Analytics and AI Use Case Discovery Guide

A Practical Framework to Identify, Prioritize, and Scale High-Impact Analytics & AI Use Cases

dAIta

The dAIta Solution

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Introduction

Many organizations invest heavily in analytics and AI solutions, yet many initiatives fail to deliver measurable business value. The root cause is rarely technology alone. It often begins with a lack of disciplined use case discovery.

Whether your goal is to **automate internal workflows** (e.g. finance, ops, HR, compliance) or deliver **differential customer experiences** (e.g. support, personalization, product discovery), the organizations that win are the ones that discriminately apply data solutions to produce measurable impact.

This guide provides a structured, repeatable approach to identifying analytics and AI use cases that are:

- Business-driven, not technology-led
- Feasible with existing data and capabilities
- Aligned with strategic priorities
- Measurable in terms of value and risk

The goal is not to generate more ideas, but to surface the right ones.

Why Use Case Discovery Matters

Without a structured discovery process, organizations typically endure fragmented initiatives driven by individual teams and “shiny object" projects with unclear ROI. Their analytics solutions may be technically sound but operationally infeasible, and AI pilots never scale beyond proof of concept.

Successful data programs start by identifying the challenges. What’s not working? Where are teams slowing down? Where are customers dropping off? Where are costs or risks quietly accumulating?

Effective use case discovery ensures that analytics and AI investments translate into real operational and strategic outcomes.

The Use Case Discovery Principles

All high-quality analytics and AI use cases should satisfy the following principles:

Problem-first, not solution-first
Start with a business problem or decision gap, not a model or tool.

Decision-oriented
A use case must improve a specific decision, action, or workflow.

Data-aware
The availability, quality, and latency of data must be understood early.

Value-driven
Each use case must articulate how value will be created or risk reduced.

Scalable by design
Favor use cases that can expand across teams, regions, or processes.

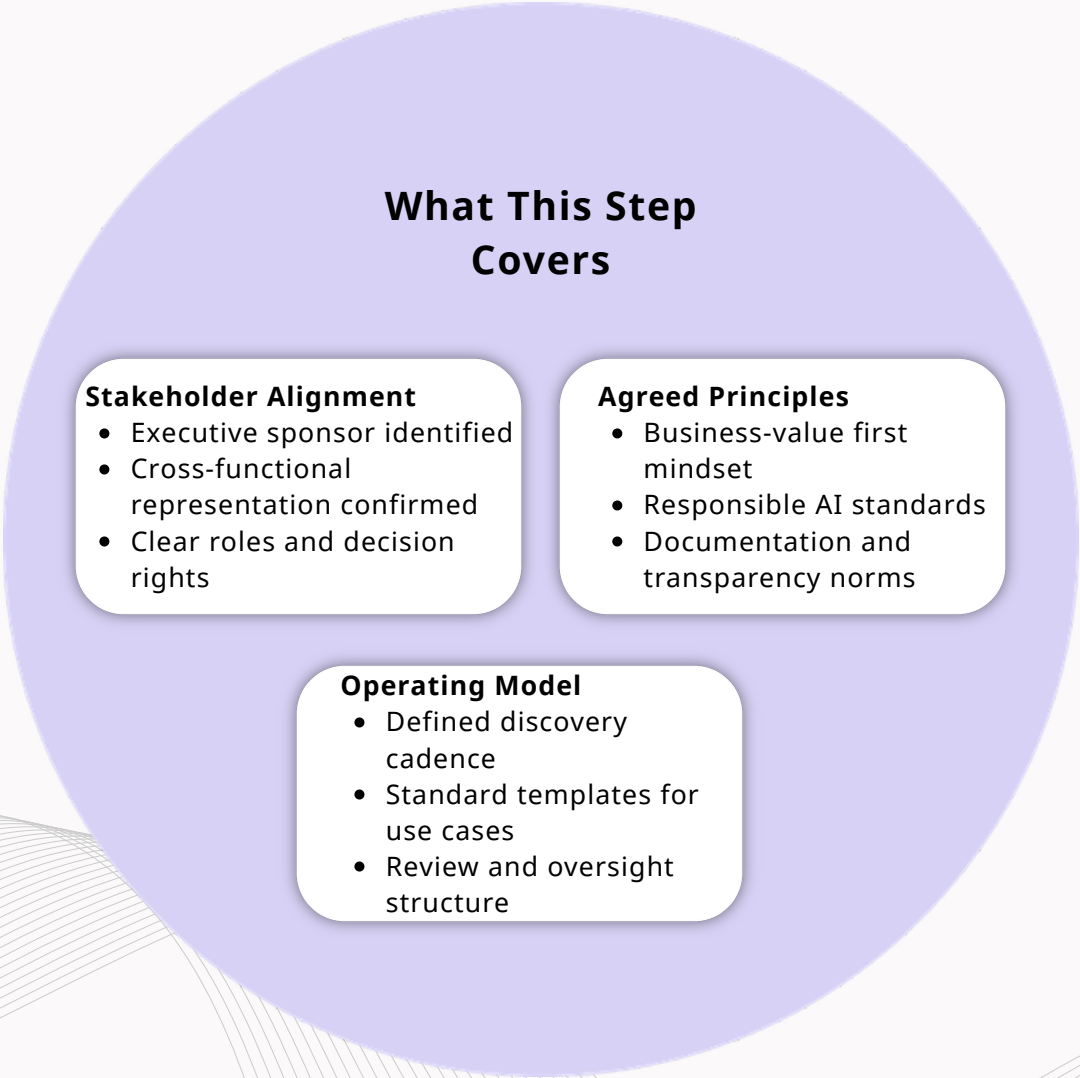
In the coming sections, we discuss the seven steps that you can take to achieve a clear strategy and prioritization for AI and analytics implementations.

