



SNS College of Technology

Coimbatore - 35



23BAT615 – Artificial Intelligence for Managers

Unit V – Frameworks For Delivering AI Solutions



Presented by

Ms.S.D.Shamini
Design Thinker

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Guess the Topic!!!



Application of AI & ML in Marketing

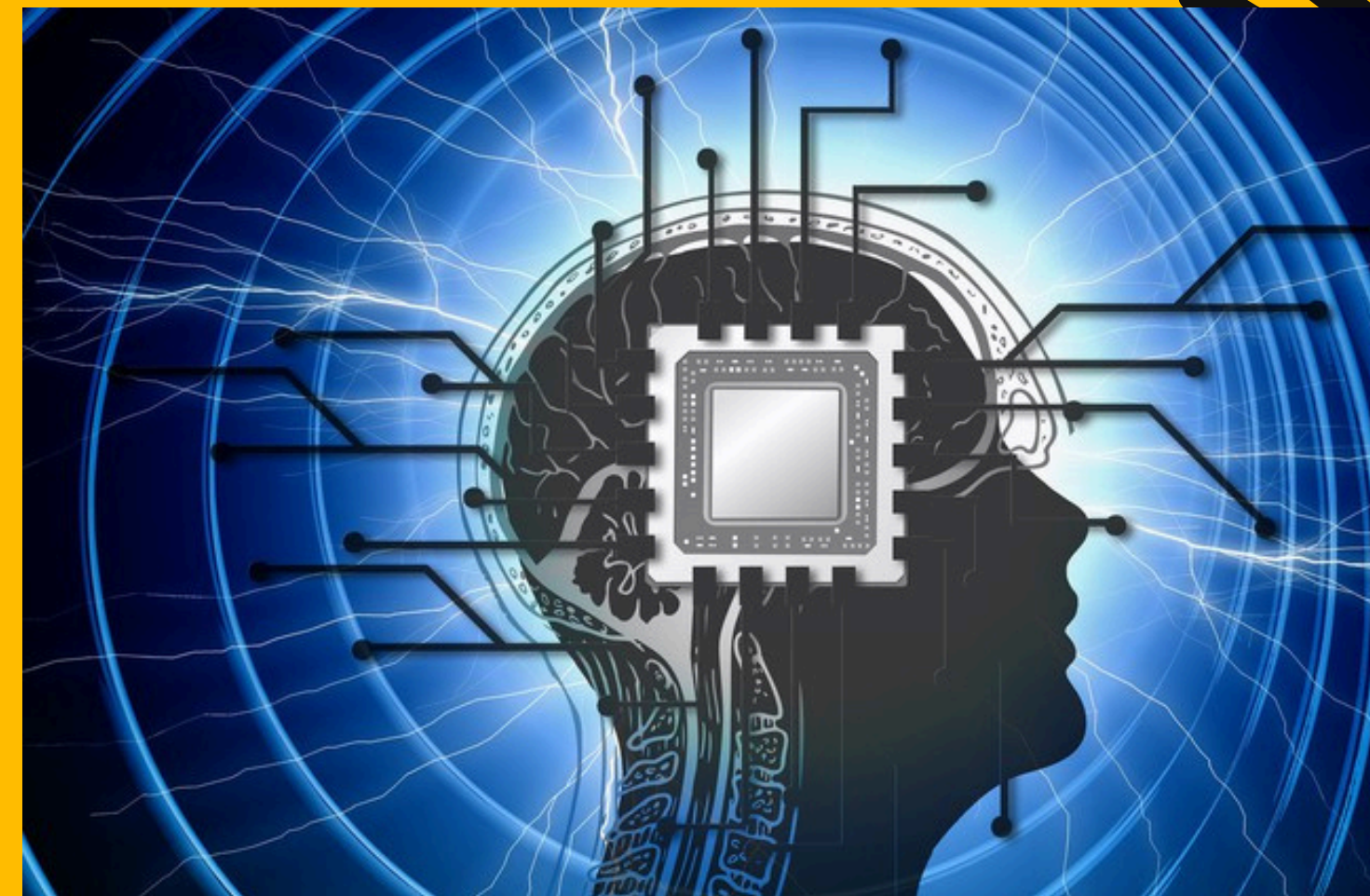
The infographic displays several key applications of AI and ML in marketing:

