



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT613 – Artificial Intelligence for Managers

Unit I – TECHNOLOGY OVERVIEW AND FUNDAMENTALS



Presented by

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Design Thinker

Redesigning Common Mind & Business Towards Excellence

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Guess the Topic!!!



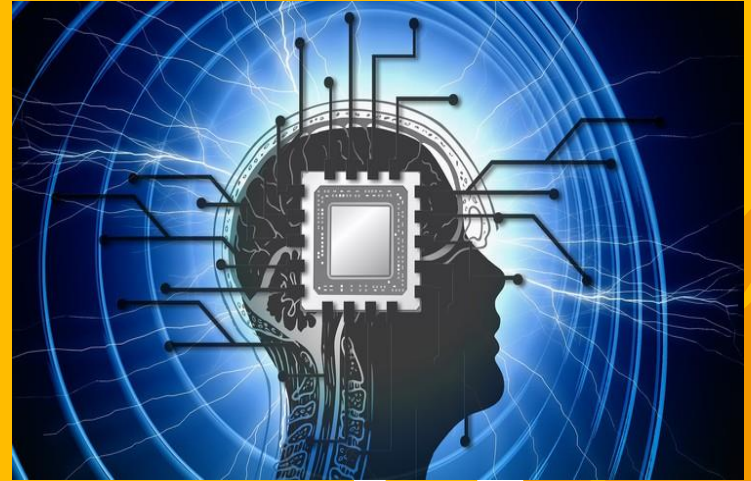
Importance of Data





Recap

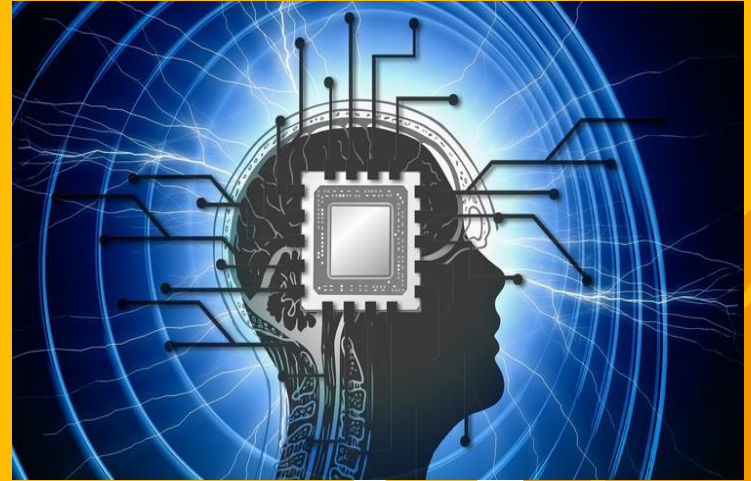
- Machine Learning Model
- Machine Learning Framework
- Machine Learning Tools
- Application of Machine Learning





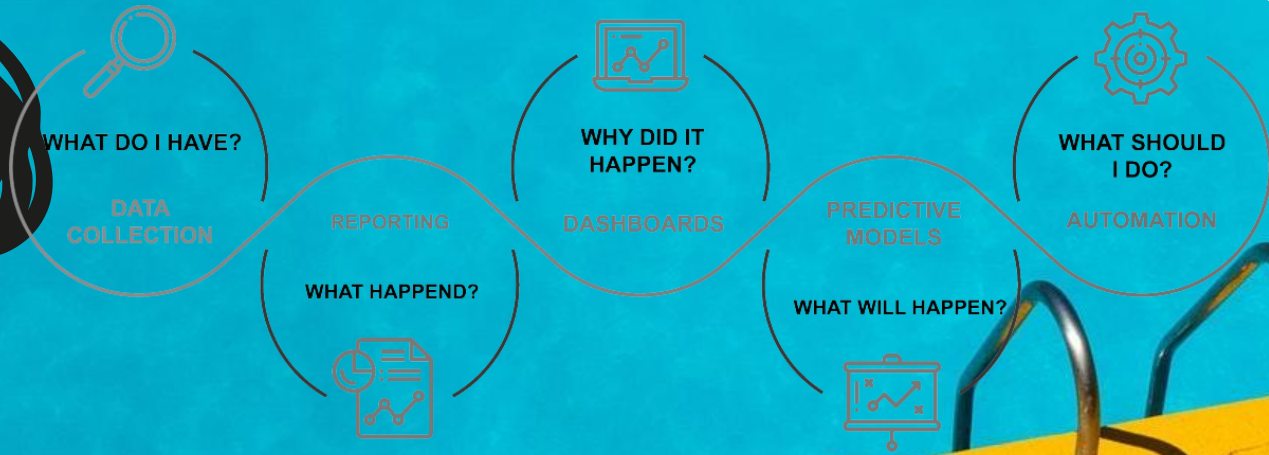
Discussion about....

