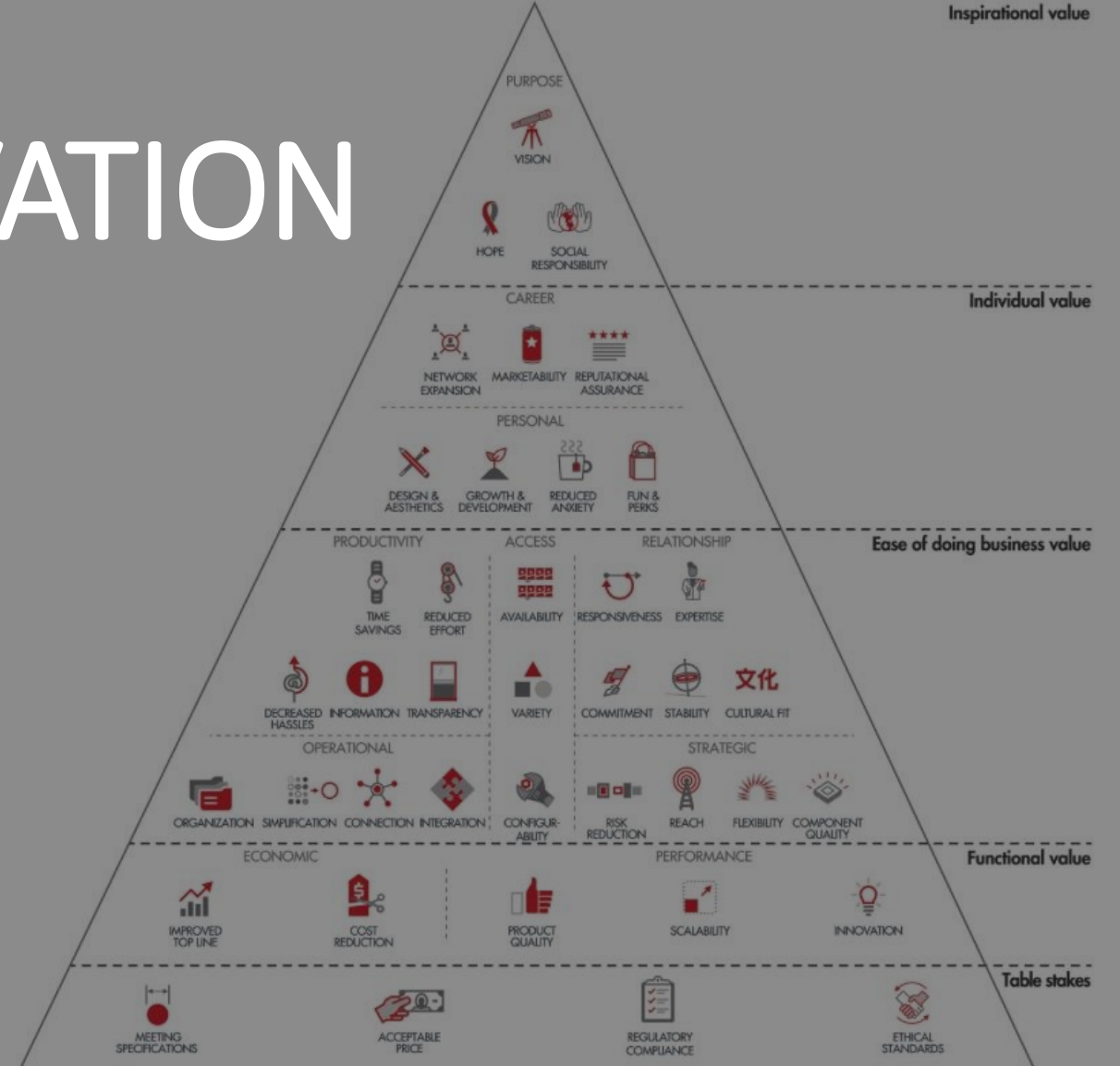
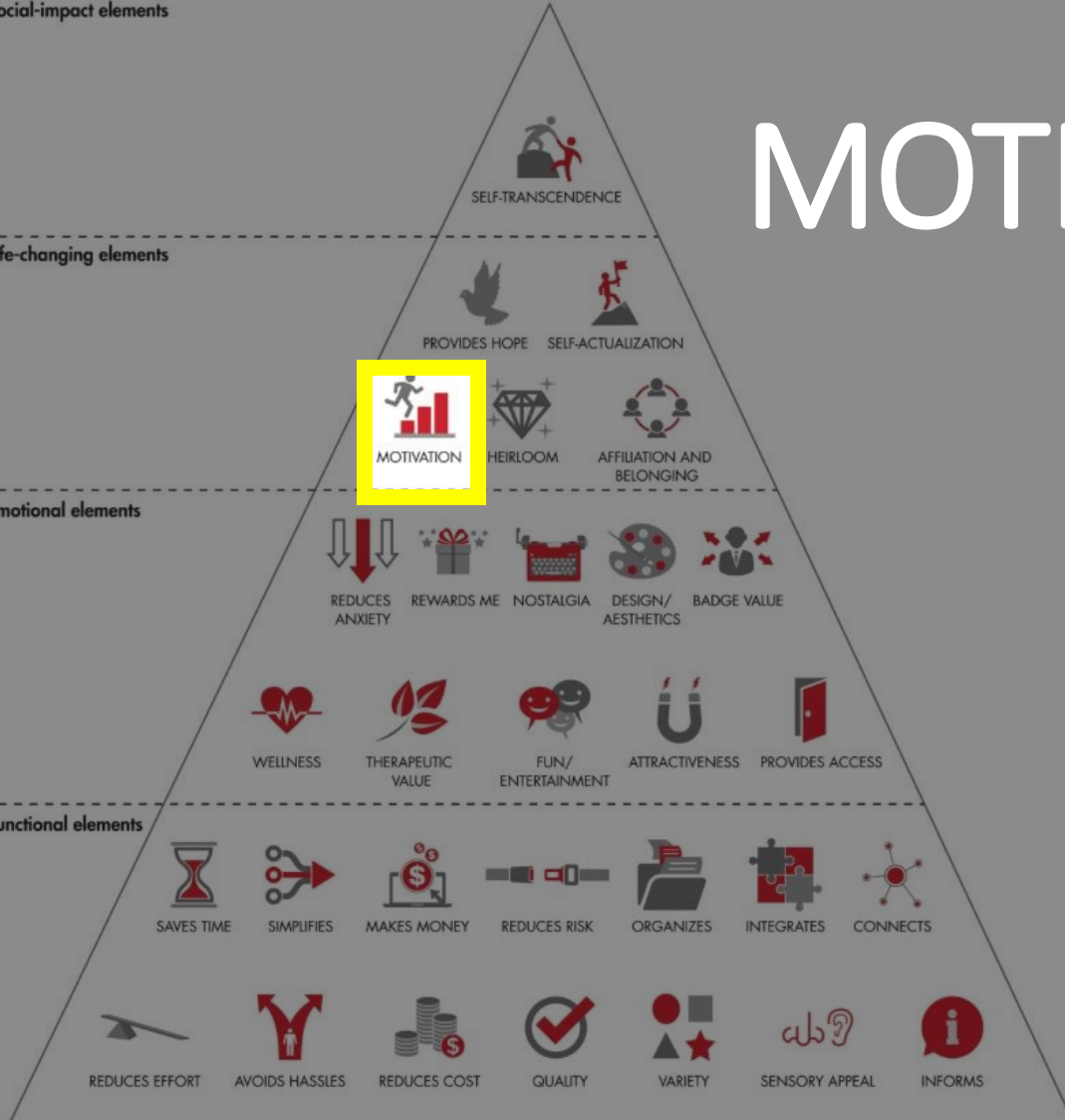
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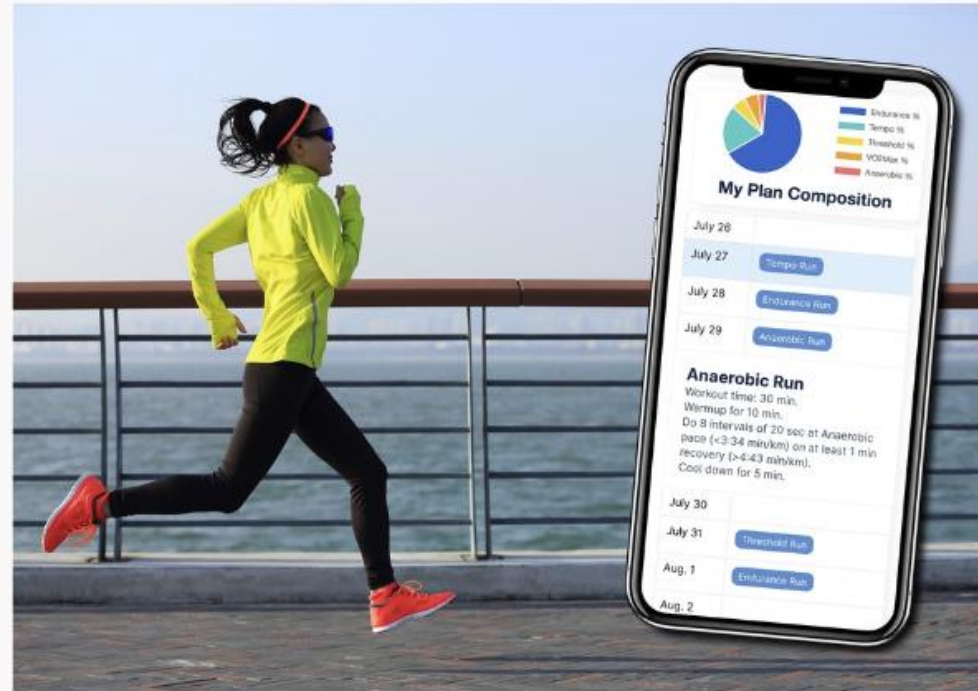


AI optimized training

A scientific, data-driven training plan that actually improves your performance - we have the data to back it up. Artificial intelligence is your edge.

Whether you're a runner, cyclist, or triathlete, AI Endurance helps you get the best results from the time you invest in training. Our app creates personalized training plans using AI, to prepare you for any race or to simply keep you in shape.

Try 14 days FREE with no upfront payment information required!

[Get Started](#)[Learn More](#)

B2C

B2B

PROVIDES HOPE

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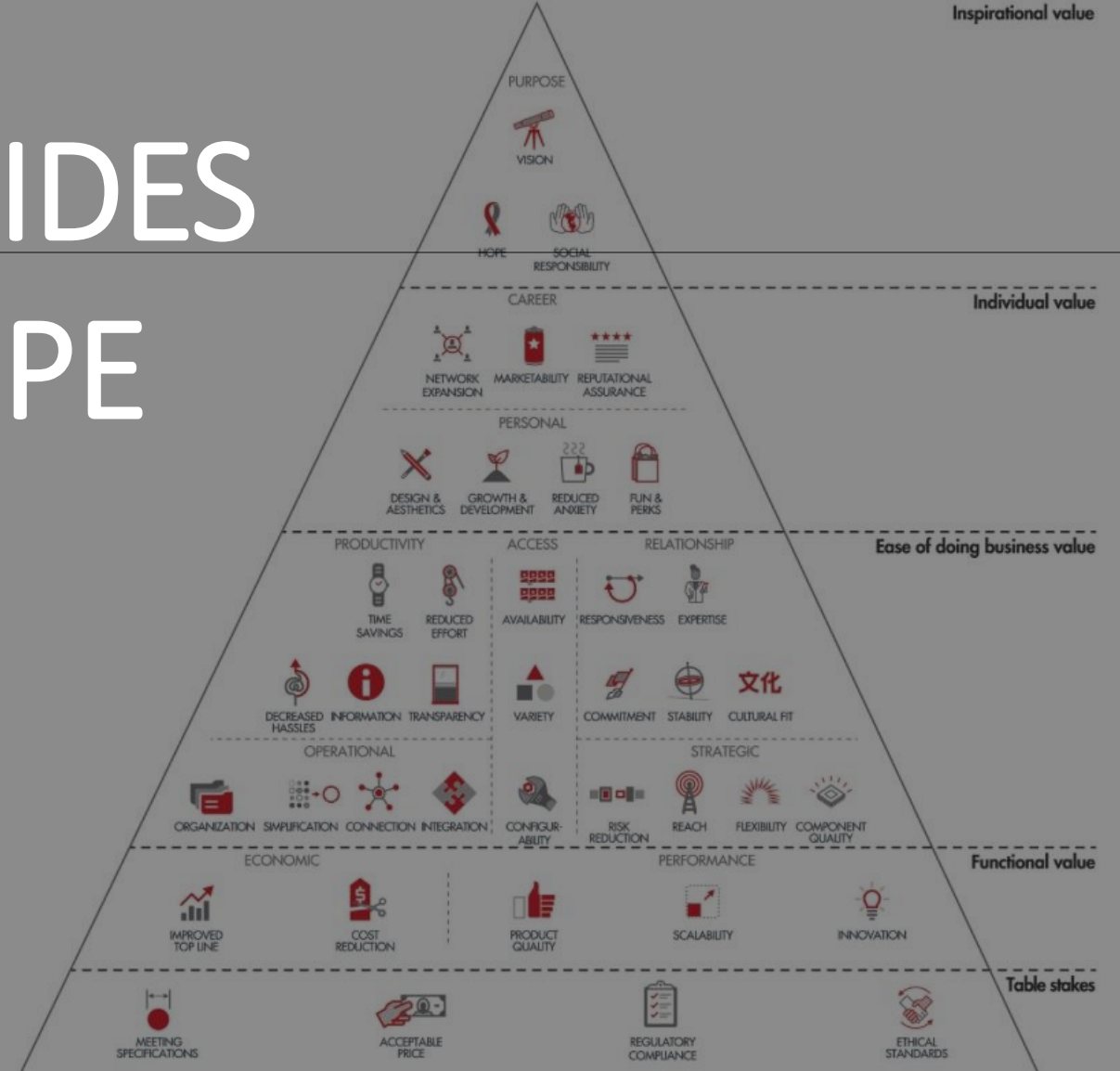
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes




