# Karim's AI Playbook — One-Page Cheat Sheet

| Pillar | 3-Second Litmus Test | Key Moves | Watch-outs |
|---|---|---|---|
| **1. Problem Framing** | "If it works, can we act on it?" | • Anchor to one KPI (↑ revenue, ↓ cost, ↓ risk)• Draft a *success counter-factual* ("What happens if we change nothing?") | Shiny-object syndrome; projects with no business sponsor |
| **2. Data Discipline** | "Can we source, **store** and **share** it?" | • Catalogue data lineage & quality• Define lean *feature contracts* (type, range, refresh cadence)• Automate PII redaction at ingestion | Hidden licence terms; drift when upstream systems change |
| **3. Model Selection** | "Do we really need a rocket when a bicycle will do?" | • Start with baseline heuristics → classical ML → LLMs only if justified• Compare open-source to hosted APIs (cost, IP, latency) | Over-fitting to historical bias; vendor lock-in on proprietary stacks |
| **4. Evaluation & Explainability** | "Would a non-expert accept the answer?" | • Choose *business-aware* metrics (e.g. Δ CLV, precision@top-k)• Use SHAP or feature-importance plots in stakeholder packs• Build an *A/B kill-switch* from day one | Metrics that optimise vanity (e.g. accuracy minus cost curve) |

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| **5. Responsible & Ethical AI** | "Could this harm a vulnerable group—or our brand?" | • Bias audits on protected attributes• Publish model cards & data sheets• Map to ISO 42001 / EU AI Act risk tiers | Ignoring edge-cases that end up on the front page |
| **6. Deployment & MLOps** | "Can we roll back in under five minutes?" | • CI/CD with canary releases• Feature store + model registry• Near-real-time drift alerts (data **and** concept) | One-off notebooks smuggled into prod; lack of version pinning |
| **7. Governance & ROI Tracking** | "Are value and risk fully visible to the board?" | • Quarterly scorecard: value delivered vs forecast• Cost-per-prediction & carbon-footprint dashboards• Independent model-risk review committee | Success metrics defined post-launch; no budget for post-mortems |