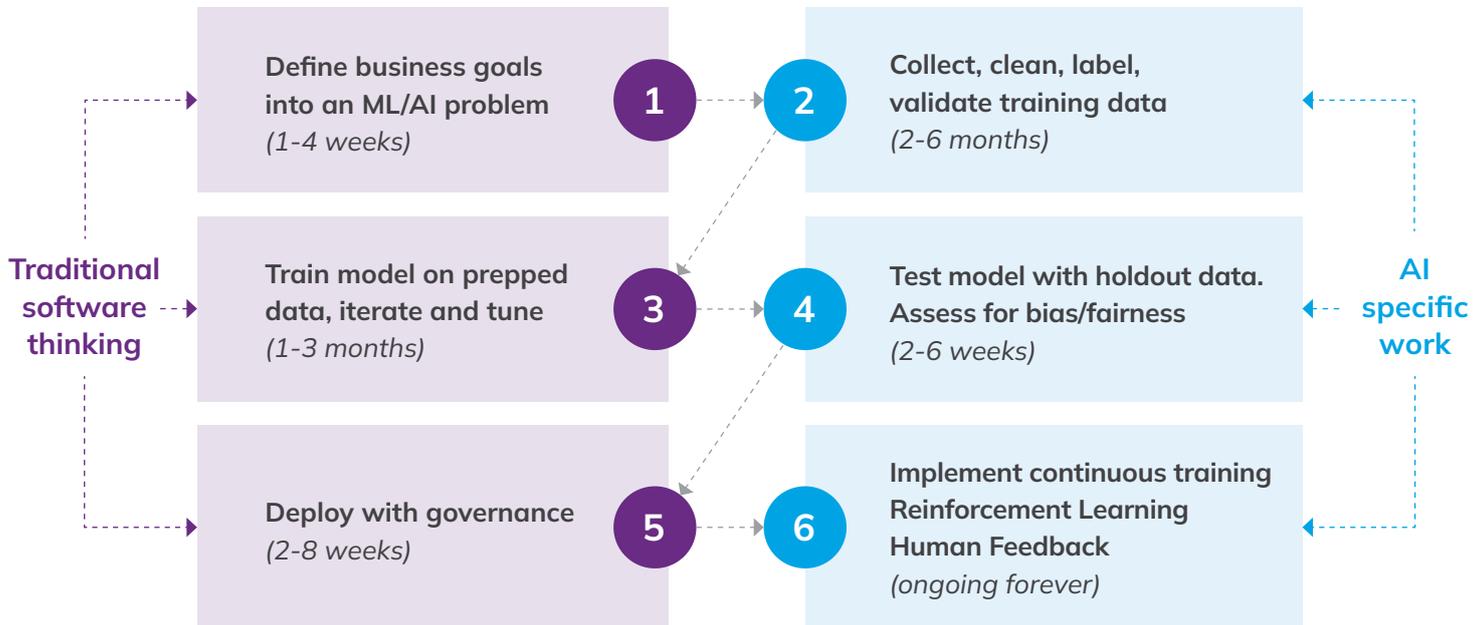


# The NashTech AI success framework



## Step 1: Define the business problem

AI is not the answer to everything. It's important to ask yourself the right questions before thinking you need to solve a problem with AI. Ask yourself:

- Is this genuinely an AI-suitable problem?
- Do we have enough relevant data?



## Step 2: Invest in data preparation

Most organisations underestimate how messy enterprise data is. Cleaning, deduplication, structuring and integration are foundational.



## Step 3: Plan human-in-the-loop labelling

Domain expertise is essential. Poor labelling leads to poor outcomes — at scale.



## Step 4: Test properly

Best practice approach:

- Train on ~80% of data
- Validate on ~20% to detect bias and errors



## Step 5: Deploy with caution

Start in controlled environments. Scale only when performance is proven.



## Step 6: Models degrade. Data shifts. Behaviour changes.

Without retraining, models can lose 30–40% accuracy within months