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Artificial Intelligence for Business

2-day course

FA-0110 · 2-day

Data & Analytics

Introduction

Welcome to "Artificial Intelligence for Business." This course is designed to introduce participants to the foundational concepts and relevance of artificial intelligence (AI) in the world of business. Our trainers come from a strong industry background, having immersed themselves in the field of AI for over a decade. They bring real-world experiences and insights to help participants grasp the essentials of AI, its integration with big data, and its transformative impact on businesses.

Learning outcomes

By the end of this course, participants will be able to:

1. Understand the basics of data science and its role in modern business.

2. Recognize the significance of big data and its relationship with machine learning and AI.

3. Comprehend data workflows and the stages of data processing.

4. Identify key AI applications in various business sectors.

5. Appreciate the strategic value of AI in decision-making and future business trends.

Prerequisites

1. Basic understanding of business operations and processes.

2. Familiarity with the general concept of digital technology.

3. An open mindset to explore new technological paradigms in business.

Training outline

1. Introduction to Data Science

1. Definition and Overview: Exploring what data science is and why it's pivotal for businesses today.
2. Components of Data Science: An introduction to statistics, data analysis, and machine learning.
3. Intended Outcome: Participants will have a foundational understanding of data science and its components.

2. Big Data: The Fuel for AI

1. Understanding Big Data: Definition, characteristics, and importance.
2. Sources of Big Data: Where does big data come from? Exploring data from social media, IoT devices, and other channels.
3. Big Data and Business Decisions: How businesses leverage big data for informed decision-making.
4. Intended Outcome: Participants will appreciate the importance and role of big data in shaping AI and business strategies.

3. Data Workflow: From Collection to Insights

1. Data Collection: Methods and challenges of gathering data.
2. Data Cleaning and Preparation: The process of refining and getting data ready for analysis.
3. Data Analysis and Interpretation: Extracting meaningful insights from processed data.
4. Intended Outcome: Participants will understand the stages of data processing and how raw data is transformed into actionable insights.

4. 4. The Basics of AI and Machine Learning

1. AI Defined: What is AI and its relevance to businesses?
2. Machine Learning vs. Traditional Programming: Differences and significance.
3. Types of Machine Learning: Supervised, unsupervised, and reinforcement learning.
4. Intended Outcome: Participants will have a basic grasp of AI and the types of machine learning, recognizing their importance in business contexts.

5. Big Data's Role in Machine Learning and AI

1. Training AI Models: How big data is used to teach and improve AI systems.
2. The Importance of Quality Data: Why the quality of data matters more than quantity.

3. Challenges with Big Data in AI: Addressing concerns like bias and ethical considerations.
4. Intended Outcome: Participants will understand the symbiotic relationship between big data, machine learning, and AI.

6. AI Applications in Business

1. Customer Experience Enhancement: Using AI for personalized marketing, chatbots, and customer support.
2. Operational Efficiency: AI in supply chain, inventory management, and process automation.
3. Strategic Decision Making: Predictive analytics, forecasting, and data-driven decision support.
4. Intended Outcome: Participants will recognize diverse applications of AI in various business sectors and their strategic value.

7. The Future of AI in Business

1. Emerging Trends: AI's role in shaping the future business landscape.
2. Ethical Considerations: Addressing concerns about AI's impact on jobs, privacy, and society.
3. Intended Outcome: Participants will be equipped to speculate on future AI trends and integrate ethical considerations in AI-driven business strategies.

This course will offer a blend of theoretical understanding and real-world examples, ensuring participants not only grasp the fundamentals but also appreciate the practical applications of AI in various business domains.

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