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COURSE BROCHURE

AI KPI Driver Trees and Performance Uplift Training Course

10 – 14 October 2027
Sharm El-Sheikh

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Registered in the United Kingdom and Saudi Arabia

AI KPI Driver Trees and Performance Uplift Training Course

Ref: 1113_41910 **Date:** 10 – 14 October 2027 **Location:** Sharm El-Sheikh **Fees:** 5500 GBP

AI KPI Driver Trees and Performance Uplift is a 1-week training course for business unit managers and performance leads who must show which levers move a headline metric, ending with a KPI uplift case file. Predictive models now suggest actions faster than monthly reviews can test them, so leaders need a way to prove that a change caused the gain. Jupiter Prime Training runs this subject around live metric decompositions.

Why AI KPI Driver Trees and Performance Uplift Matters Now

Three forces shape the subject. Finance partners ask for causal proof before funding another model; frontline supervisors resist recommendations they cannot trace to a lever they control; and boards expect dashboards to explain movement, not just report it. Units that decompose metrics well fund levers that pay back; others credit models with seasonal gains. Where models influence people, the course draws on the NIST AI Risk Management Framework NIST AI RMF for human oversight and measurement of model effects.

Who Gains Most from AI KPI Driver Trees and Performance Uplift

- Owners of a profit, cost or service-level target for a business unit
- Leads who build the monthly performance pack and variance commentary
- Specialists who brief analysts on which forecast or propensity model to build
- Operations leads who decide whether a recommended action reaches the front line
- Commercial leads who test pricing, offer or channel changes

A business unit sending its target owner, performance analyst and an operations lead together gains most.

AI KPI Driver Trees and Performance Uplift Capabilities

Participants practise breaking a headline metric into controllable levers, pairing each lever with a model, and proving the effect with a control group.

- Build a driver tree from a headline KPI to controllable levers — target setting with finance
- Specify the prediction each lever needs and the data it depends on — analyst briefing
- Design a holdout or staggered rollout test for a recommendation — the funding committee
- Calculate incremental uplift net of seasonality and mix — the performance review
- Weigh model output against supervisor judgement — frontline acceptance
- Communicate attributed gains on a decision dashboard — the executive sponsor

Key AI KPI Driver Trees and Performance Uplift Terms

- KPI driver tree — a diagram that splits a headline metric into the multiplicative or additive factors that produce it.
- Controllable lever — a driver the business can change directly, such as price, staffing or contact frequency.
- Incremental uplift — the change in a metric caused by an action, measured against a comparable group that did not receive it.
- Holdout group — a share of customers, sites or cases deliberately left untreated so that uplift can be measured.
- Propensity model — a model estimating the likelihood that a customer or case will respond to a given action.
- Decision dashboard — a view that shows the recommended action, its expected effect and the evidence behind it.

AI KPI Driver Trees and Performance Uplift Day by Day

Day 1: From Headline Metric to Controllable Levers

- Metric Decomposition Logic — Additive Versus Multiplicative Driver Structures
- KPI Driver Tree Construction — Separating Controllable and External Factors
- Lever Sensitivity Ranking — Choosing Where a Model Earns Its Place
- Decision Framing Canvas — Who Acts, How Often and On What
- Baseline and Seasonality Profile — Setting the Reference for Uplift

Day 2: Predicting Lever Movement

- Demand and Volume Forecasting — Anticipating Pressure on Capacity Levers
- Propensity and Response Models — Targeting Actions to Likely Responders
- Data Readiness Scorecard — Coverage, Latency and Granularity per Lever
- Feature Leakage Checks — Avoiding Models That Use the Outcome Itself
- Model Accuracy Versus Decision Value — Choosing the Metric That Matters

Day 3: Simulating Scenarios Before Acting

- What-If Simulation on the Driver Tree — Testing Lever Combinations
- Constraint and Capacity Limits — Keeping Recommendations Executable
- Next-Best-Action Rules — Ranking Interventions by Expected Gain
- Human Override Protocol — When Supervisor Judgement Outranks the Model
- Trade-Off Curves — Balancing Margin, Service Level and Cost

Day 4: Proving Uplift

- Randomised Holdout Design — Sizing Control Groups for Reliable Reads
- Staggered Rollout and Difference-in-Differences — Measuring Without Pure Control
- Attribution Across Overlapping Initiatives — Avoiding Double-Counted Gains
- Decision Dashboard Layout — Showing Action, Effect and Confidence
- Model Drift and Decay Signals — Deciding When to Retrain or Retire

Day 5: Practising the KPI Uplift Case File

- Retail Basket Value Case — Applying the Driver Tree and Propensity Model
- Contact Centre Resolution Case — Applying Scenario Simulation to Staffing Levers
- Holdout Read-Out Exercise — Calculating Net Uplift for a Sponsor
- Funding Committee Rehearsal — Defending Attributed Gains and Assumptions
- KPI Uplift Case File — Completing Levers, Tests and Rollout Decision

Applying AI KPI Driver Trees and Performance Uplift After the Course

- Rebuild one unit metric as a driver tree and rank its levers by sensitivity and controllability.
- Launch one model-recommended action with a holdout group and report net uplift after the first cycle.

AI KPI Driver Trees and Performance Uplift Questions FAQ

What are AI KPI driver trees and performance uplift, and why do they matter now?

They are a method for linking AI predictions to the specific levers behind a metric and proving the effect with controlled tests. They matter now because model recommendations multiply quickly, and funding should follow measured gains rather than assumed ones.

Which roles gain most from AI KPI driver trees and performance uplift?

Target owners, performance pack leads, operations and commercial leads gain most.

How does an AI KPI driver trees and performance uplift course differ from a strategic AI decision-making course?

It works at business unit level rather than enterprise strategy. A strategic course covers portfolio choices and vision, while this one decomposes a single metric, models its levers and tests uplift with holdout groups.

What do you bring back from AI KPI driver trees and performance uplift training?

You bring back a case file for one metric. It holds the driver tree, the lever models, a scenario comparison, a holdout test design and the rollout recommendation.

AI KPI Driver Trees and Performance Uplift: The Way Forward

The KPI uplift case file first informs whether a model-recommended action earns wider rollout. Target owners and finance partners use it to agree what counts as a gain. After its first holdout read-out, revisit the driver tree itself: levers that showed no uplift may be mislabelled as controllable, and a missing driver often explains the residual.