



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



## 23BAT613 – Artificial Intelligence for Managers

### Unit I – TECHNOLOGY OVERVIEW AND FUNDAMENTALS



Presented by

**Ms.S.D.Shamini**  
*Design Thinker*

Redesigning Common Mind & Business Towards Excellence

**1<sup>st</sup>** Indian  
Institution  
to Implement  
& Patent  
Design  
Thinking  
FrameWork

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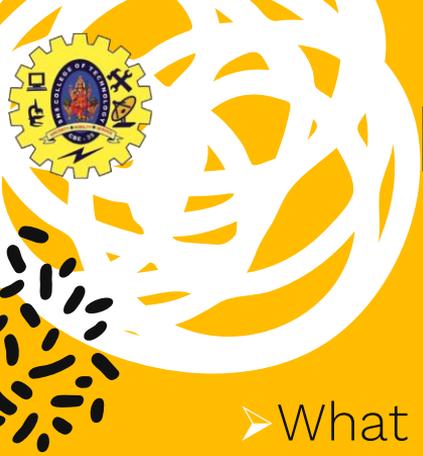
Build an Entrepreneurial Mindset through our Design Thinking FrameWork



# Guess the Topic!!!

Introduction to AI/ML  
Technologies/Applications





# Discussion about....

- What is AI/ML in business
- Role of AI and ML in Bringing Transformative Impact in Business
- Applications





## Reason to study the AI/ML in Business



### 12 important benefits of AI for business

1. Better decisions
  2. Efficiency and productivity gains
  3. Improved speed of business
  4. New capabilities and business model expansion
  5. Personalized customer services and experiences
  6. Improved services
  7. Improved monitoring
  8. Better quality and reduction of human error
  9. Better talent management
  10. More innovation
  11. Increased profitability
  12. Industry-specific improvements
- 

### Business benefits of machine learning

- Address industry needs
  - Improve planning/forecasting
  - Retain customers
  - Boost efficiency
  - Increase revenue
  - Detect fraud
  - Cut unplanned downtime
  - Build upon original ML investment
- 



# Definition of Artificial Intelligence

## Artificial Intelligence



**A way of making a computer, robot, or software think and act like a human.**

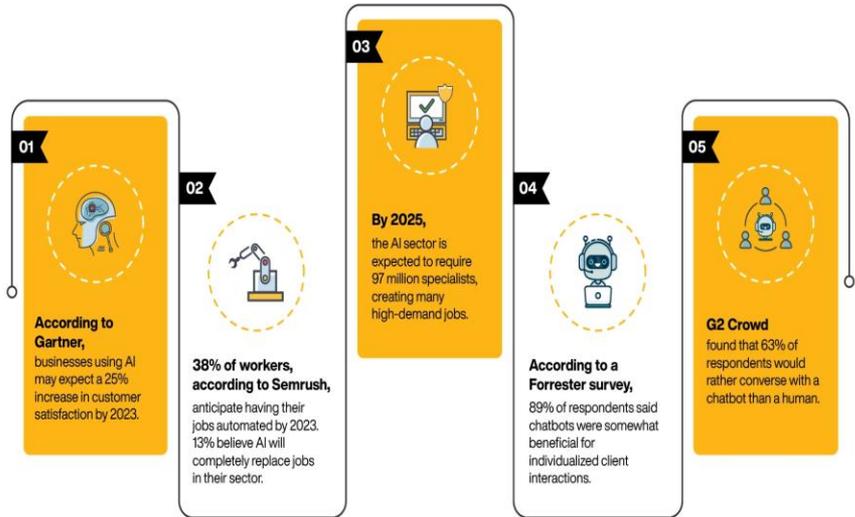


**"Hi, computer."**

**"Hello, Sue. Pam's coming at 3pm."**

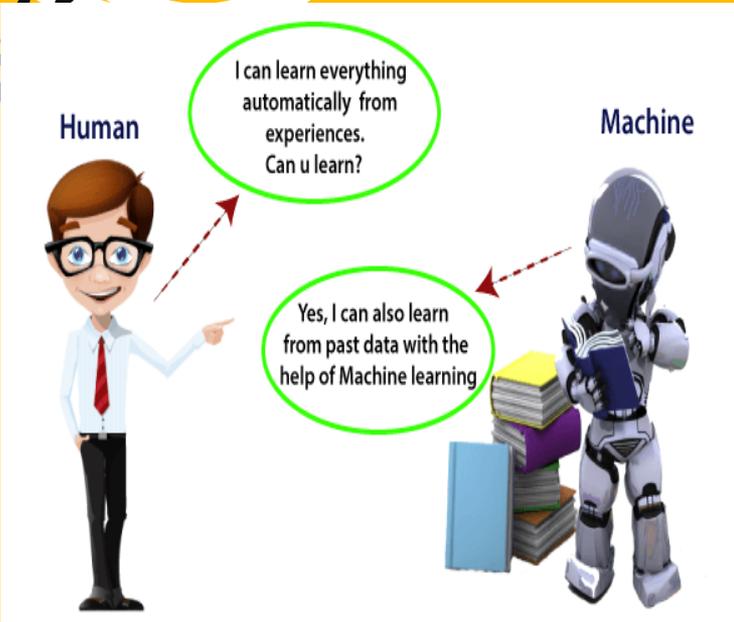


## ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS: 2022 STATISTICS





# Definition of Machine Learning



## ***Machine Learning***

*A Subset of AI that Enables Computers to Autonomously Improve Tasks, Often with Minimal Human Input, by Analyzing Data*