- Customer Segmentation and Target Marketing:** Represented by a laptop and a smartphone showing data visualizations.
- Product Recommendation Engines:** Shown with interlocking gears and logos for brands like Nike, Adidas, and Myntra.
- Return Customers / Addressing Customers:** Illustrated with two female figures holding hands.
- Dynamic Pricing:** Includes the text "Buy 2 Get 3 - Buy" and images of a cap and shoes.
- Chatbots:** Depicted with a robot character and the text "AI" on its chest.
- Live Chat:** Shown with a robot and speech bubbles.
- IDC survey says 83% companies use predictive LEAD SCORING:** Accompanied by a bar chart and a person climbing stairs.
- Sentiment Analysis / Personalised Customer Experience:** Represented by a box containing three different facial expressions.
- Content Creation / Optimization / Deployment:** Includes social media icons for Facebook, Email, YouTube, LinkedIn, and Twitter.



Recap

- Reason to study implementation and change management consideration
- Implementation of AI & ML in business
- Change management considerations in AI & ML in business





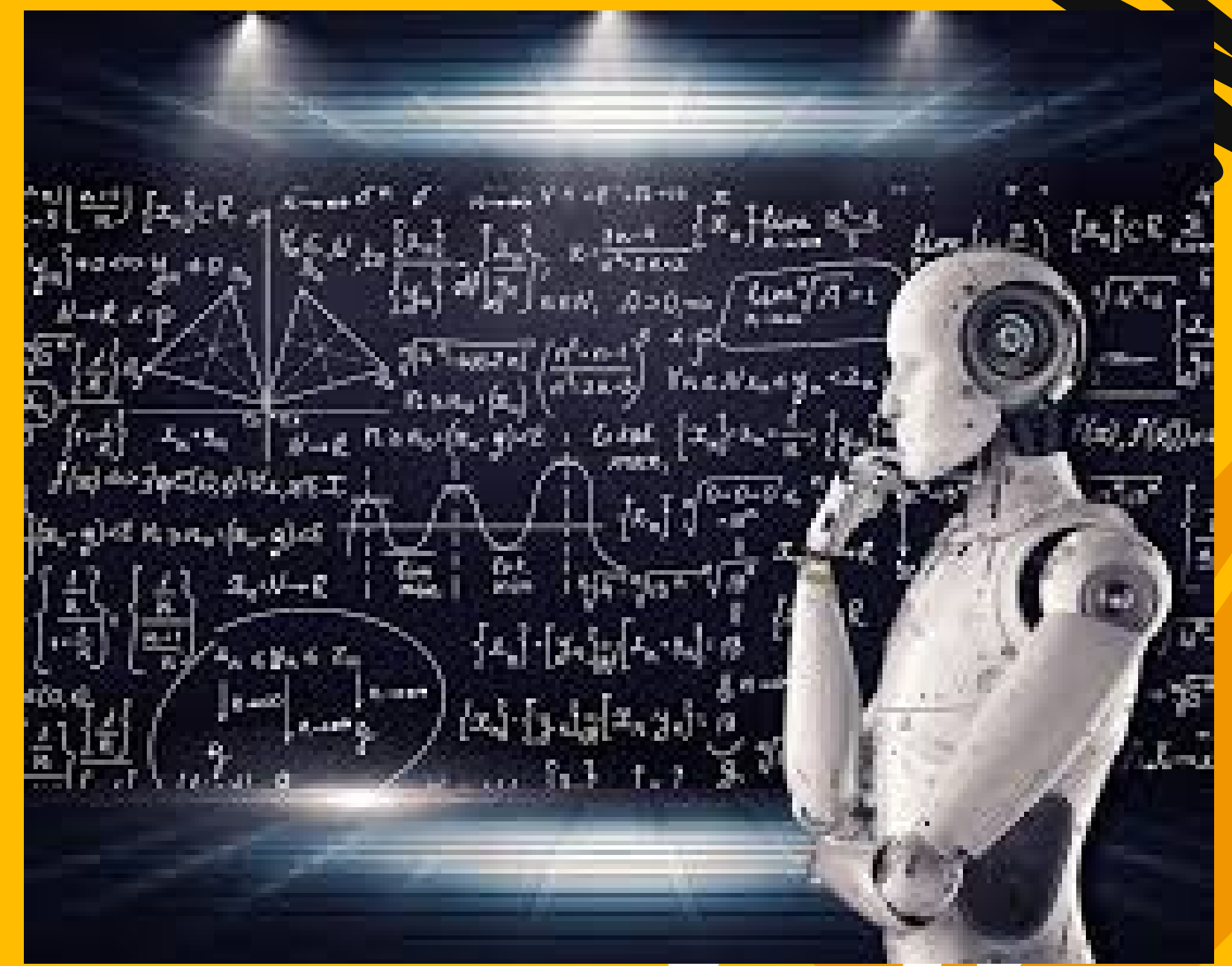
Discussion about....

