



Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit V – Frameworks For Delivering AI Solutions

SNS COLLEGE OF TECHNOLOGY



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Redesigning Common Mind & Business Towards Excellence

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Thinking
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Guess the Topic!!!



Basic Visualization skills in AI

Customer Segmentation and Target Marketing

PRODUCT RECOMMENDATION ENGINES

Return Customers
Left Customer
ADDRESSING CUSTOMER CHURN

Dynamic Pricing Models
Buy 2 Get 3 – Buy 4 Get 7

CHATBOTS

Live Chat

IDC survey says 83% companies use predictive LEAD SCORING

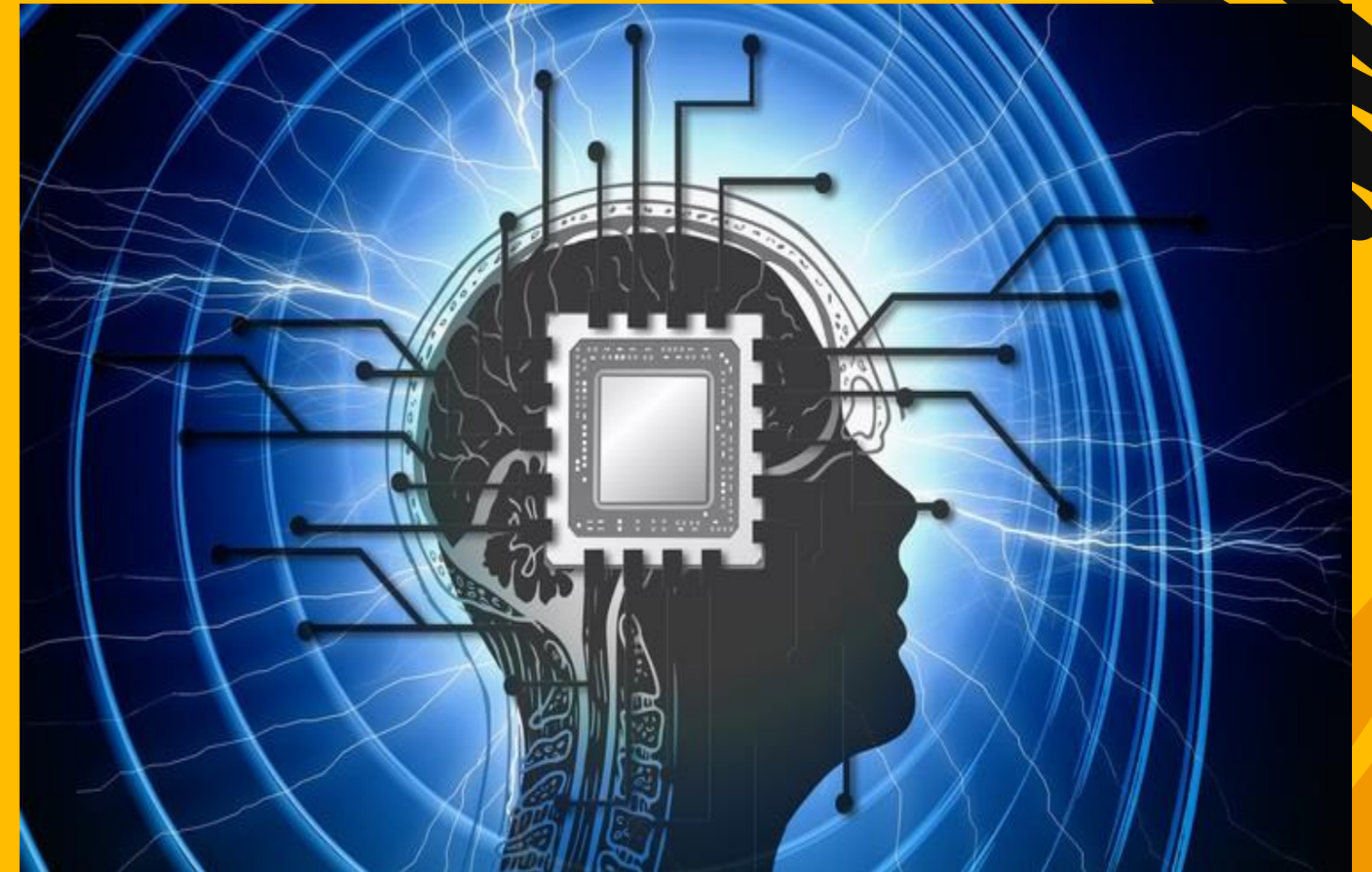
Sentiment Analysis
Personalised Customer Experience

Content Creation Optimization & Deployment



Recap

- Usage of Data to influence Decision





Discussion about....

Mastering Basic Visualization Skills in AI



Introduction

Understanding the basics of **data visualization** is crucial for AI professionals. It involves creating **visual representations** of data to extract insights and make informed decisions. This skill is essential for **communicating findings** effectively.



Importance of Visualization

Effective visualization enhances understanding of complex AI concepts. It enables pattern recognition and aids in decision-making by presenting data in a clear and concise manner.