09:05 📶 🔋

Dashboard ⚙️ 🏠 ⋮

Time smoke free 🔗

3m 2d 16h



EXPLORE

Your health improvements 🔗



Gum texture



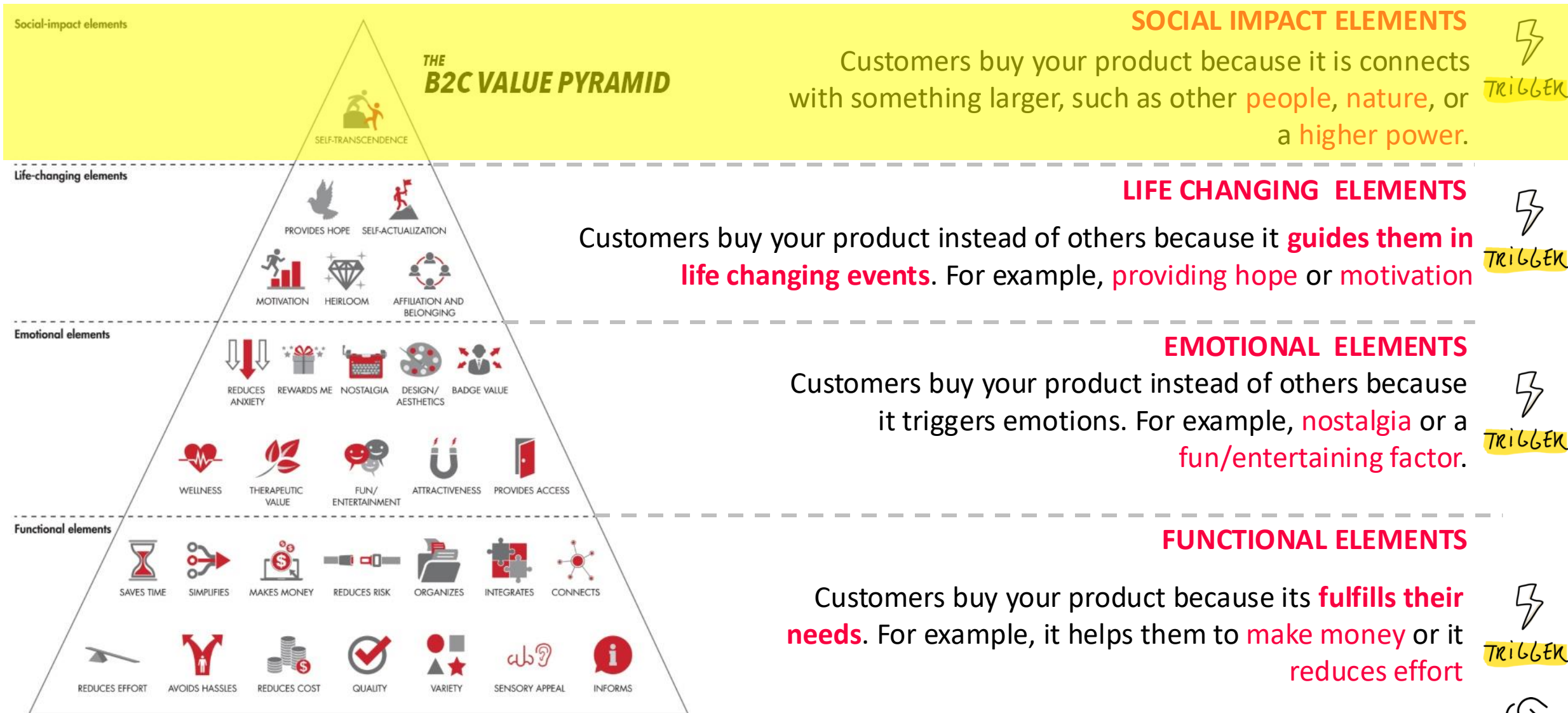
Immunity and lung function



Reduced risk of heart disease



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?



B2C

B2B

Social-impact elements

Inspirational value



SELF-TRANSCENDENCE

Life-changing elements

Individual value

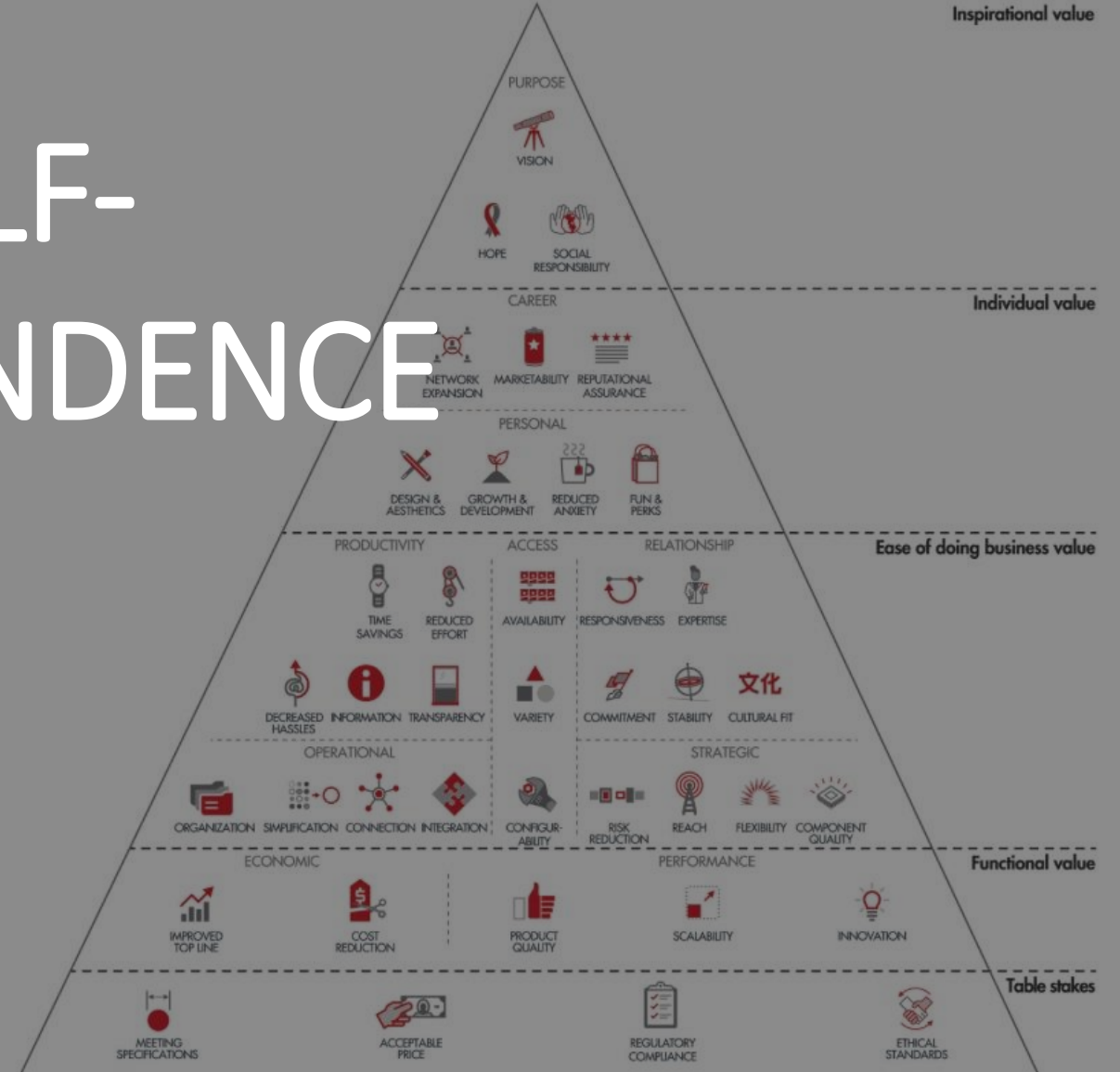
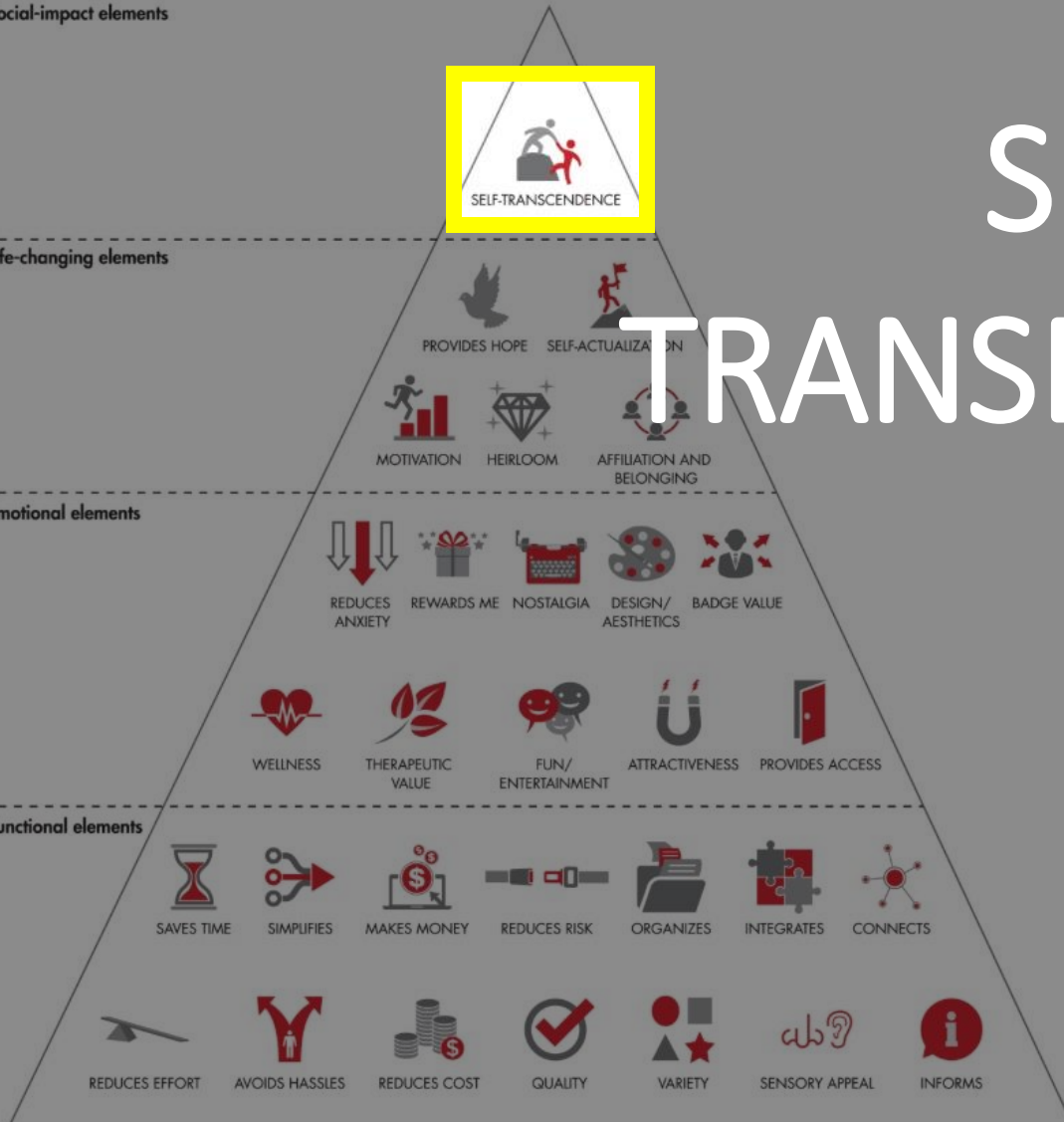
Emotional elements