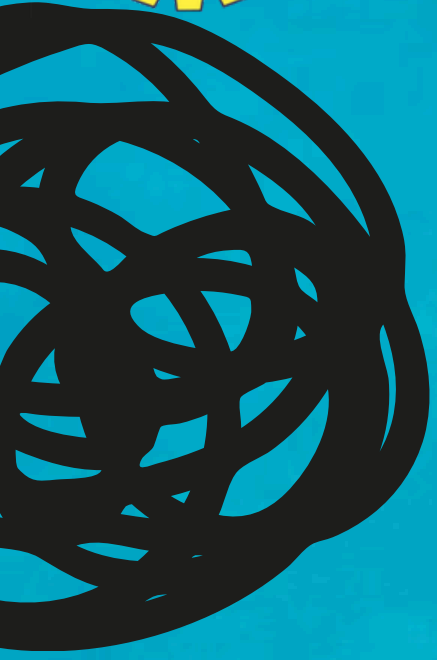


Reason to study AI & ML in Marketing

Current state of AI in Marketing

- Data Preprocessing Visualization
- Model Performance Visualization
- Feature Importance
- Model Interpretability
- Deployment and Monitoring







Introduction

Start with the Problem

- Identify the Pain Points: Begin by clearly defining the problem the AI solution aims to solve. Use real-world examples to make the issue relatable.
- Stakeholder Perspective: Frame the problem from the perspective of those affected, be it customers, employees, or the business.





Define purpose

- AI Solution Objective: Explain the objective of the AI solution. What goals does it aim to achieve?
- Impact on Business: Highlight how solving this problem aligns with the organization's goals and mission.





Simplify the technology and Show the journey



Simplify the Technology

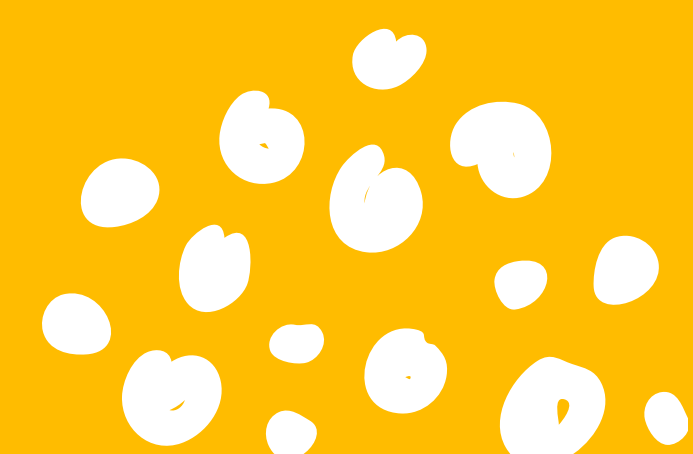
- Avoid Jargon: Use simple language to explain complex AI concepts.
- Analogies and Metaphors: Use analogies to relate AI processes to everyday activities, making them easier to understand.

