



# Can my business benefit from machine learning?

This guide is designed to help organizations determine whether machine learning can increase profitability.

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## Increase Revenue Checklist

Download this checklist to use as a guide to determine if your organization can leverage machine learning to increase your top line. If you can answer yes to any of these questions, you can benefit from using machine learning.

- Are there manual processes utilized today for personalization with your customers?
- Do you currently gather open-ended feedback from your customers?
- Does your product or service include recommendations?
- Does your product or service require a high number of touch points with your customers?
- Does your product or service require analyzing large amounts of unstructured data that are difficult for a human to parse in a reasonable amount of time?
- Does you have repetitive tasks in your process or service?
- Is your product or service dependent on fast-paced decision making?

Machine learning can help increase your revenue in many areas of your business, but at its core, machine learning benefits organizations by recognizing data patterns, making decisions, and automating mundane tasks.

## Decrease Cost Checklist:

Use this checklist as a guide to determine if your organization can leverage machine learning to decrease your costs. If you can answer yes to any of these questions, you can benefit from using machine learning.

- Does your product or service have non-standard forecasting needs?
- Does inventory planning require full-time employees to manage and predict?
- Is your product or service subject to bottlenecks?
- Does your product or service have clearly defined criteria for quality?
- Is your product or service dependent on hundreds or thousands of devices?
- Can your product or service benefit from fraud detection?
- Does your product or service have large ROI for micro-optimizations?

Reducing costs can be achieved via machine learning by optimizing your production, reducing churn via predictive modeling, and allowing your employees to focus their decision making on strategy rather than tactical decisions.

## About Level

We are an IT, strategy, and design consulting firm that combines the innovative DNA of a startup with the wisdom, scalability, and process rigor of a Fortune 100 company.

Learn more about how Level can support your DevOps strategy goals by contacting us at [hello@level.io](mailto:hello@level.io).