- What is Data?
- Types of Data
- Methods of Data Collection
- Steps in Data Processing





Reason to study Importance of Data

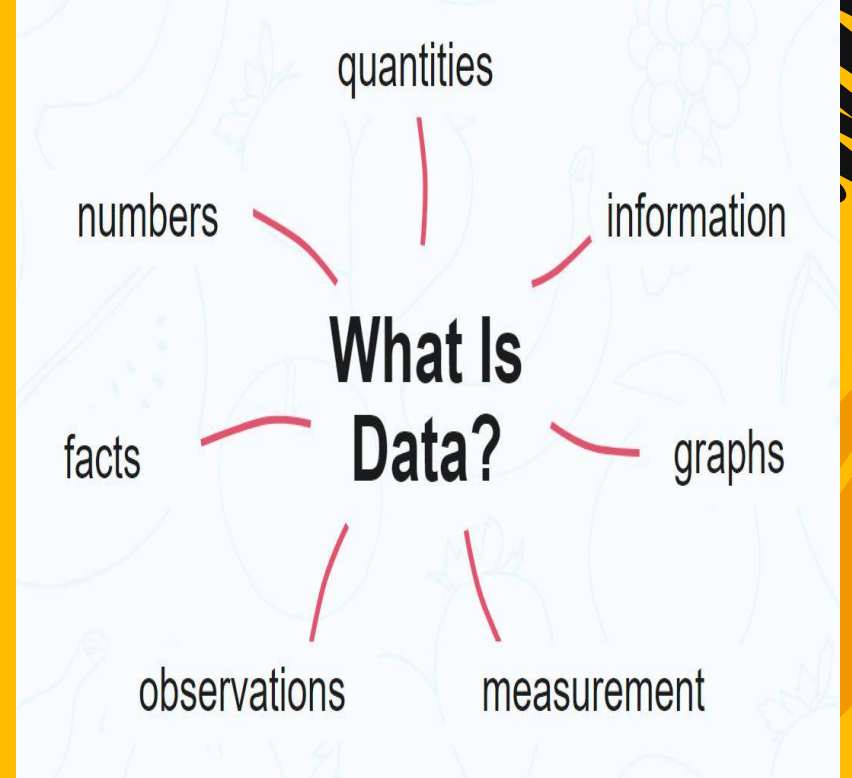




Data

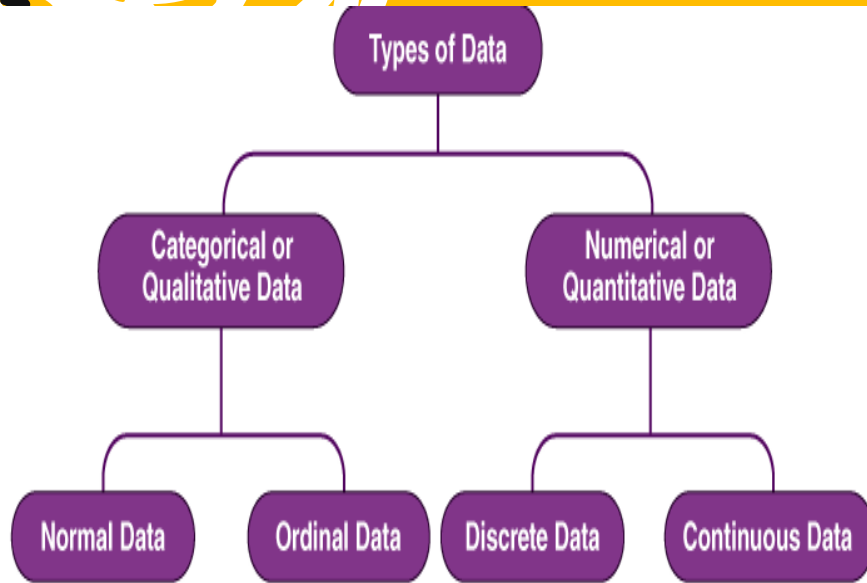


Factual information used as a basis for reasoning, discussion, calculation, publishing, or decision-making.



Types of Data



Machine learning models rely on four primary data types.

123



[text]

Numerical
Data

Categorical
Data

Time Series
Data

Text
Data



Methods of Data Collection

Methods of Collecting Data

Methods of Collecting Primary Data

- Direct Personal Investigation
- Indirect Oral Investigation
- Information from Local Sources or Correspondents
- Information through Questionnaires and Schedules
 - ┌ Mailing Method
 - └ Enumerator's Method

Methods of Collecting Secondary Data

- Published Sources
 - ┌ Government Publications
 - ┌ Semi-Government Publications
 - ┌ Publications of Trade Associations
 - ┌ Journals and Papers
 - ┌ International Publications
 - ┌ Publications of Research Institutions
- Unpublished Sources



Sources of Collecting Training Data



Open Source



Internet



**Artificial Data
Generation**

Steps in Data Processing

Data
Collection

Data
Transformation

Data
analysis

Data
Training

Experiment
ation



Knowledge Check

- Why is high-quality data crucial in AI and machine learning?
- X a) It makes algorithms run faster.
 - X B) It ensures accurate and reliable model predictions.
 - X C) It reduces the need for computational resources.
 - X D) It decreases the complexity of model architectures
 - X **.Answer: It ensures accurate and reliable model predictions**



Summary

- What is Data?
- Types of Data
- Methods of Data Collection
- Steps in Data Processing





References

- <https://www.relyservices.com/blog/importance-data-processing-in-machine-learning>





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Thanks!