Ease of doing business value

Functional elements

Functional value

Table stakes



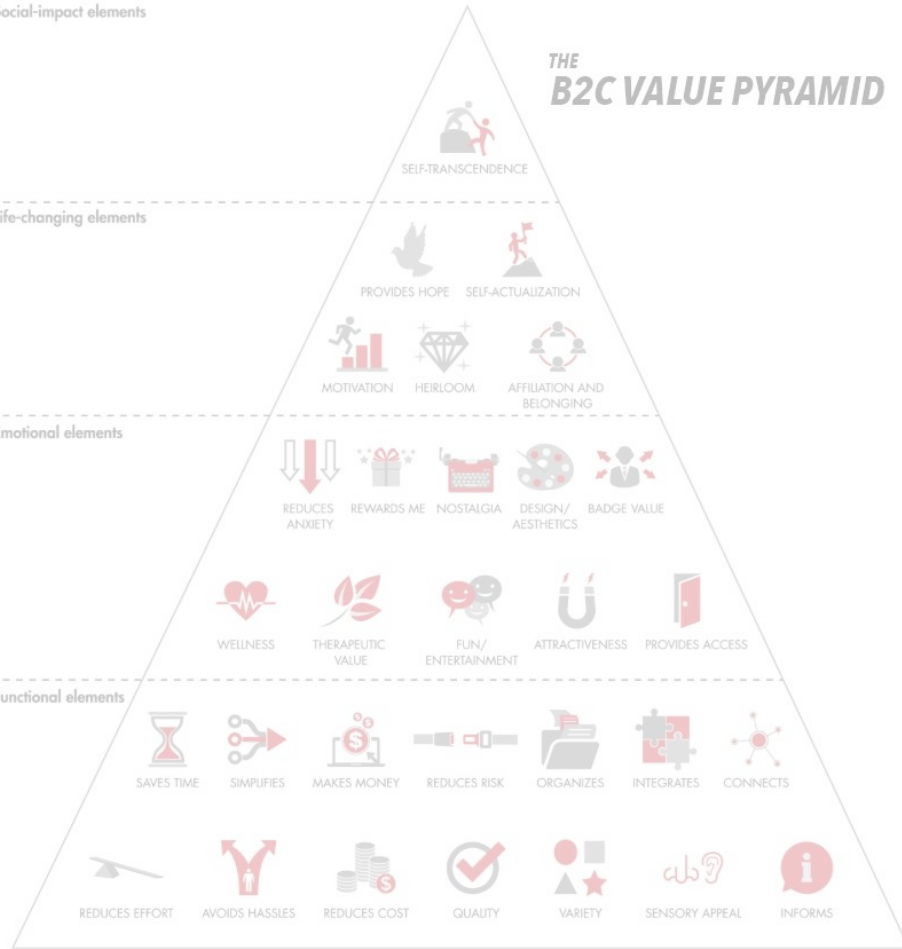


Social-impact elements

Life-changing elements

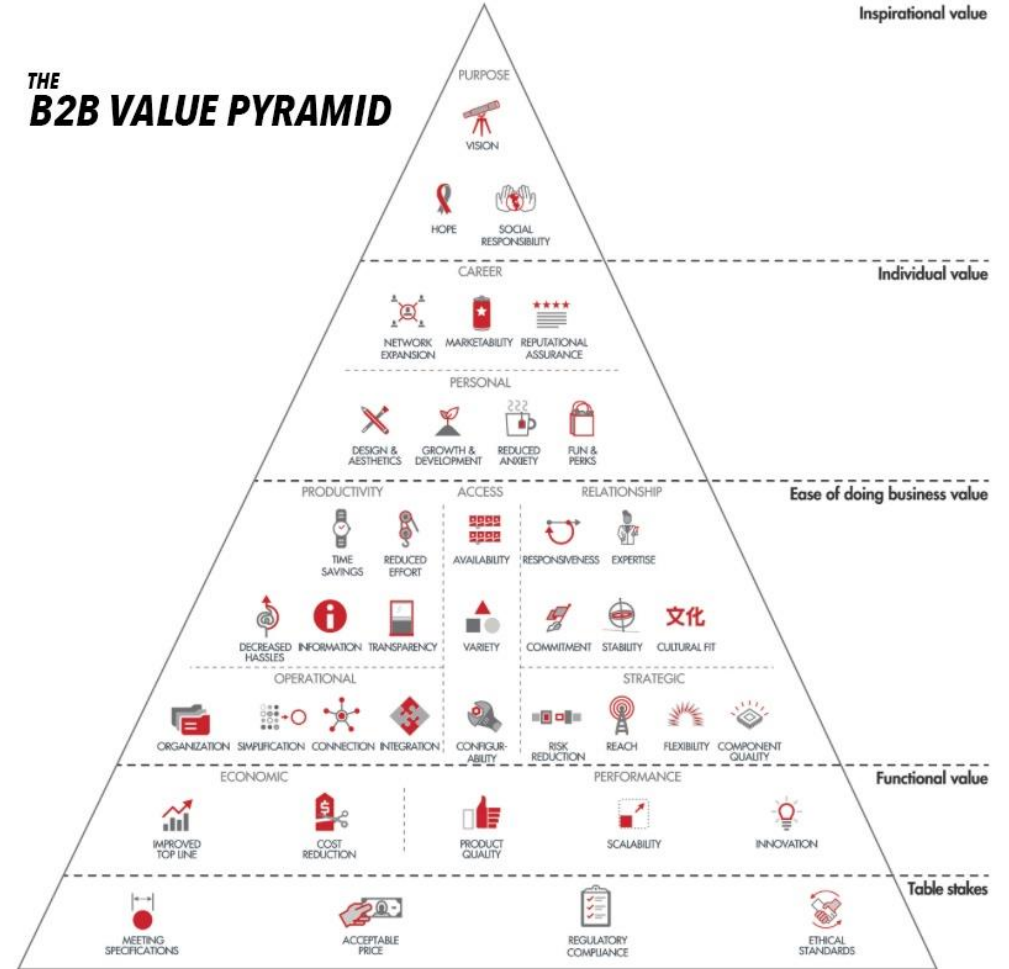
Emotional elements

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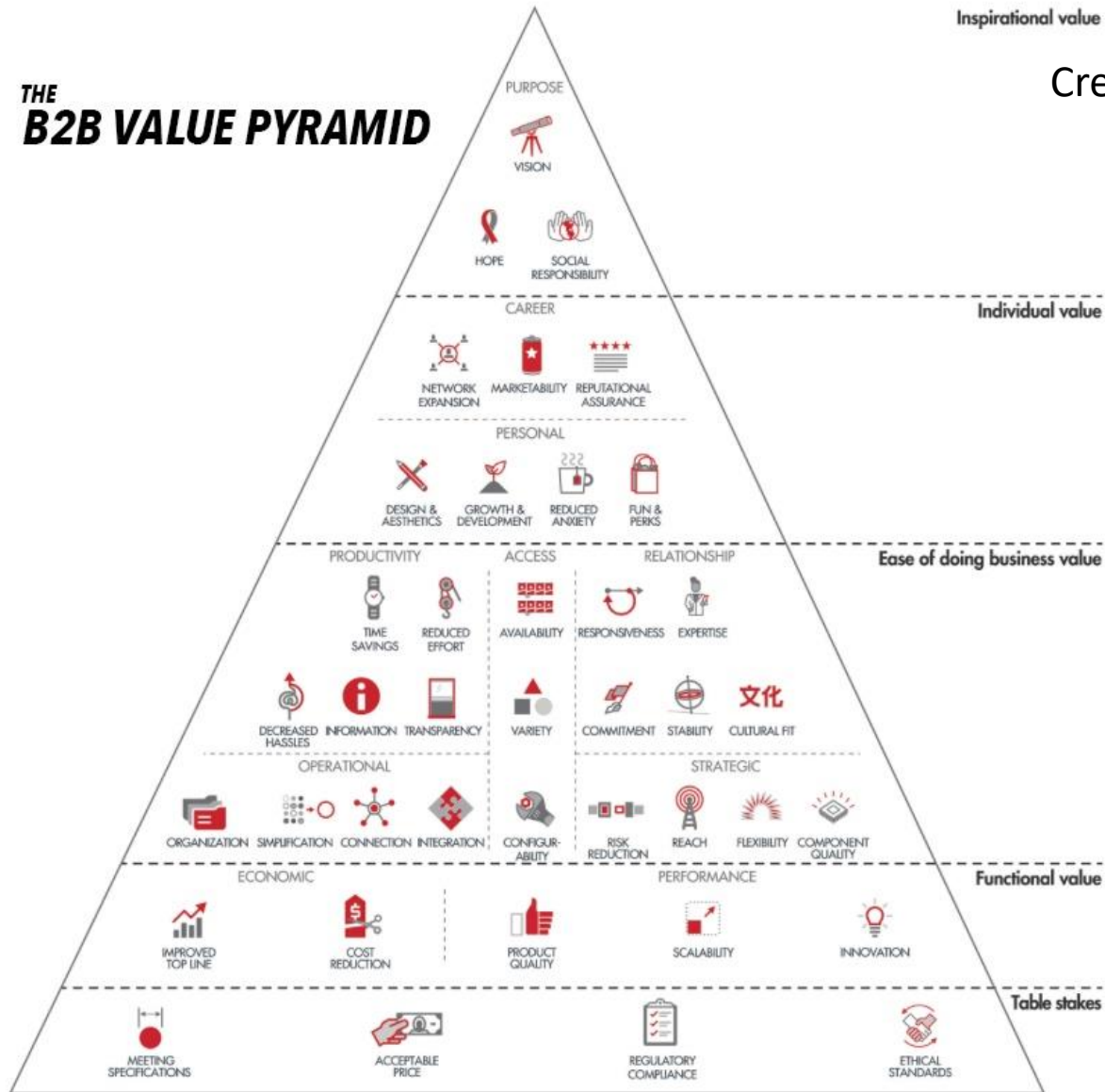
Inspirational value

THE B2B VALUE PYRAMID



B2B Value Pyramid: HOW TO REACH YOUR ORGANIZATION'S BUSINESS OBJECTIVES?

THE B2B VALUE PYRAMID



INSPIRATIONAL VALUE

Creating an inspiring organization that gives purpose to its stakeholders
 E.g. : **Helping to be more Social Responsible**

INDIVIDUAL VALUE

Helping colleagues and other stakeholders to improve
 E.g. : **Personal Development, Making employees more marketable**

EASE OF DOING BUSINESS VALUE

Improving how an organization is doing business.
 E.g. : **Increase productivity or become more accessible**

FUNCTIONAL VALUE

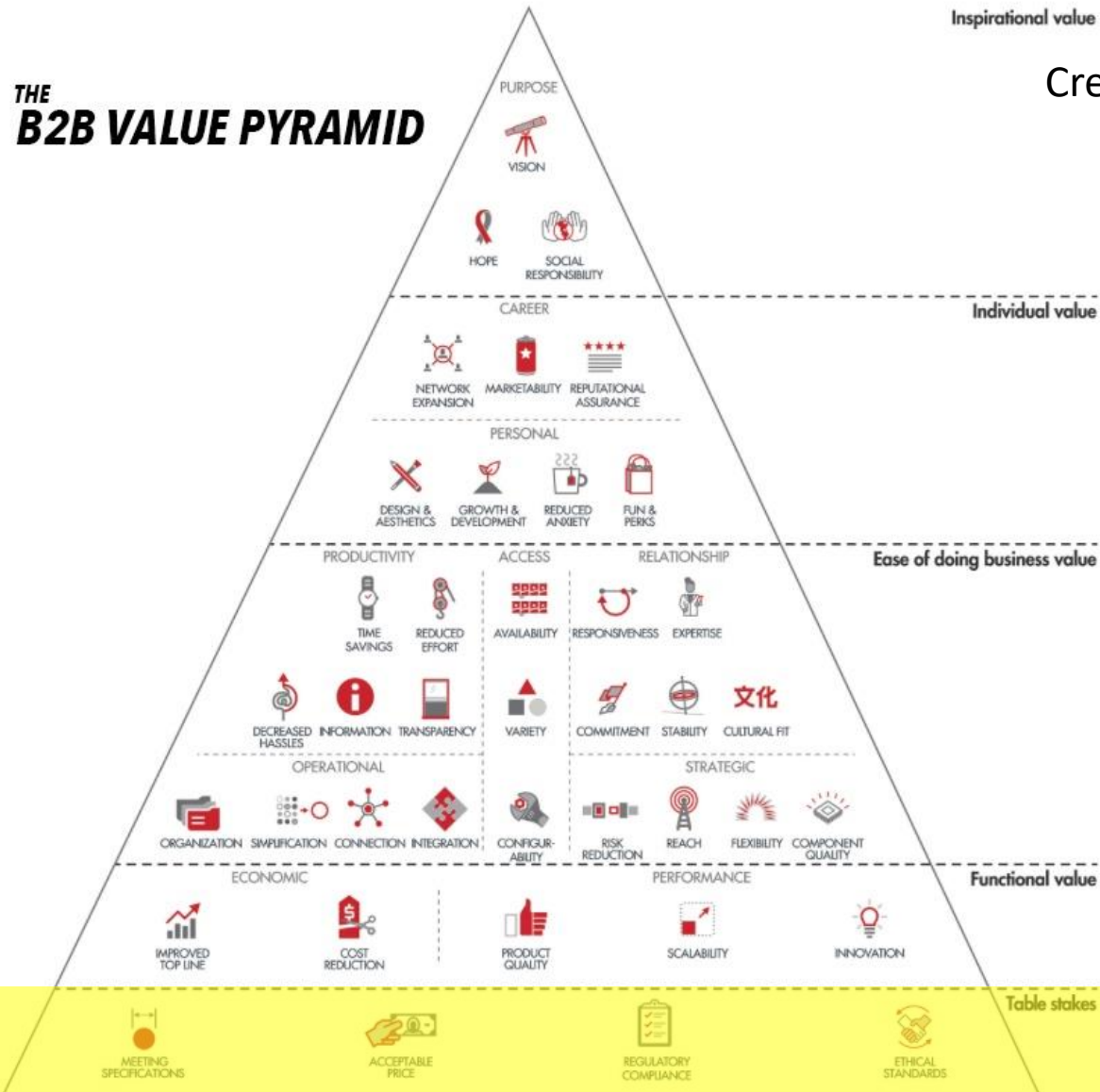
Improving the organization's way of working.
 E.g.: **Deliver Better Product or Service Quality**

TABLE STAKES

Improving the basics of the product/service. E.g.: **Ethical**

B2B Value Pyramid: HOW TO REACH YOUR ORGANIZATION'S BUSINESS OBJECTIVES?

THE B2B VALUE PYRAMID



INSPIRATIONAL VALUE

Creating an inspiring organization that gives purpose to its stakeholders
 E.g. : Helping to be more Social Responsible

INDIVIDUAL VALUE

Helping colleagues and other stakeholders to improve
 E.g. : Personal Development, Making employees more marketable

EASE OF DOING BUSINESS VALUE

Improving how an organization is doing business.
 E.g. : Increase productivity or become more accessible

FUNCTIONAL VALUE

Improving the organization's way of working.
 E.g.: Deliver Better Product or Service Quality

TABLE STAKES

Improving the basics of the product/service. E.g.: Ethical

B2C

B2B

REGULATORY COMPLIANCE

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

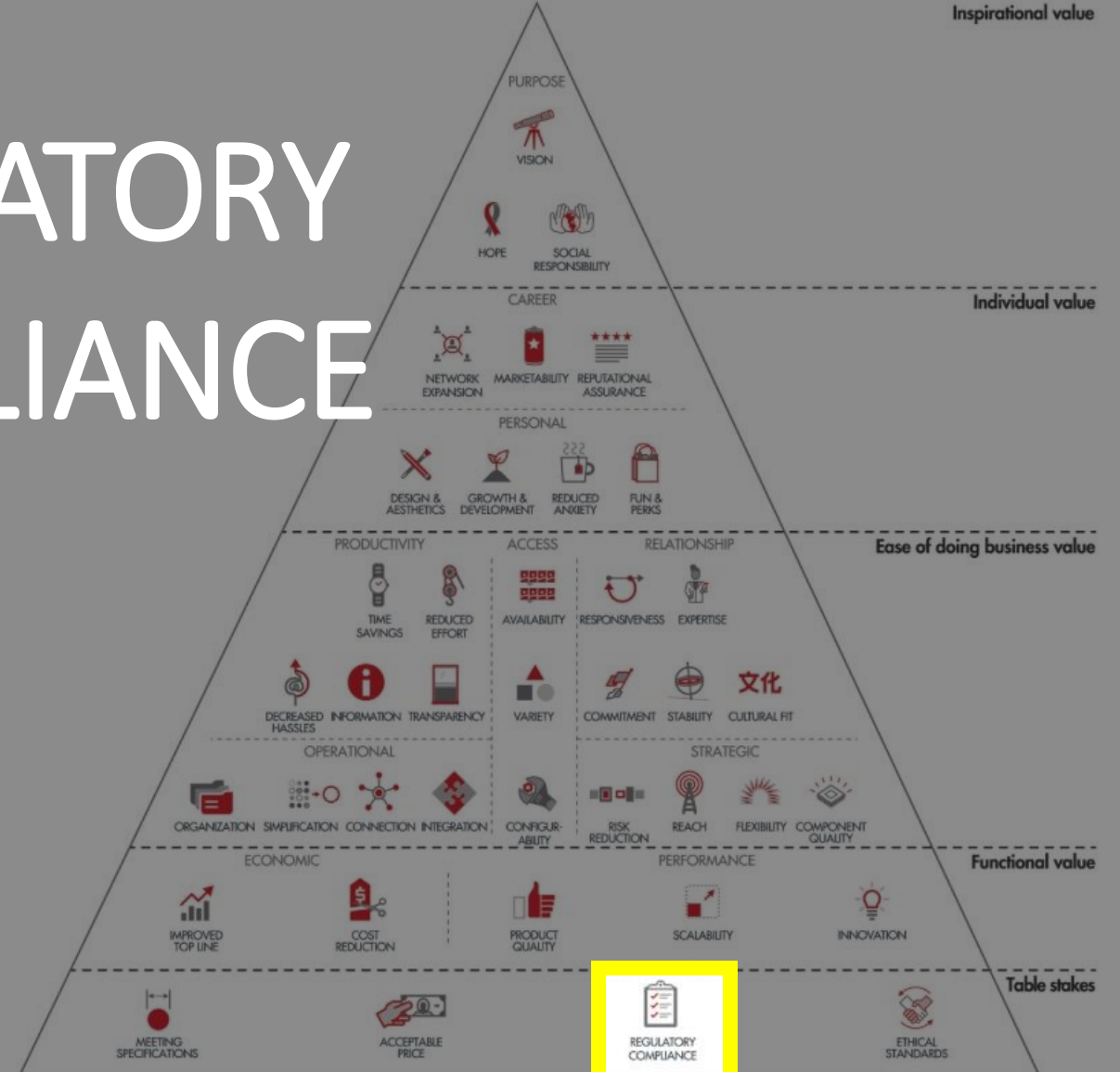
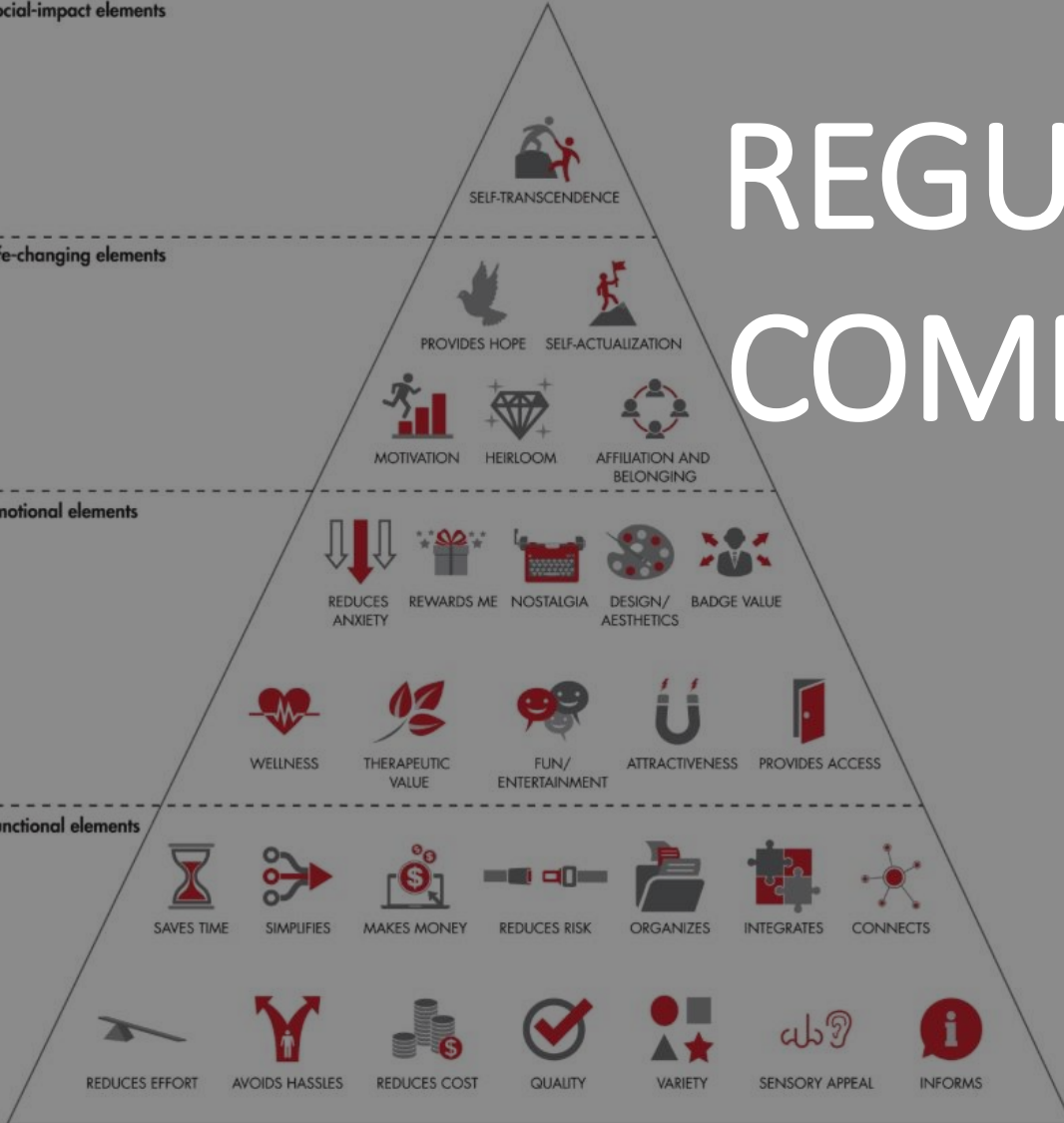
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



Data Regulations

Compliance with data regulations is a fundamental requirement; failure to do so can result in significant fines for your organization.



