SNS College of Technology

Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit V – Frameworks For Delivering AI Solutions

Presented by

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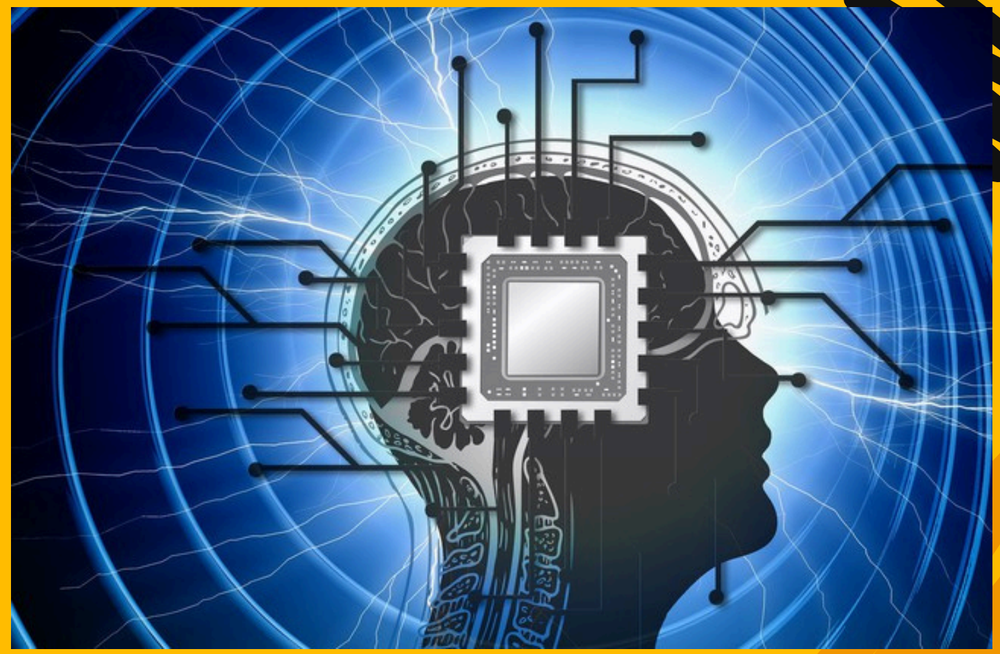
Guess the Topic!!!