Types of Visualizations

Various types of visualizations such as **bar charts, scatter plots, and heat maps** serve different purposes in AI. Understanding when to use each type is essential for conveying **meaningful insights.**



Best Practices

Utilize color schemes effectively, ensure label clarity, and maintain consistency in design for impactful visualizations. Incorporating interactive elements can enhance user engagement and understanding.



Data Visualization Tools

Familiarize with tools like Tableau, Power BI, and matplotlib to create visually appealing representations of data. These tools offer a wide range of customization options and integration capabilities.





Challenges in Visualization

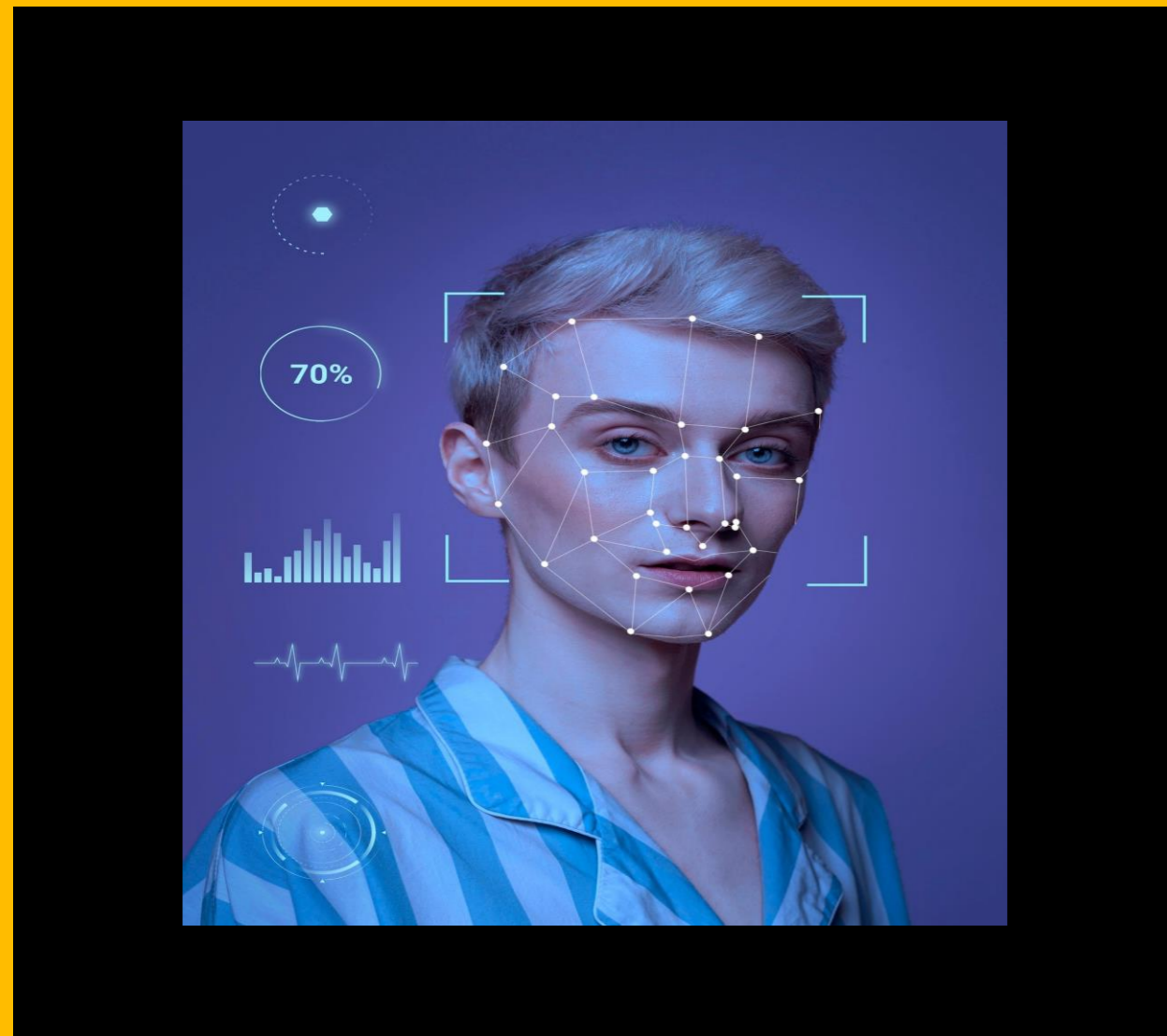
Overcoming data overload, misinterpretation, and visual clutter are common challenges in AI visualization. Understanding these challenges is crucial for creating effective visualizations.



Future Trends

The future of AI visualization lies in augmented reality, virtual reality, and 3D visualizations. These technologies will offer immersive experiences for analyzing and interpreting data.

Application in AI



In AI, visualization is used for exploratory data analysis, model evaluation, and communicating insights to stakeholders. It plays a pivotal role in interpreting AI models and their results.



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Thanks!