Reports to local government,
company group, global office, ...

B2C

B2B

ETHICAL STANDARDS

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

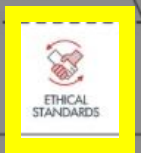
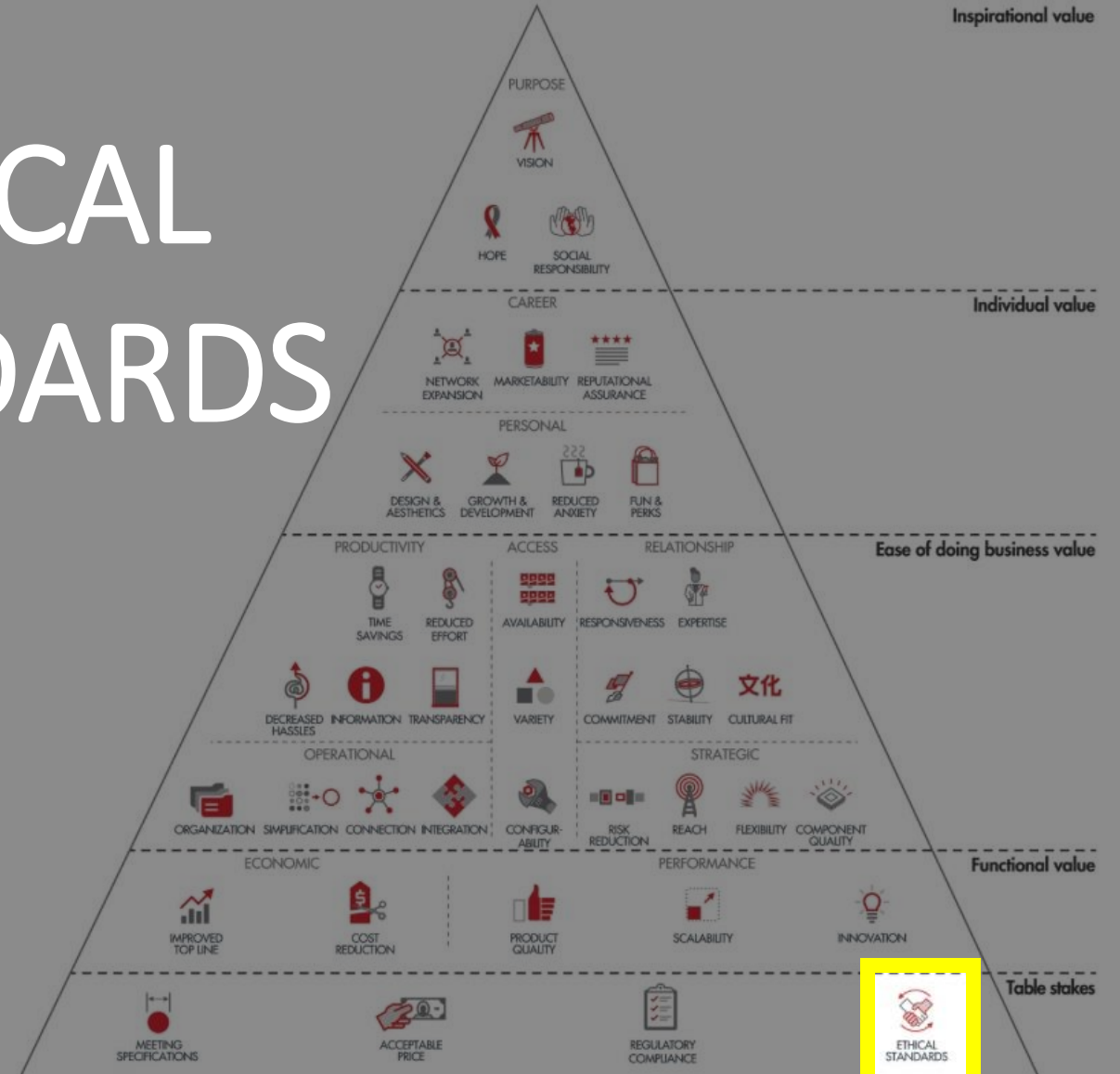
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