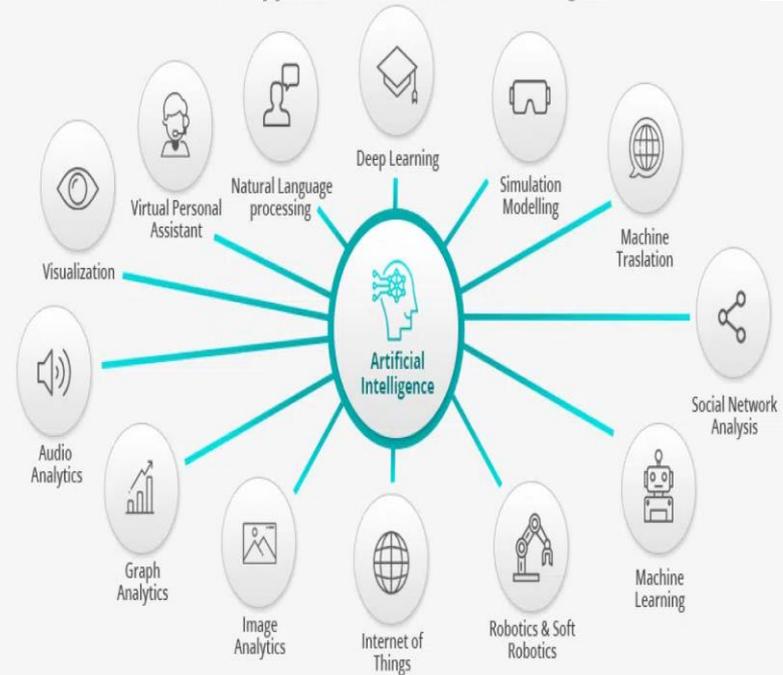
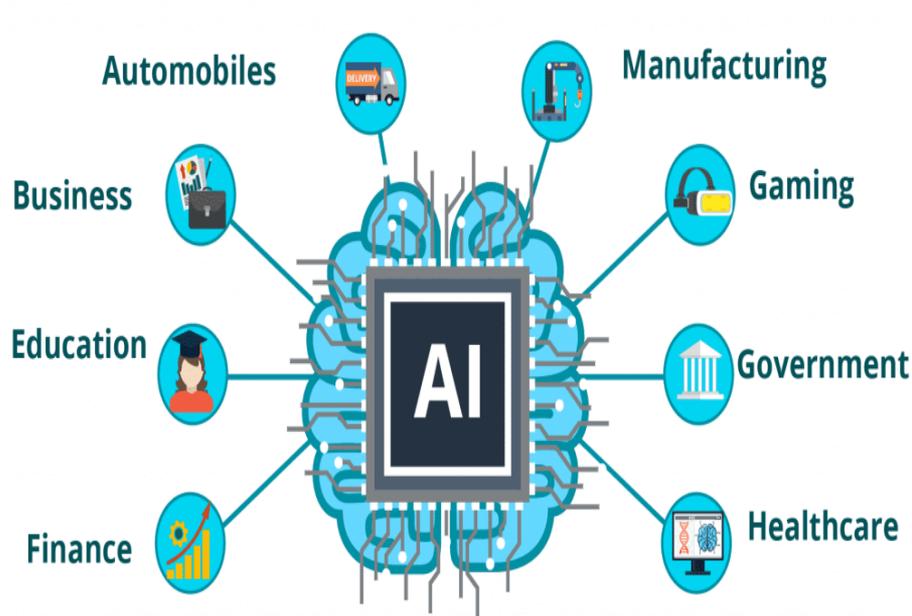


# Role of AI and ML in Business





# Application of AI in Business



# Application of ML in Business





# Knowledge Check

Which of the following best describes Artificial Intelligence (AI)?

- X The ability of a computer system to perform tasks that normally require human intelligence.
- X The process of creating computer programs that can learn from data to make predictions or decisions.
- X A branch of computer science focused on creating algorithms that can improve automatically through experience.
- X The study of algorithms and statistical models that computers use to perform specific tasks without explicit instructions.

**The ability of a computer system to perform tasks that normally require human intelligence.**



# Summary

- What is AI/ML in business
- Role of AI and ML in Bringing Transformative Impact in Business
- Applications





# References

- <https://www.mindinventory.com/blog/ai-ml-in-business-processes/>
- <https://stl.tech/blog/introduction-to-machine-learning-and-its-applications/>





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# Thanks!

