

AI Demystified

Hype Situation

● Artificial intelligence
Field of study

● Blockchain
Topic

● Data science
Field of study

● Machine learning
Field of study


● Big data
Topic

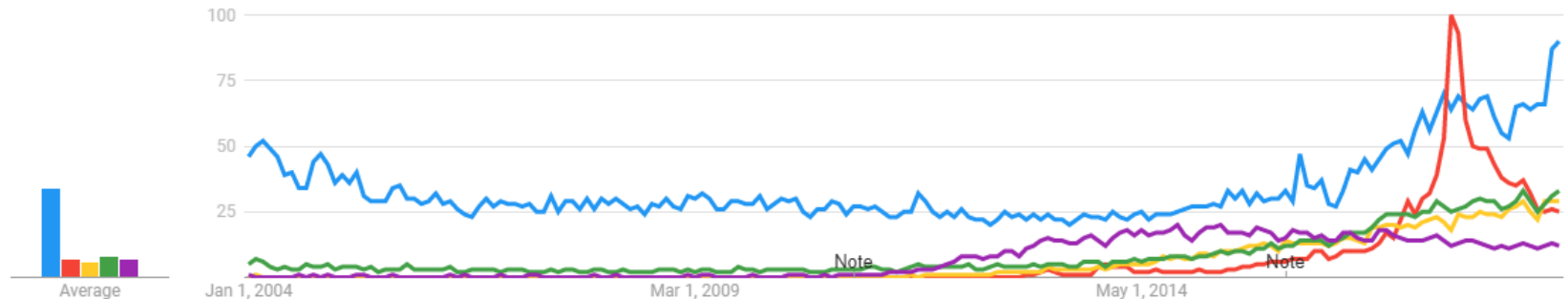
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time 



Are We Missing the Train?

- + How does my organization make sure we are not missing out on something important that continues to pick up speed?
- + How can I embrace these new technologies so they bring high-value impact to my company without risking too much money or other valuable resources and energy in the process?

Clarifying the Big Terms

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+ Artificial Intelligence (AI)

Clarifying the Big Terms

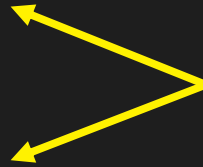
+ Artificial Intelligence (AI)

+ Data Science (DS)

Clarifying the Big Terms

+ Artificial Intelligence (AI)

+ Data Science (DS)



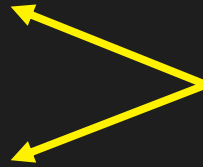
Is it AI or DS then?

Clarifying the Big Terms

+ Artificial Intelligence (AI)

+ Data Science (DS)

+ Machine Learning (ML)



Is it AI or DS then?

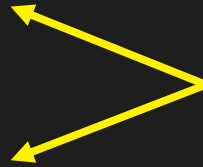
Clarifying the Big Terms

+ Artificial Intelligence (AI)

+ Data Science (DS)

+ Machine Learning (ML)

+ Big Data

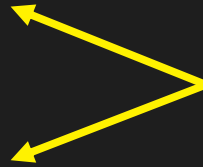


Is it AI or DS then?

Clarifying the Big Terms

+ Artificial Intelligence (AI)

+ Data Science (DS)



Is it AI or DS then?

+ Machine Learning (ML)

+ Big Data

+ And Others

- Data mining
- Big data analytics
- Business intelligence (BI)
- Etc.

Prerequisite Understanding

+ Basic promise:

- Seek out new revenue streams
- Avoid losing money or getting other damages due to inefficiencies, fraud, or human error
- Does so by looking at your data and applying data analytics and ML tricks on it

+ Applicability:

- Transactions, log files → credit scoring, fraud detection, intrusion detection, conversion & churn prediction etc
- Images & videos → image recognition, movement detection, counting crowd, etc
- Audio, vibrations → predictive maintenance, music recommendations, etc.
- Natural language texts (NLP) → content recommendation, chatbots, etc.

+ Example Cases Studies:

- Fraud detection
- CLV prediction -> targeted marketing

Prerequisite Understanding – Limitations?

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+ The nature of probability

Prerequisite Understanding – Limitations?

+ The nature of probability

+ The question of doability

The Process – 1: The Question

+ What is the question?

+ What is the (business) impact?

The Process – 2: Target Accuracy

+ Target KPI or success criteria?

+ Makes sense in business case?

The Process – 3: Research & Validation

- + Target KPI achievable?

- + Data exploration and analysis

- + Outcomes:

 - Training, test and validation datasets

 - ML models

The Process – 4: Product Development

- + If step 3 was successful
- + Design sprint(s)
- + MVP
- + Sprint based product development

01

THE QUESTION

- What is the question?
- What is the business impact?

02

TARGET ACCURACY

- Target KPI / success criteria?
- Makes sense in business case?

03

RESEARCH & VALIDATION

- Target KPI achievable?
- Data exploration & analytics

04

PRODUCT DEVELOPMENT

- If Step 3 was successful
- Design sprint(s)
- MVP
- Sprint based product development



Your Data Science & Software Development Partner



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