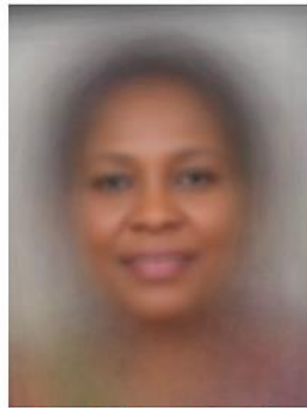
Ethical Face Recognition

98.7%



**DARKER
MALES**

68.6%



**DARKER
FEMALES**

100%



**LIGHTER
MALES**

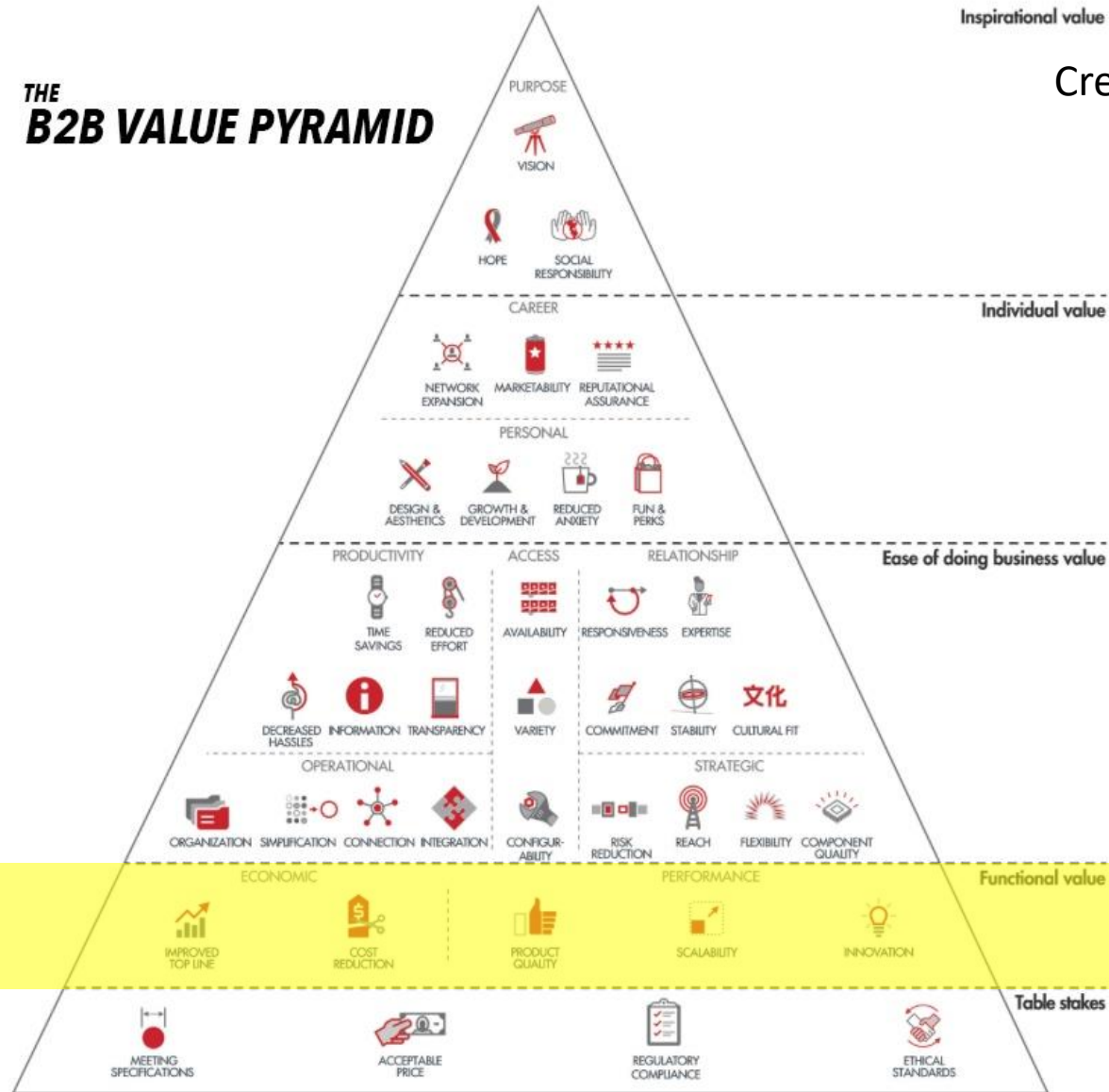
92.9%



**LIGHTER
FEMALES**

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TABLE STAKES

Improving the basics of the product/service. E.g.: Ethical

B2C

B2B

Product Quality

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

Inspirational value

Individual value

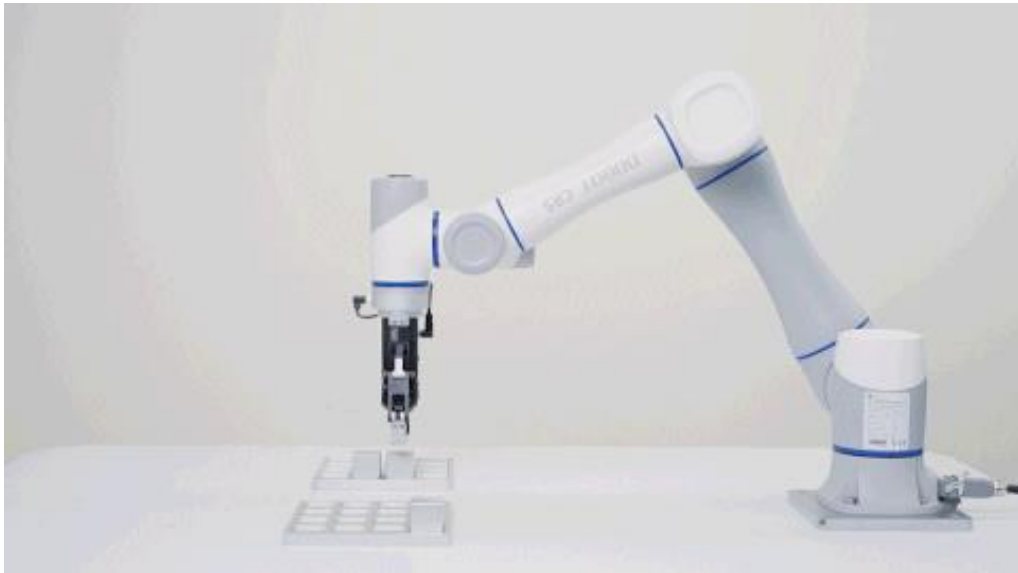
Ease of doing business value

Functional value

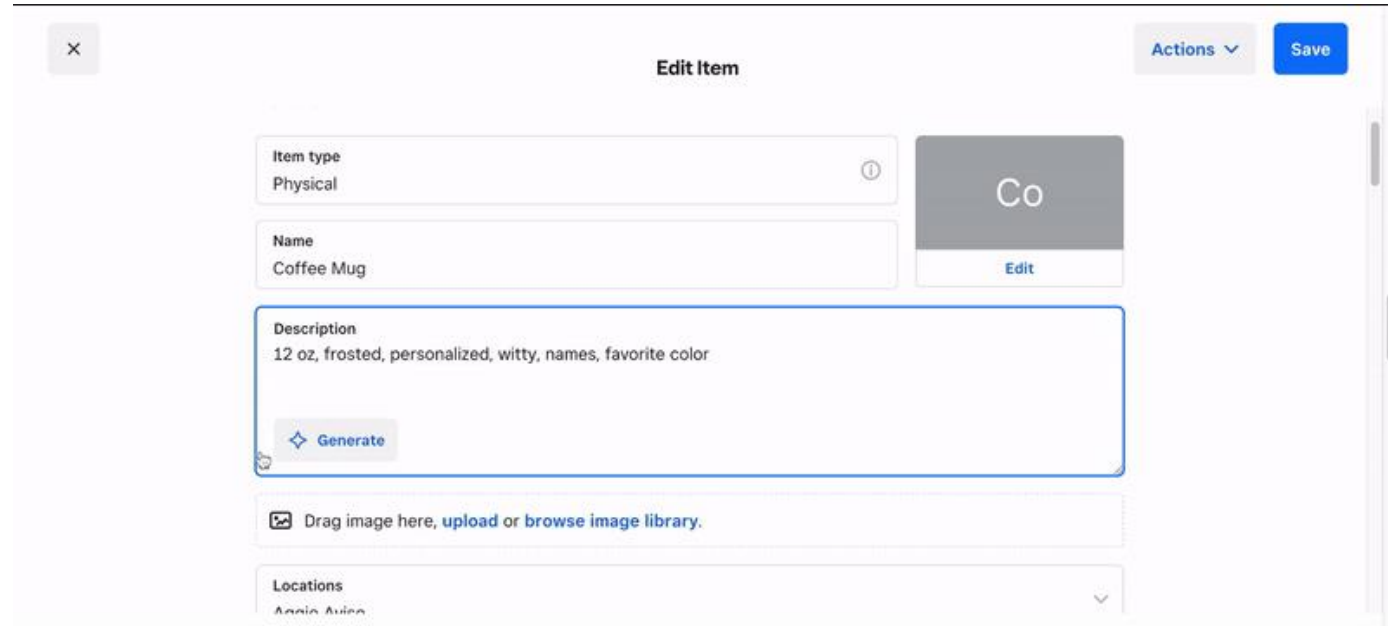
Table stakes



Automating Repetitive Work for Consistent Results



Cobots: Automating Production Steps



AI-Based Product Description



B2C

B2B

Scalability

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

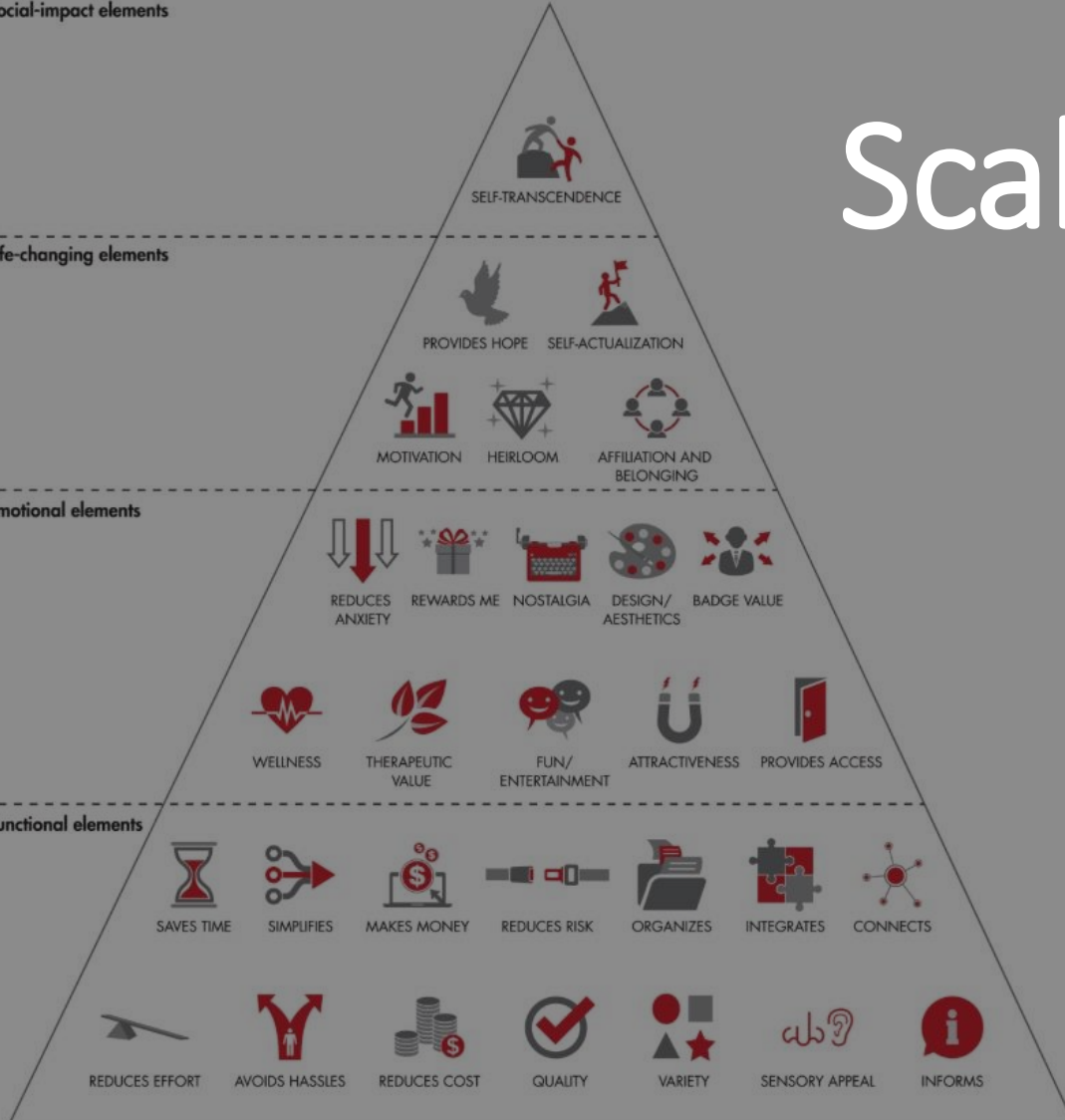
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



Automated Shelf Auditing

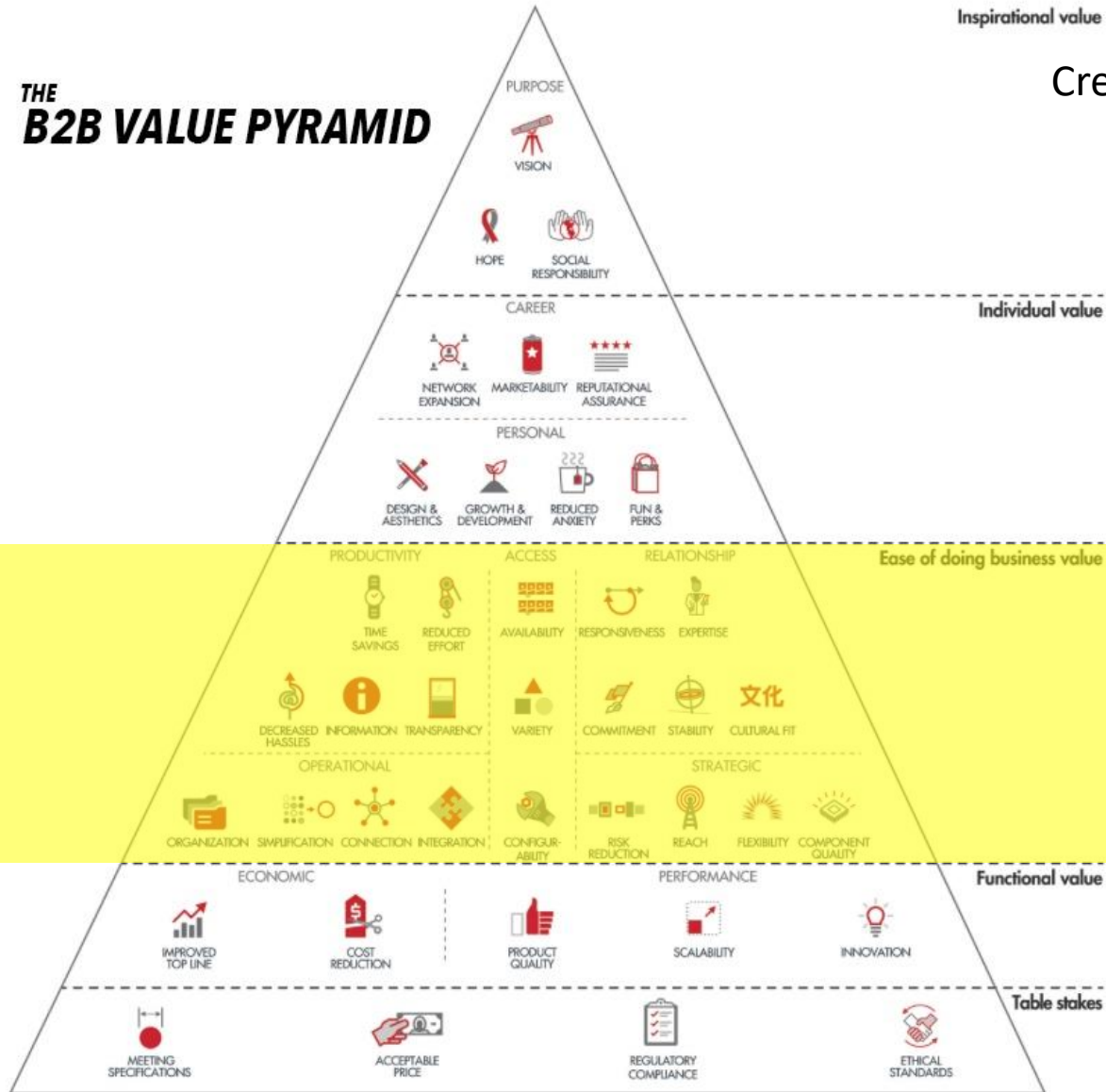


Automatically detect nearly empty shelves and restock them without human intervention, enabling supermarkets to efficiently scale during periods of high demand.



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TABLE STAKES

Improving the basics of the product/service. E.g.: Ethical

B2C

B2B

TRANSPARENCY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

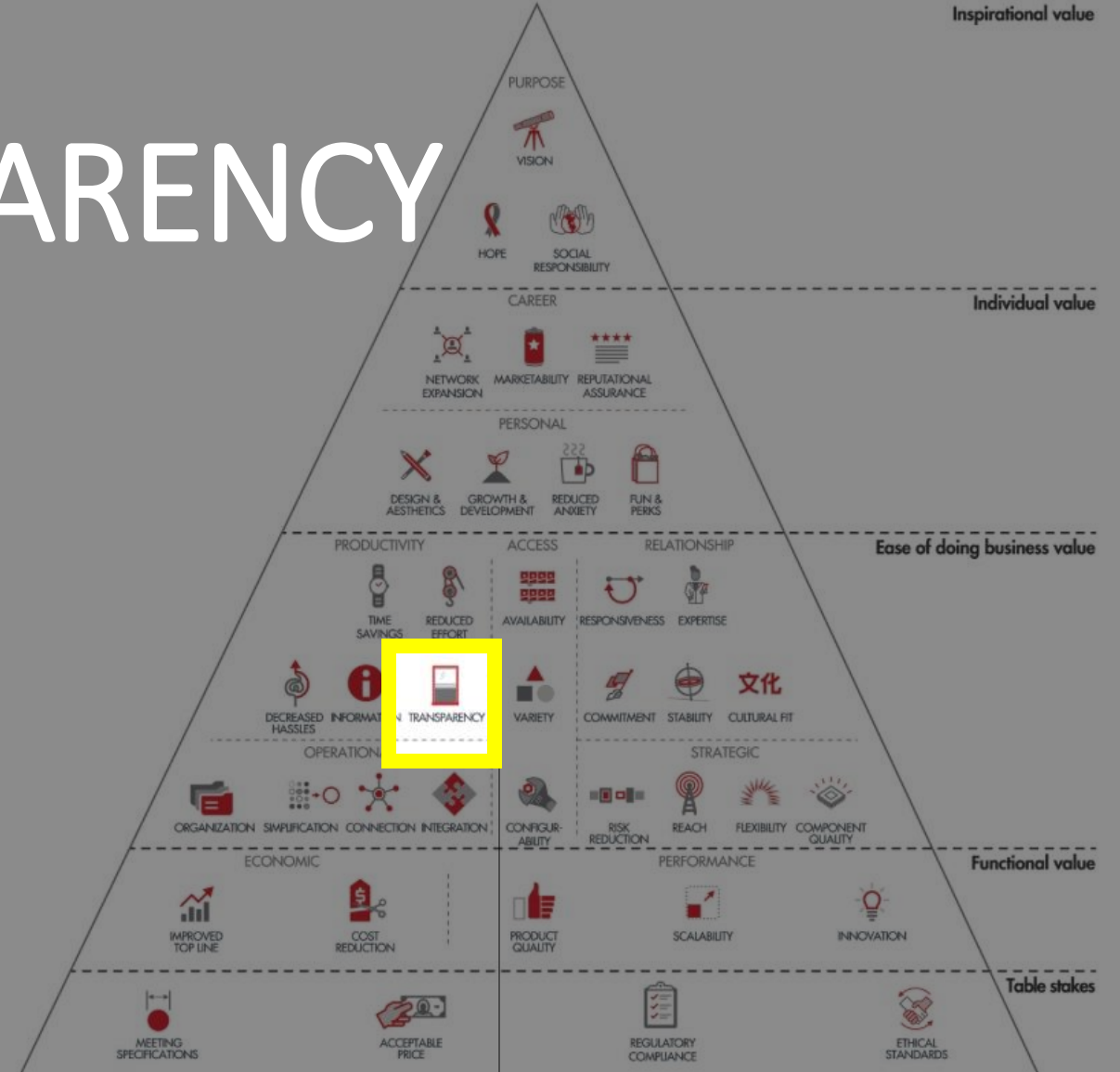
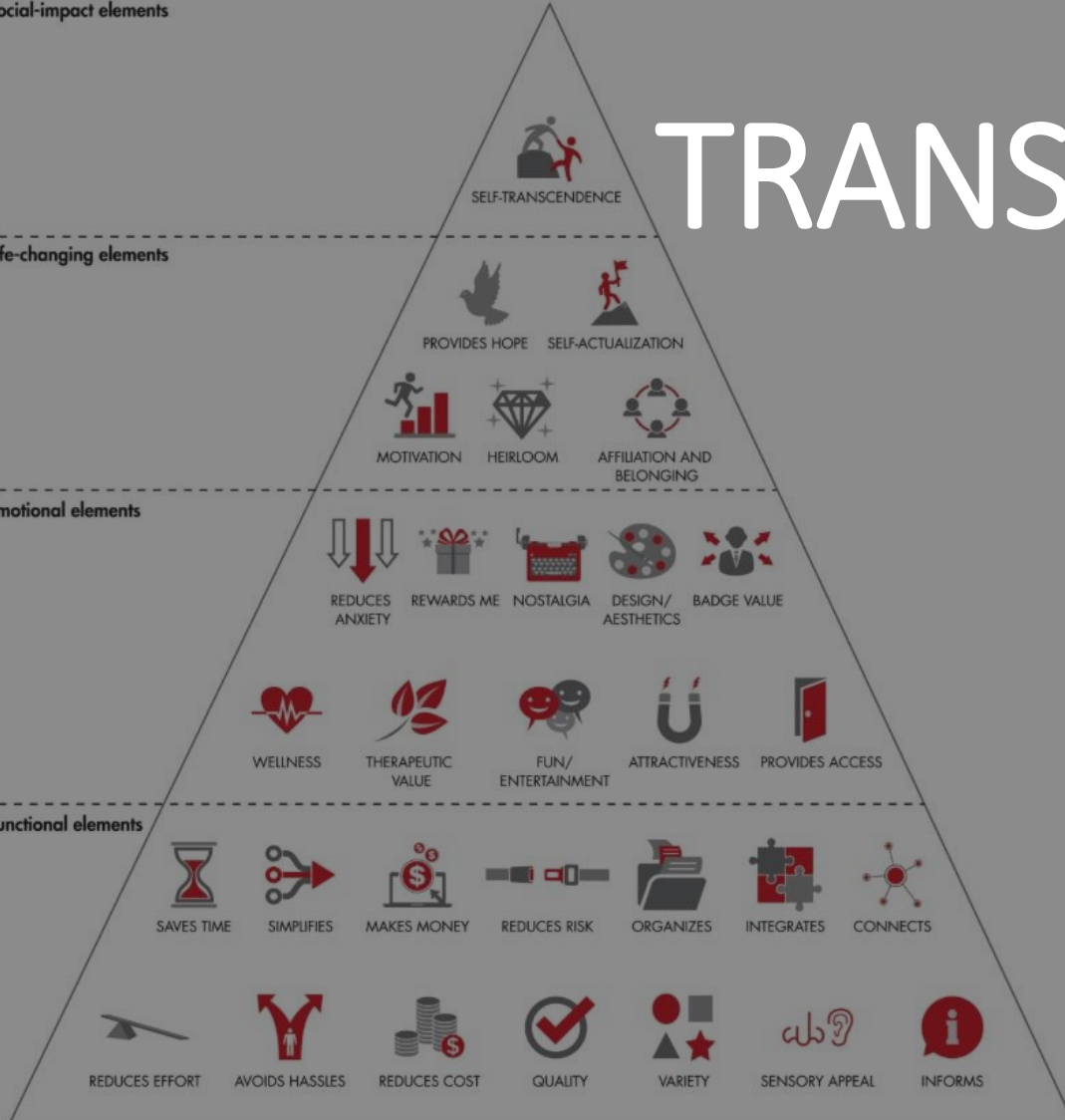
Inspirational value