Application of AI & ML in Marketing

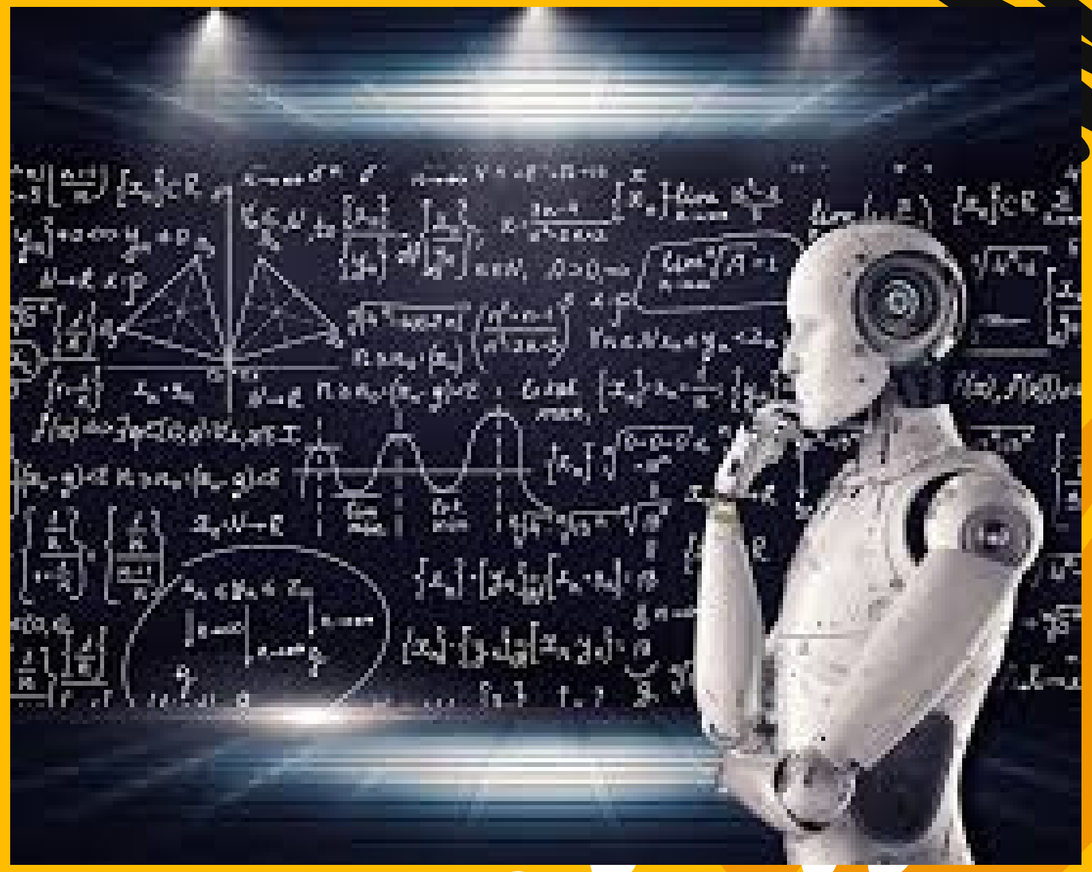
Recap

- 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

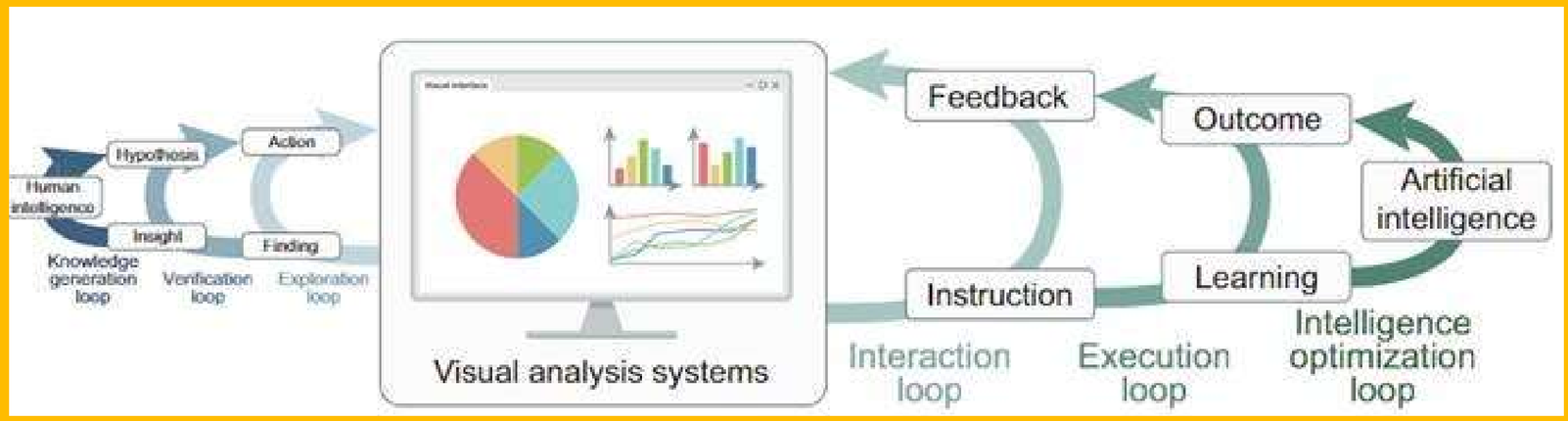
Simplify the Technology

- 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 imp of the AI solution.

showcase benifits

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.

Thanks!

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