Step 1

Establish Processes and Governance

Purpose

Create the structure, accountability, and guardrails required for disciplined use case discovery.



Step 2

Define Strategic Focus Areas

Purpose

Anchor discovery in strategic priorities and identify decisions that materially impact business performance.

Key Question

Which decisions, if improved, would most directly support our strategy?

What Makes a Decision High-Value?

- **High frequency**
- **High uncertainty**
- **Multiple data dependencies**
- **Material business impact**

Step 2

Define Strategic Focus Areas

Typical Strategic Focus Areas

Revenue growth & pricing
Improving pricing decisions, demand forecasting, and revenue optimization.

Cost optimization & efficiency
Reducing waste, improving productivity, and streamlining operations.

Risk, compliance & control
Managing operational, financial, regulatory, or fraud-related risks.

Customer experience & retention
Enhancing engagement, satisfaction, and lifetime value.

Operational resilience & performance
Improving reliability, throughput, and service levels.

Step 3

Map Processes and Pain Points

Purpose

Before applying analytics or AI, understand how decisions are made today and where friction exists.

What to Map

Inputs & data sources
Where information comes from and in what format.

Manual steps & handoffs
Spreadsheets, emails, approvals, rework.

Bottlenecks & delays
Where time or quality is lost.

Judgment points
Where humans compensate for missing or unclear data.

Customer Journey
Where customer experience is impacted by wait times, errors, gaps and drop-offs.

Step 4

Formulate Use Case Hypotheses

Purpose

Collate all identified use cases across the organization into clear, structured use case hypotheses that can be evaluated objectively.

Illustrative Use Case Template

Dimension	Example
Strategic Objective	Improve revenue stability and lifetime value
Improvement Area	Which customers require proactive retention action this week?
Target Users	Retention managers, Customer success teams
Volume/Frequency	Weekly monitoring of customer churn risk across the active customer base
Data Signals	Usage decline, support tickets, payment irregularities

Step 4

Formulate Use Case Hypotheses

Dimension	Example
Impacted Systems/Channels	CRM platform, customer support system, subscription/billing database
Feasibility	Customer behavioral and transactional data available; requires predictive modeling capability
Success Metrics	Reduction in churn rate
Risks	Misclassification of low-risk customers

MINDS (Meaningful, Intelligent, Novel, Deployable Solutions) is a World Economic Forum initiative that showcases highly effective, real-world AI applications. Access its report (2026) that lists **best practice examples of AI use cases**, divided into different specialist areas for some inspiration if needed.

Step 5

Assess Feasibility and Readiness

Purpose

Avoid pursuing ideas that are not (yet) executable, regardless of their potential impact.

Feasibility Dimensions

Data readiness
Availability, quality, governance.

Technical complexity
Integration, modeling, infrastructure.

Operational fit
Process ownership, change impact.

Organizational readiness
Skills, adoption risk, sponsorship.

Step 6

Prioritize Holistically

Purpose

Focus on the right mix of use cases, not the largest number.

Prioritization Criteria

- **Business impact**
- **Implementation complexity**
- **Risk & compliance exposure**
- **Strategic alignment**

Prioritization Outcomes

- Quick wins
- Strategic investments
- Experiments to defer
- Ideas to discard

Output of This Step

- Prioritized use case portfolio

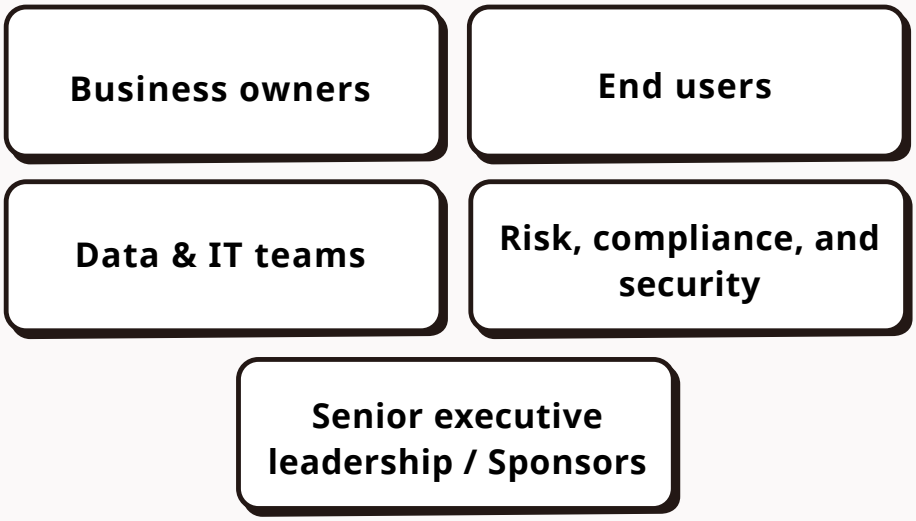
Step 7

Final Stakeholder Alignment

Purpose

Consolidate feedback from prior steps and secure formal agreement on prioritized use cases before execution.

Stakeholders to Engage



What to Validate

- Problem relevance and urgency
- Alignment with strategic priorities
- Workflow integration and operational fit
- Data availability and quality
- Ownership and accountability
- Technical feasibility
- Risk and compliance implications
- Clear success metrics and measurable impact

Ready to Turn Discovery into Impact?

Identifying high-value analytics and AI use cases is only the first step. The next challenge is turning those ideas into measurable business outcomes.

At The dAIta Solution, we help organizations move from discovery through to execution. Whether you are just beginning your journey or looking to scale existing initiatives, we partner with you to ensure your analytics and AI investments deliver real impact.

Contact us directly or **schedule a demo** for further guidance, templates, workshop facilitation or simply to explore how we can support your journey.

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