Individual value

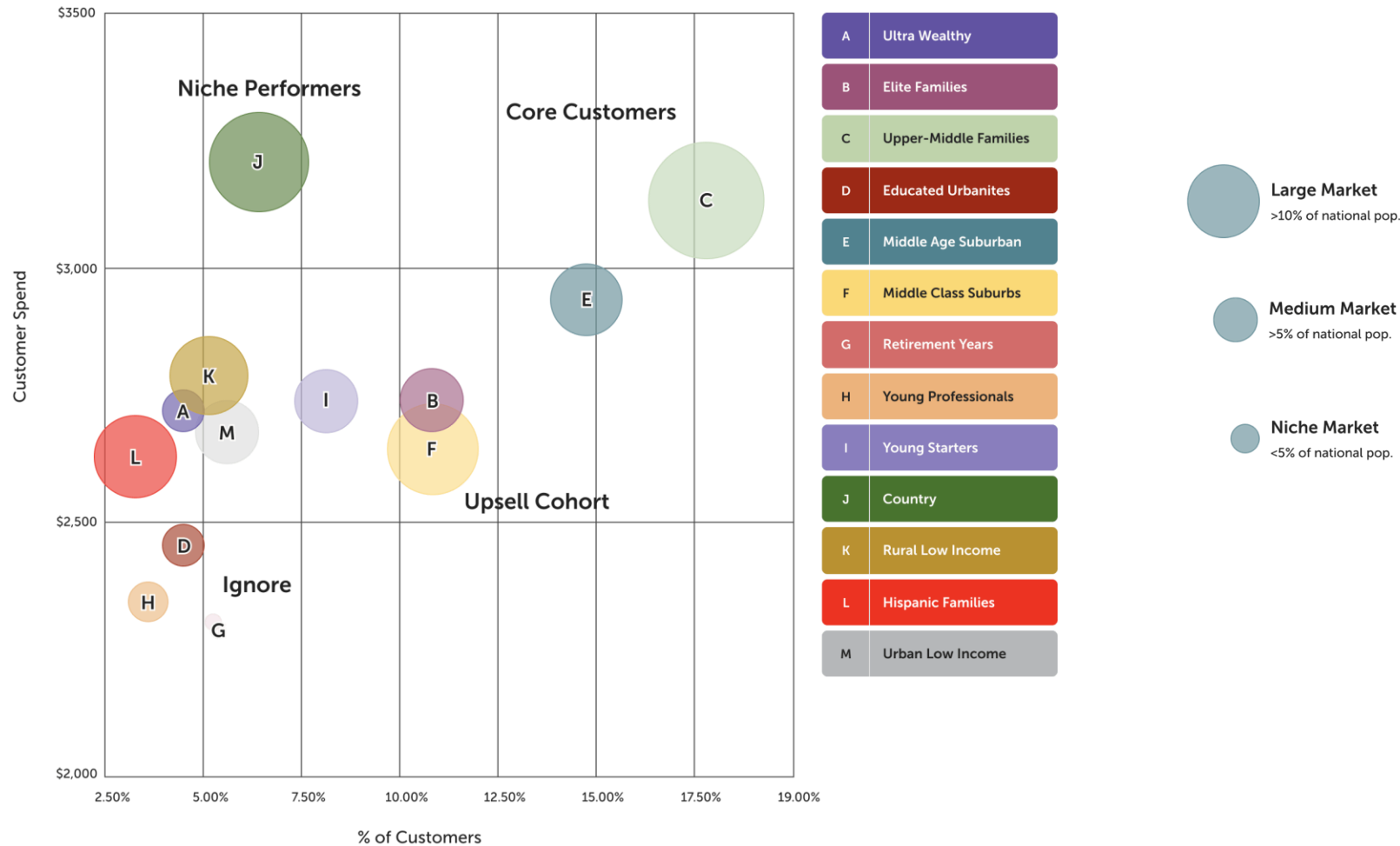
Ease of doing business value

Functional value

Table stakes



Customer Segmentation



Reports provide a transparent and unbiased perspective on various aspects of the organization, enabling data-driven, fact-based decision-making.



B2C

B2B

AVAILABILITY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



Chatbot

Jimmy 5:41 PM

How can I change my password?

Pete the Chatbot 5:42 PM

Please give me your email address.
I'll send you a special link.

Jimmy 5:41 PM

jimmy@sample.com

Pete the Chatbot 5:42 PM

Thanks! Please check your
email inbox! ❤️

× support × password × newsletter



B2C

B2B

PRODUCTIVITY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

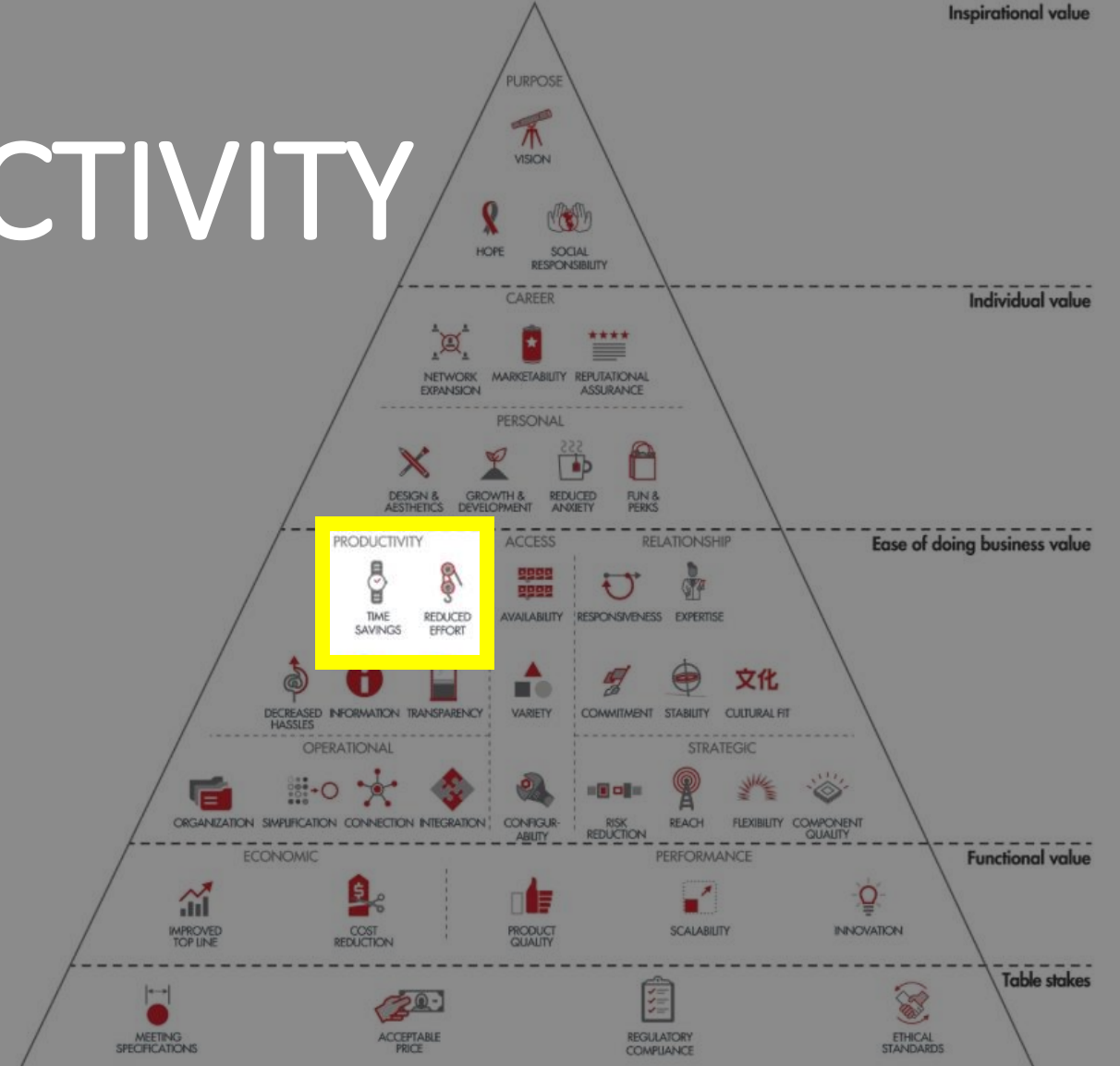
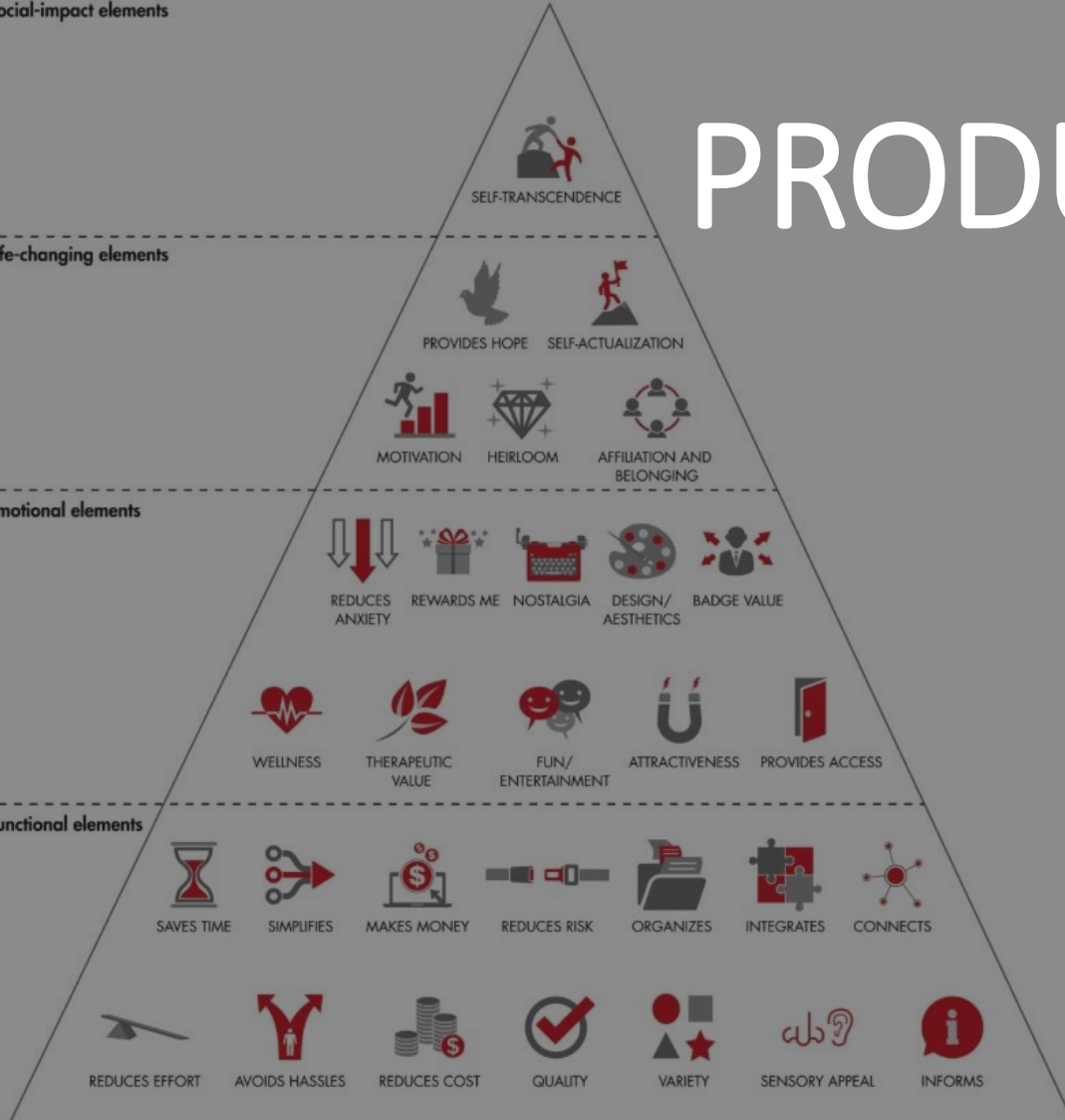
Inspirational value

