SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit V – Framework for delivering AI Solutions

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Guess the Topic!!!

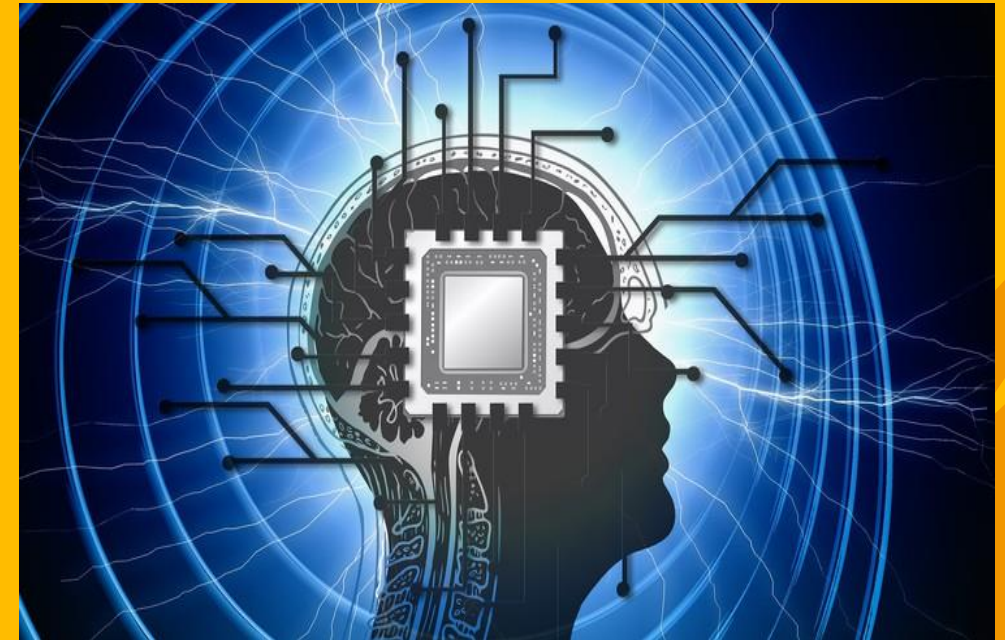**Application of AI & ML in Marketing**

Recap

Influencing Decisions Through Data Analysis

    ✗   Introduction

    ✗   Statistical Analysis

    ✗   Predictive Analytics

Discussion about….

- Predictive Analytics

- Decision Optimization

- Risk Assessment

- Data Privacy

- Strategic Decision-Making

- Performance Evaluation

- Adaptive Strategies

Predictive Analytics

Fostering a **data-driven culture** within an organization is paramount for leveraging the full potential of data analysis. Encouraging *data literacy* and promoting evidence-based decision-making can drive innovation and growth.
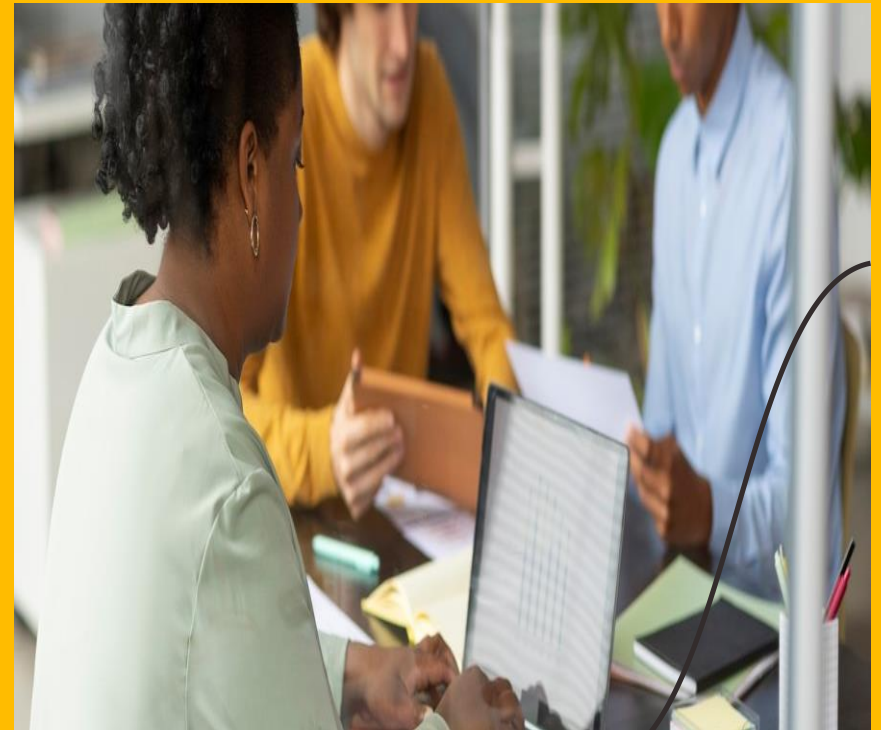
Decision Optimization

✗ Data analysis facilitates **decision optimization** by providing insights into the potential outcomes of different choices. By evaluating various scenarios, organizations can make informed decisions that align with their strategic objectives.

Risk Assessment

Data analysis plays a critical role in **risk assessment** by identifying potential threats and opportunities. By evaluating historical data and market trends, organizations can mitigate risks and capitalize on emerging possibilities.

Data Privacy

Ethical considerations are integral to responsible data analysis. Organizations must prioritize **data privacy** and *security* while ensuring transparency and fairness in their decision-making processes.

Strategic Decision-Making

x Data analysis empowers organizations to make **strategic decisions** that are aligned with their long-term objectives. By leveraging actionable insights, businesses can navigate challenges and capitalize on emerging trends.

Performance Evaluation

Data analysis enables organizations to conduct comprehensive performance evaluations across various functions. By measuring key metrics and KPIs, businesses can optimize processes and drive continuous improvement.

Adaptive Strategies

✗ Adopting **adaptive strategies** based on data analysis allows organizations to respond effectively to changing market dynamics. By staying agile and responsive, businesses can capitalize on emerging opportunities and mitigate risks.
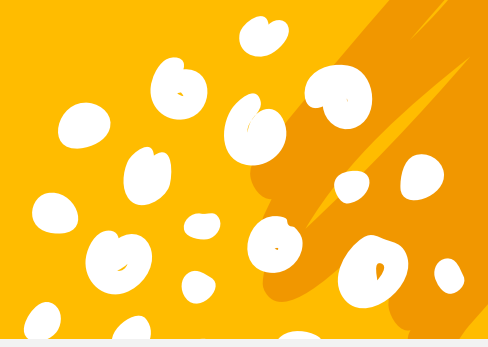
Summary

Predictive Analytics

Decision Optimization

➢ Risk Assessment

➢ Data Privacy

➢ Strategic Decision-Making

➢ Performance Evaluation

➢ Adaptive Strategies

References

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Thanks!