Show the Journey

- Data Collection and Preparation: Describe the data journey, from collection to preprocessing, emphasizing the importance of high-quality data.
- Model Development: Explain the model development process, including any challenges faced and how they were overcome.



Visualize the Process

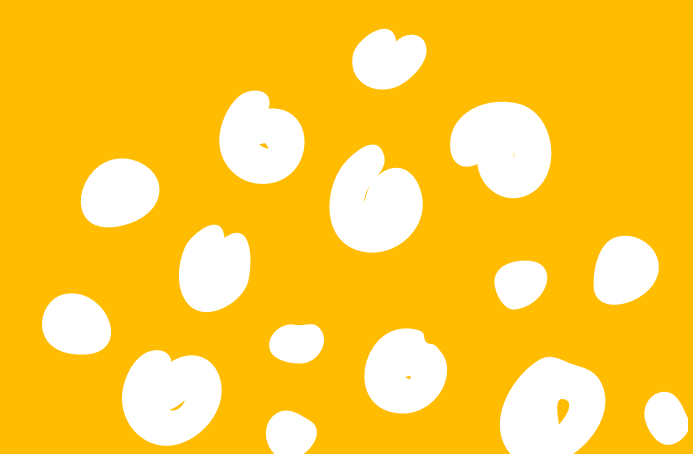




Visualize the Process

Illustrative Visuals: Use diagrams, flowcharts, and visual aids to illustrate the AI pipeline, from data ingestion to model deployment.

- Step-by-Step Narration: Break down each stage of the process into digestible parts, providing clear explanations and visuals for each step..

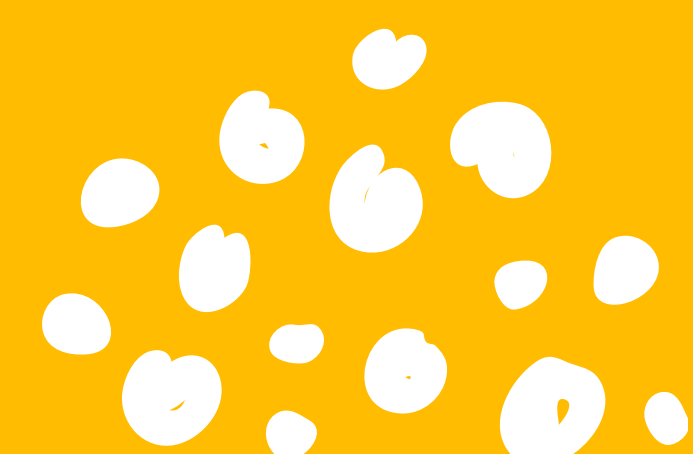




Highlight key results

Highlight Key Results

- Performance Metrics: Share key performance indicators (KPIs) and metrics that demonstrate effectiveness of the AI solution.
- Case Studies and Success Stories: Use case studies or anecdotes to show the real-world impact of the AI solution.





showcase benefits

Showcase Benefits

- Quantitative Benefits: Provide data-driven evidence of benefits, such as increased efficiency, cost savings, or improved customer satisfaction.
- *Qualitative Benefits: Highlight intangible benefits like enhanced decision-making, innovation, and competitive advantage.

Address Concerns and Challenges

- Transparency: Be transparent about any limitations or challenges faced during the development and deployment of the AI solution.
- Future Enhancements*: Discuss potential improvements and future directions for the AI solution.





References

- <https://www.salesforce.com/in/resources/guides/role-of-ai-in-marketing/#:~:text=Marketing%20Automation%3A%20AI%20is%20utilised,respond%20positively%20to%20marketing%20messages.>



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Thanks!