Individual value

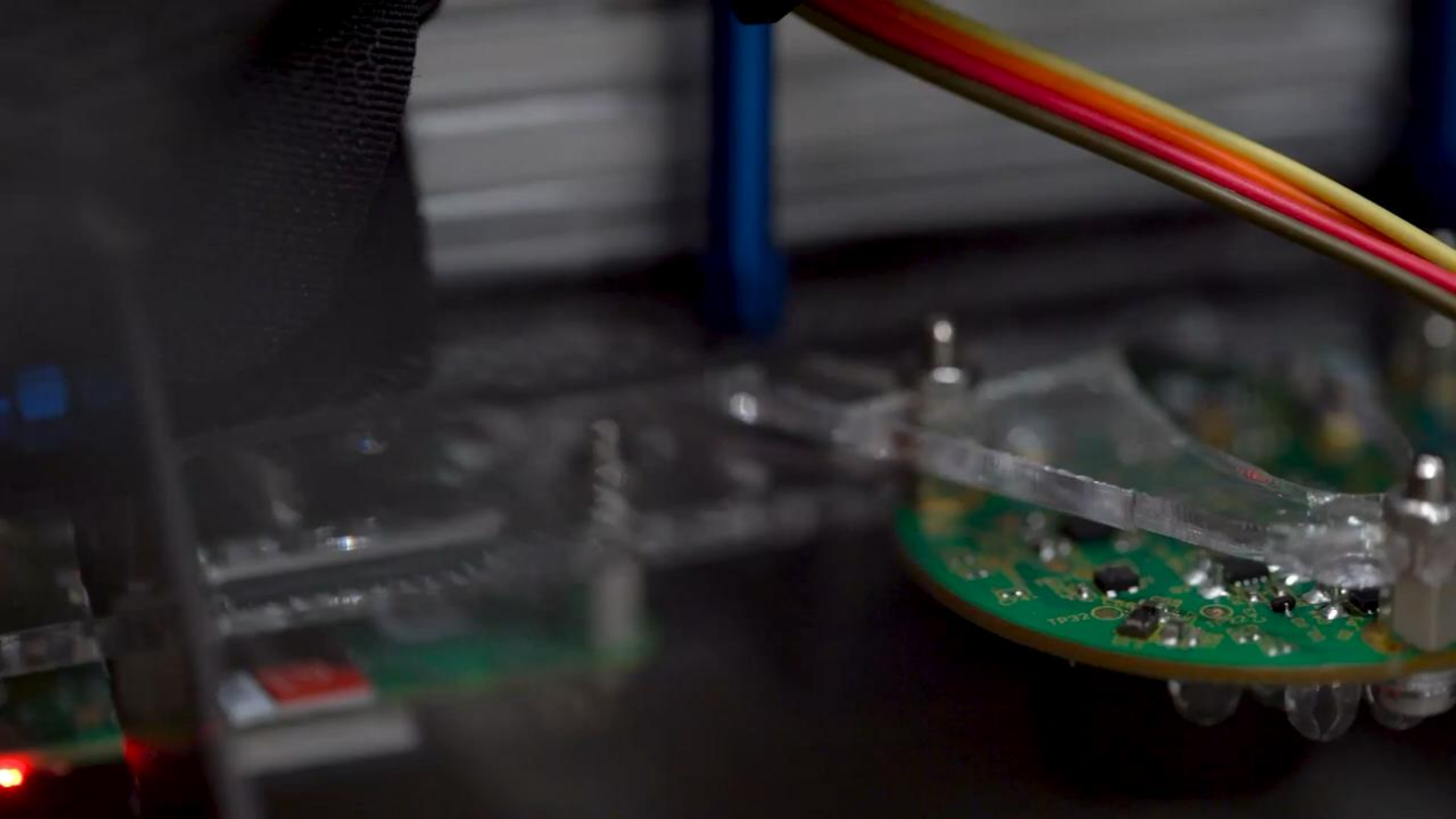
Ease of doing business value

Functional value

Table stakes

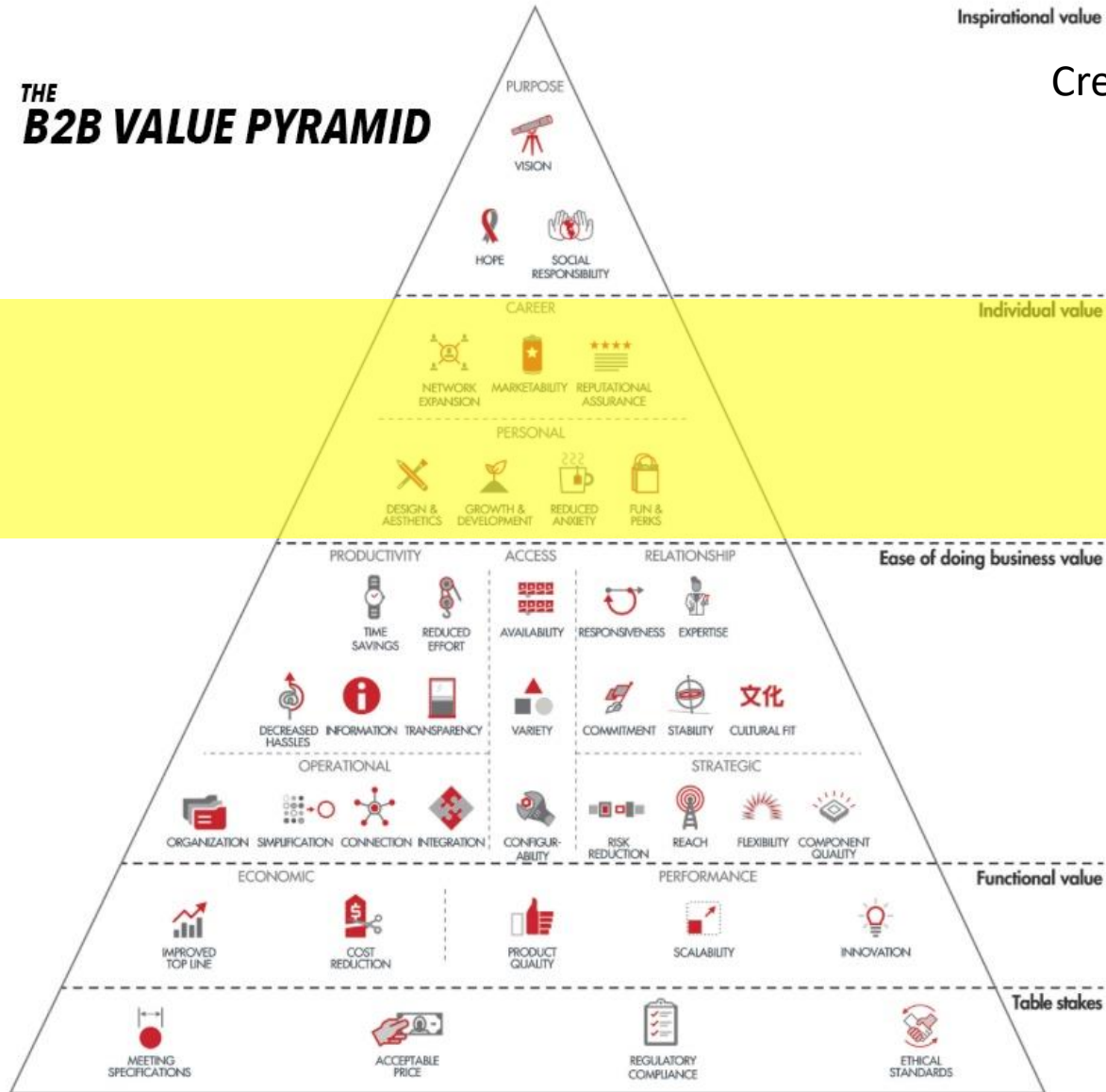






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B2C

B2B

Marketability

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

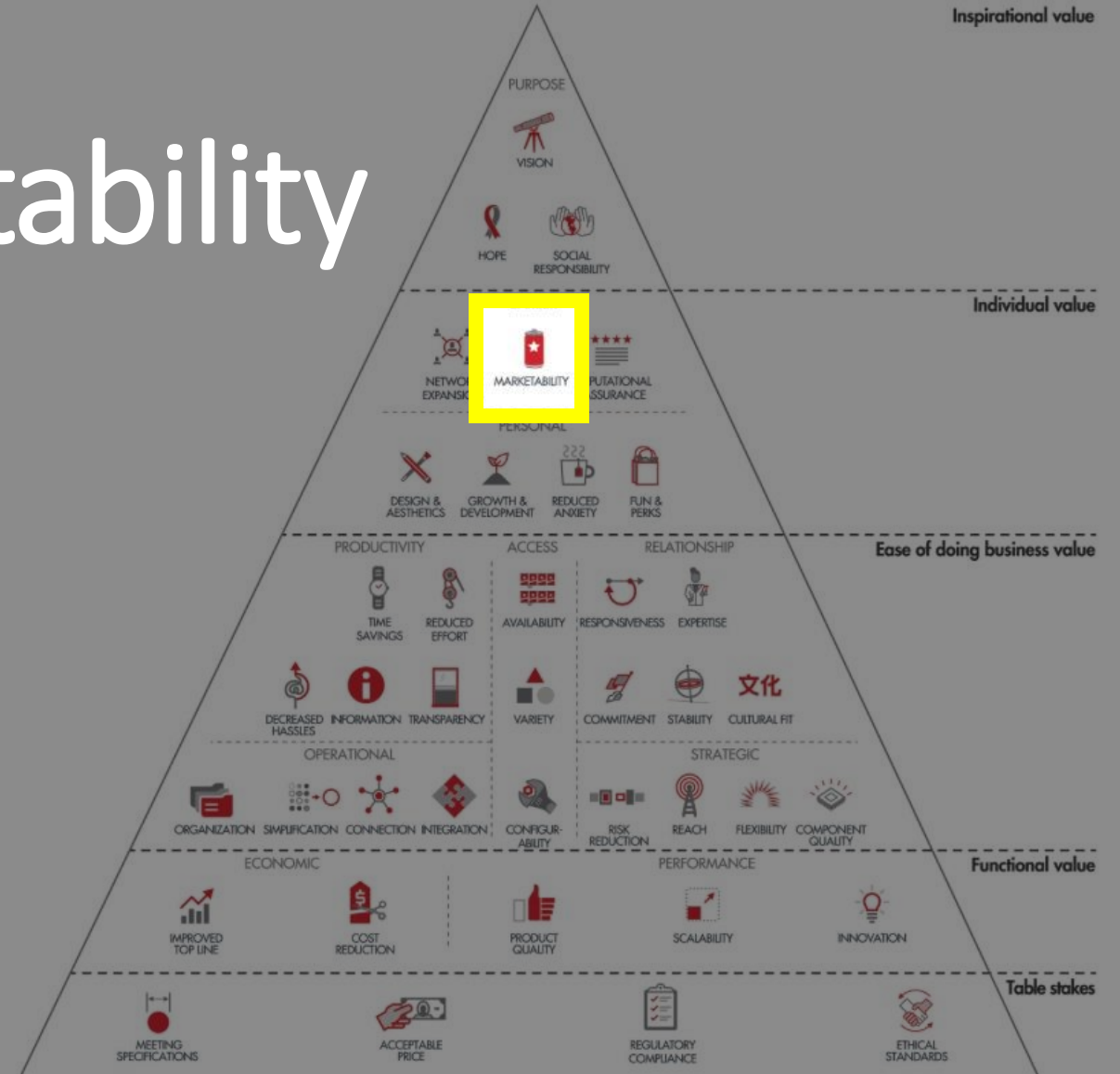
Inspirational value

Individual value

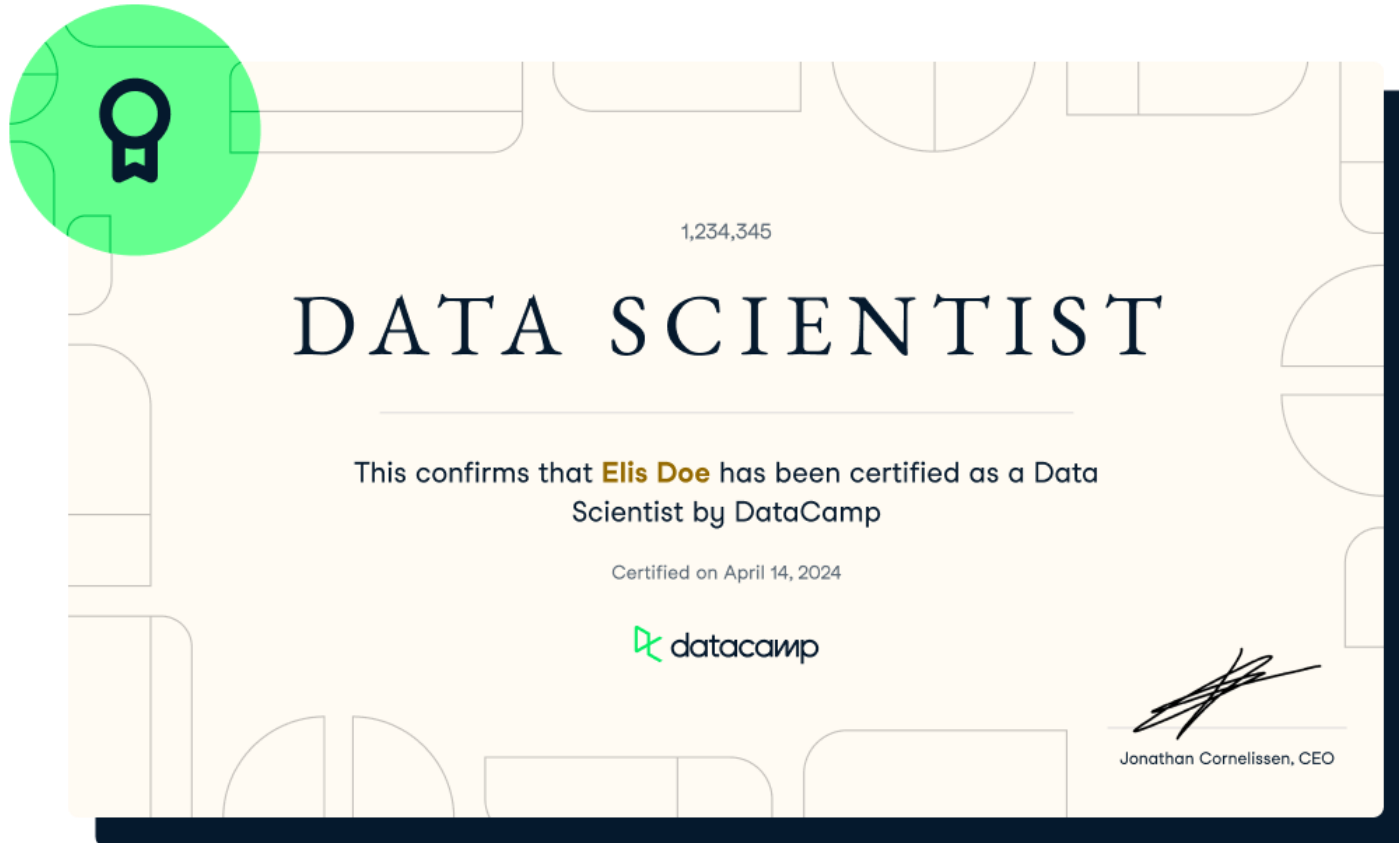
Ease of doing business value

Functional value

Table stakes



Marketability

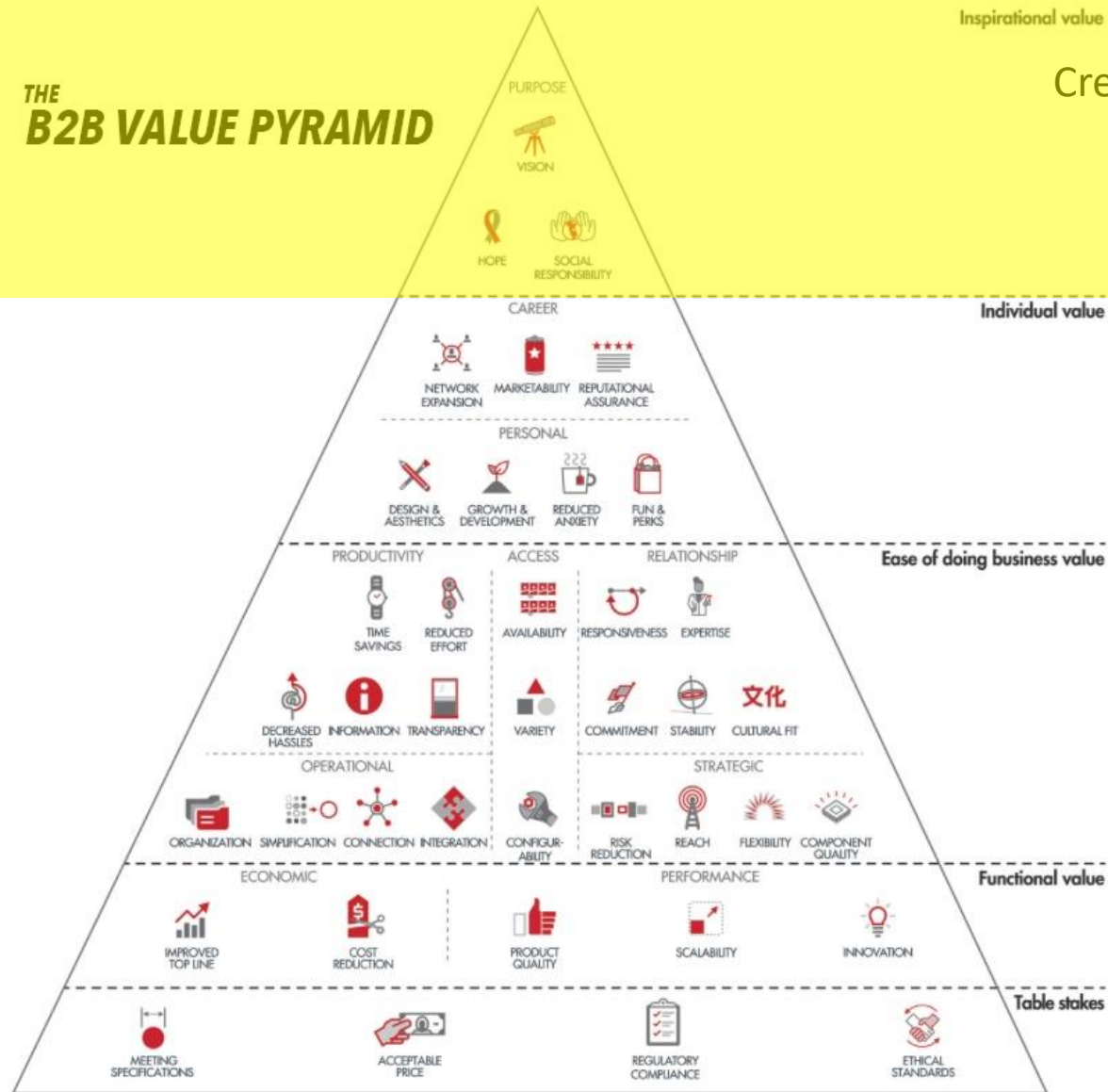


Certifications about data knowledge (such as Datacamp) are industry-recognized credentials for data professionals.



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B2B

Social-impact elements

Inspirational value

Life-changing elements

Individual value

Emotional elements

Ease of doing business value

Functional elements

Functional value

Table stakes

SOCIAL RESPONSIBILITY

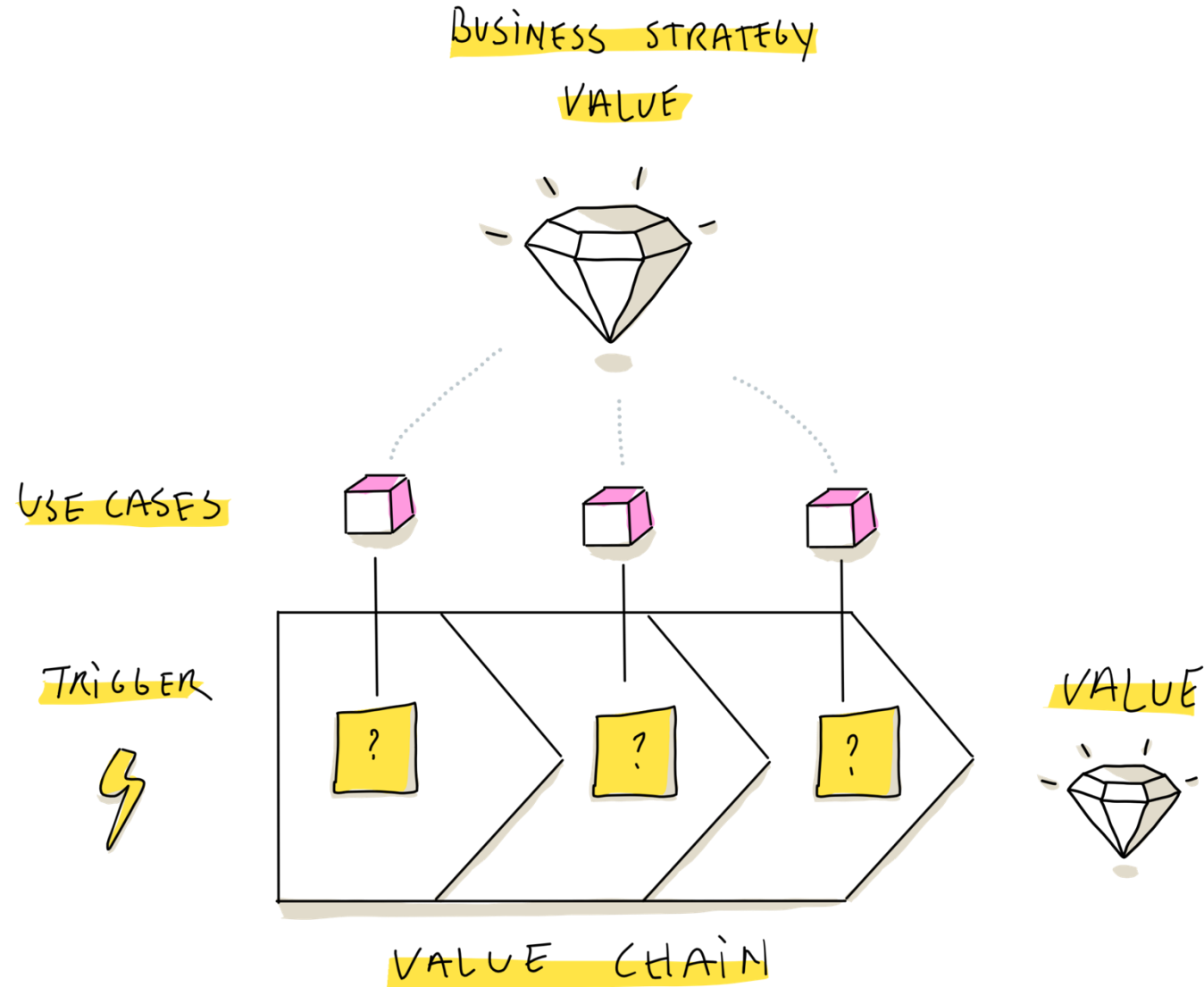


Data Use Cases

- Value Streams
- Exercise 1
- Data & AI Use Cases
- Business Value Pyramids
- **Exercise 2**



EXERCISE 2: FIND YOUR USE CASES





Our  **help(s)**  **who**

products and services *customer segment*

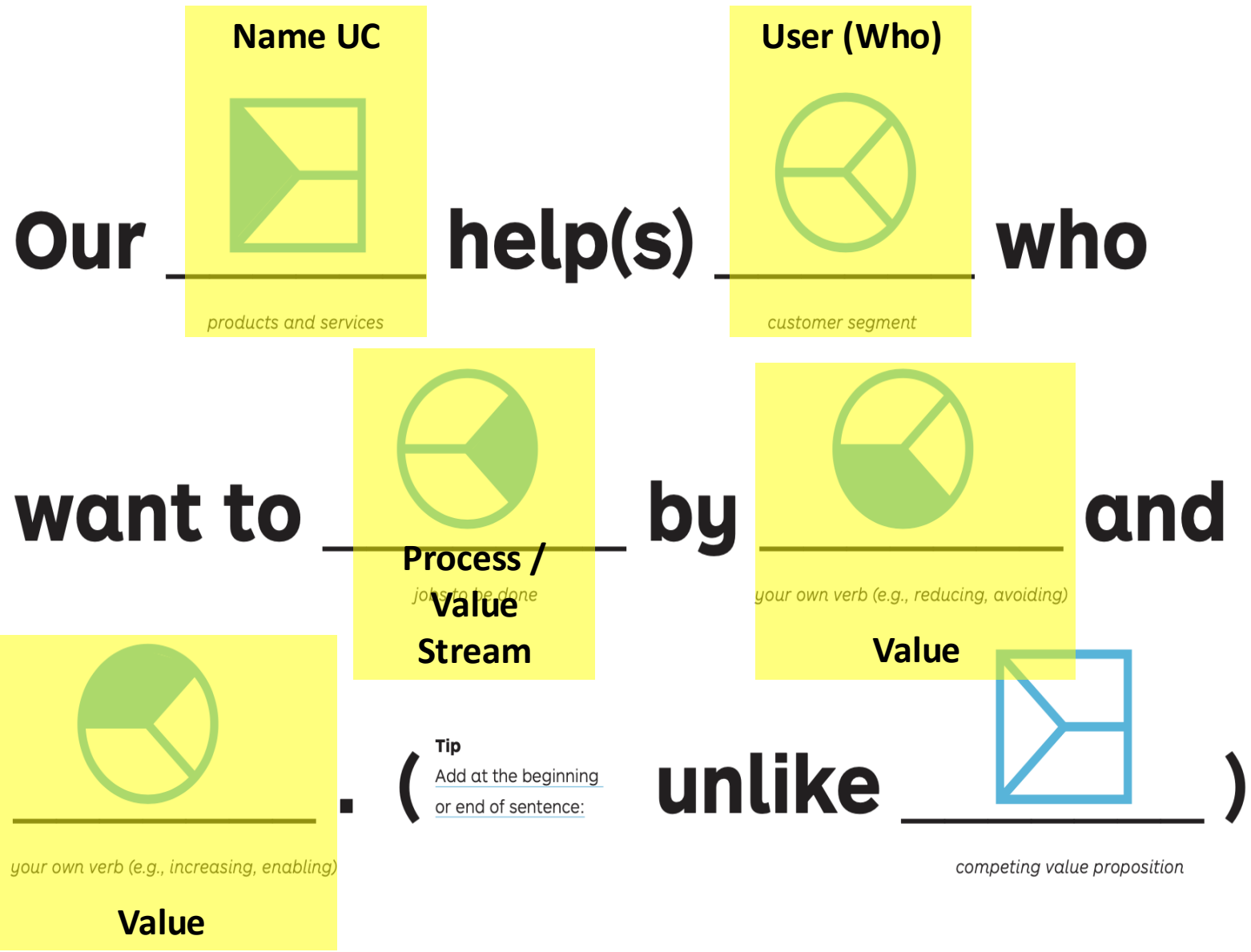
want to  **by**  **and**



jobs to be done *your own verb (e.g., reducing, avoiding)*



 **unlike**  **)**



your own verb (e.g., increasing, enabling) *competing value proposition*

Tip
Add at the beginning
or end of sentence:



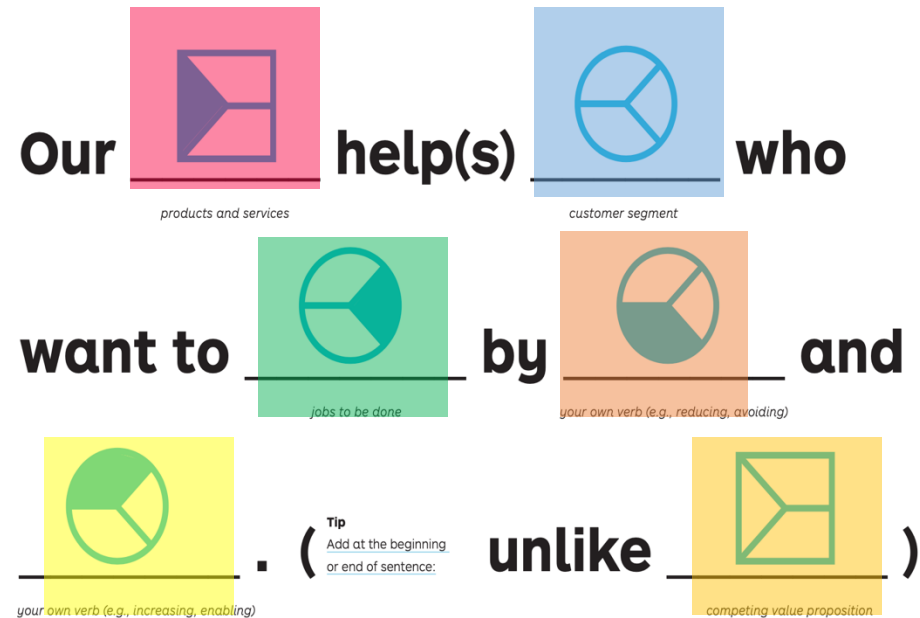
Our  help(s)  who
products and services customer segment

want to  by  and
jobs to be done your own verb (e.g., reducing, avoiding)

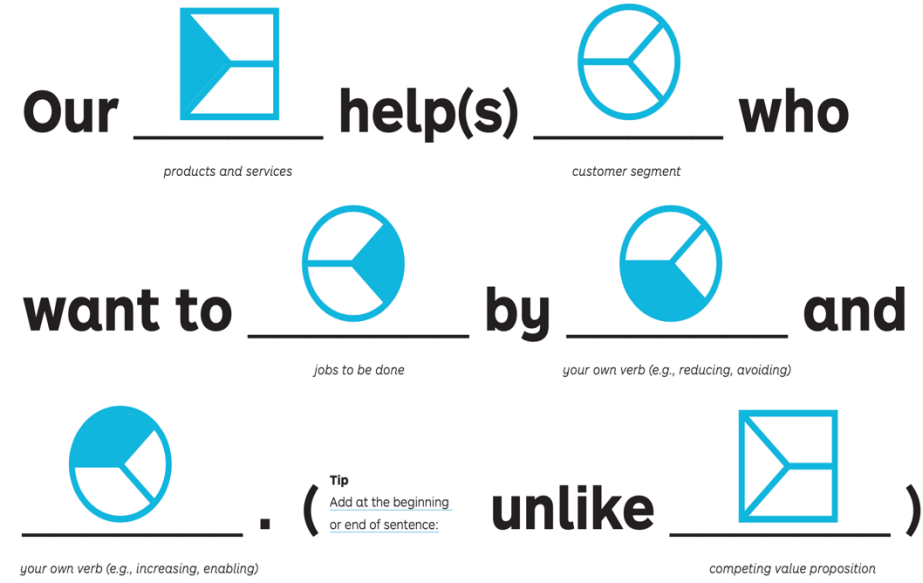
 . (Tip
Add at the beginning
or end of sentence: unlike )
your own verb (e.g., increasing, enabling) competing value proposition

"De CarrièreNavigator stelt onze recruiters in staat om kandidaten efficiënt te koppelen aan passende vacatures bij onze klanten, door het identificeren van toekomstgerichte opleidingspaden die aansluiten bij hun carrièrepotentieel."



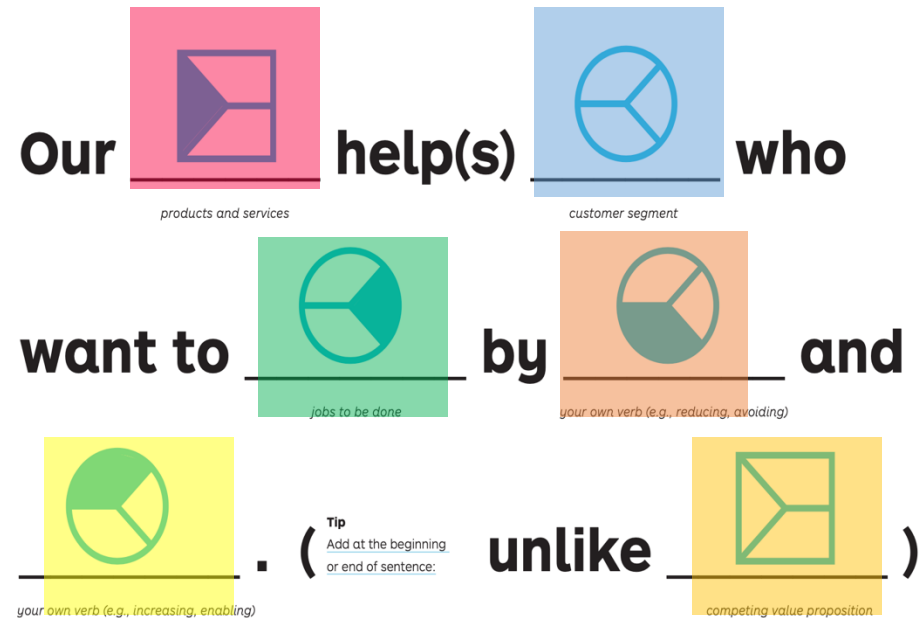


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"InsightX helpt de R&D engineer om de verbanden tussen de producteigenschappen en procesparameters beter te voorspellen. Hierdoor kunnen ze hun kwaliteit verhogen, kosten besparen en een snellere time to market realiseren."





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EXERCISE 3: PITCH YOUR USE CASES

Our  **help(s)**  **who**

products and services *customer segment*

want to  **by**  **and**

jobs to be done *your own verb (e.g., reducing, avoiding)*

 **•** **(** **unlike**  **)**

your own verb (e.g., increasing, enabling) *competing value proposition*

Tip
Add at the beginning
or end of sentence:

