



# METEOR

Presents

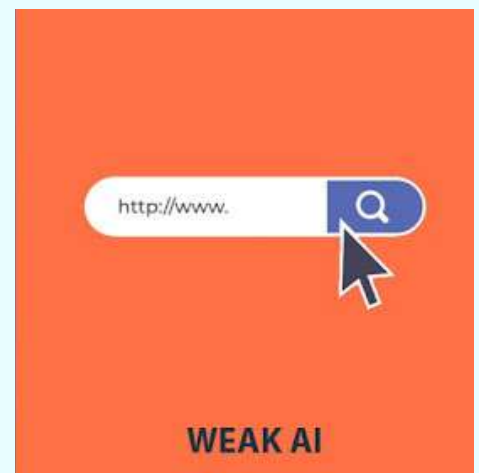
## Artificial Intelligence in Business

SMT. K.G SHAH DEPARTMENT OF MANAGEMENT STUDIES

Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence like teaching a computer to think and make decisions on its own rather than just following pre-programmed instructions. Artificial intelligence allows machines to model, or even improve upon, the capabilities of the human mind.

### Strong AI vs. weak AI

Weak AI, also known as narrow AI, is designed and trained to complete a specific task. Industrial robots and virtual personal assistants, such as Apple's Siri, use weak AI. Weak AI is contrasted with strong AI, which would exhibit general intelligence comparable to that of a human being, capable of understanding and learning across a wide range of tasks and domains.



Strong AI, also known as artificial general intelligence (AGI), describes programming that can replicate the cognitive abilities of the human brain. When presented with an unfamiliar task, a strong AI system can use fuzzy logic to apply knowledge from one domain to another and find a solution autonomously.



## Father of Artificial Intelligence

John McCarthy is considered as the father of Artificial Intelligence. John McCarthy was an American computer scientist. The term "artificial intelligence" was coined by him. He is one of the founder of artificial intelligence, together with Alan Turing, Marvin Minsky, Allen Newell, and Herbert A.

## Algorithm

An algorithm is like a recipe for a computer. It provides a sequence of instructions that guide the computer on how to solve a specific problem or perform a task. Just as a recipe helps you create a consistent and delicious dish, an algorithm ensures consistent and reliable outcomes in the digital world.

## Advantages of AI

Artificial intelligence (AI) offers unparalleled efficiency and accuracy in data analysis, enabling swift decision-making across industries. It enhances automation, reducing human error and labor costs. AI-driven systems continuously learn and adapt, improving productivity and innovation. Its applications range from healthcare diagnostics to personalized recommendations, driving progress and competitiveness.

## AI used in day to day life

AI is integrated into daily life through virtual assistants like Siri and Alexa, personalized recommendations on streaming platforms, facial recognition for unlocking phones, fraud detection in banking, language translation apps, predictive text in messaging, and navigation systems. It optimizes processes, enhances convenience, and adapts services to individual preferences, revolutionizing daily routines.



# “Future of AI”

## Sustainability

AI will be instrumental in addressing environmental challenges such as climate change, pollution, and resource management. AI-powered solutions can optimize energy consumption, improve forecasting models for extreme weather events, and facilitate sustainable practices in various industries.

## Human-AI Collaboration

Rather than replacing humans, AI will increasingly enhance human capabilities, leading to new forms of collaboration between humans and machines. This could involve AI systems assisting professionals in decision-making processes or enhancing creativity in artistic endeavors.



## Education

AI enhances future education by personalizing learning, automating administrative tasks, providing instant feedback, enabling adaptive learning systems, facilitating collaboration, offering virtual tutors, and analyzing big data to improve teaching methods and student outcomes.



## Healthcare

AI will play a significant role in revolutionizing healthcare, from early disease detection and diagnosis to personalized treatment plans and drug discovery. AI-driven technologies like predictive analytics and telemedicine will improve patient outcomes and reduce healthcare costs.



# AI ruling over the world

## “Marketing with AI”

### Content creation:

Creating content like blogs, emails ect for marketing expert

### Customer service chatbots:

This chatbot helps to solve frequent queries asked by the customer. The trained chatbot answers the question immediately

### Audience segmentation:

In this AI has the power to segment the customers as per the needs and traits of different groups this helps the company to deploy its marketing efforts in the correct direction.

## “Finance with AI”

### Portfolio Management:

AI algorithms can optimize investment portfolios by analyzing market trends, risk profiles, and individual investor preferences to maximize returns and minimize risks.

### Credit Scoring:

AI models can assess creditworthiness more accurately by analyzing alternative data sources, such as social media profiles and online behavior, in addition to traditional credit data.

## “HR with AI”

### Recruitment and Talent Acquisition:

AI-powered tools can streamline the recruitment process by automating candidate sourcing, resume screening, and candidate matching.

### Employee Engagement and Retention:

AI-powered sentiment analysis tools can analyze employee feedback from surveys, reviews, and social media to gauge employee sentiment and identify areas of concern or dissatisfaction. This information can be used to implement targeted interventions and initiatives to improve employee engagement and retention.

# Sneak peek into Ai

## Funfacts about AI



Lenskart has developed an AI-based recommendation system that suggests the best frames and lenses for each customer based on their face shape, skin tone, prescription, and preferences



### AI Cars

India First AI sports car. AI cars made by Harshal Mahadev Nakshane. He is the visionary behind this pioneering project. He aims to revolutionize the automotive industry with his fusion of artificial intelligence and hydrogen technology.



### AI designing AI

Once the AI has improved itself to a certain extent, it could potentially use its enhanced intelligence to design and create another AI system that surpasses its own capabilities.



### AI Baby

A team of engineers from Barcelona, Spain has successfully designed and built a sperm-injecting robot that has fertilized more than a dozen human eggs, resulting in healthy embryos and the birth of two baby girls

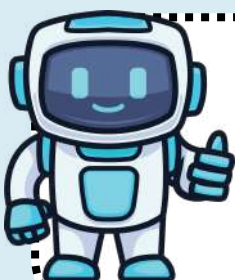
## Non-technical AI course

### 1. AI for Everyone:

Offered by Coursera, this course is designed for non-technical professionals who want to understand AI concepts and how they can be applied in business contexts.

### 2. AI and the Future of Work:

This course explores the impact of AI technologies on the future of work, including changes in job roles, skills requirements, and workplace dynamics.



What's unique about Amazon Go is the Just Walk Out technology. Customers use their Amazon app, a credit card, or Amazon One to open a gate to enter the store. They shop for what they need and then simply leave the store through the designated exit gate. Customers are charged for what they take from the shop.



# Brands using AI



## Tesla

Tesla utilizes AI primarily in their Autopilot feature, employing neural networks for advanced driver-assistance systems. Tesla constantly updates software using over-the-air (OTA) updates, improving AI algorithms and enhancing vehicle capabilities, safety, and performance.



## Amazon

Amazon utilizes AI across various aspects of its business, including personalized recommendations, inventory management, fraud detection, and voice-activated virtual assistant Alexa.



**Google CEO** ✓



AI will be more transformative to humanity as a species than electricity and fire.



15k Likes 3k comments



## Apple

Apple incorporates AI in various products and services, enhancing user experiences. Siri, Apple's virtual assistant, utilizes AI for natural language processing. Additionally, AI powers features like facial recognition in photos and predictive text in messaging, providing seamless interactions.

## Google



Google uses AI across its products for tasks like search ranking, language translation, and image recognition. AI, especially machine learning, powers features like personalized recommendations on YouTube, smart replies in Gmail, and voice recognition in Google Assistant.

# Youth using AI



## Coursera

Coursera uses AI for personalized learning recommendations, automated grading, plagiarism detection, and course content optimization to enhance the learning experience for students worldwide.

coursera

## Chat GPT

ChatGPT utilizes artificial intelligence to generate human-like responses by analyzing input, understanding context, and predicting the most appropriate next words or phrases based on its vast training data.



# Youth using AI

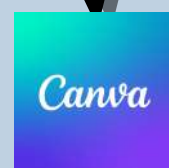
## Snapchat

Snapchat uses AI for facial recognition filters, content recommendations, object recognition, personalized AR experiences, and user safety features like detecting and blocking explicit content.



## Canva

Canva uses AI to remove people and objects from your photos, adjust the color and lighting of specific areas, and generate an addition to your image based on the text prompt you provide. Simply tap, brush, or type and watch as it does hours of work for you in seconds.



ET

### AI job ~~killer~~ Creator

According to a report by the World Economic Forum, around 85 million jobs may be lost to AI by 2025, while 97 million new roles may emerge.

Read

Cancel



# GAMES

## Quiz

1. What is the full form of "AI"

- a) Artificially Intelligent
- b) Artificial Intelligence
- c) Artificially Intelligence
- d) Advanced Intelligence

2. Who is known as the inventor of Artificial Intelligence?

- a) Charles Babbage
- b) John McCarthy
- c) Alan Turing
- d) Andrew Ng

3. \_\_ is the common language for AI.

- a) Lisp
- b) Python
- c) PHP
- d) Java

4. \_\_ is a component of AI.

- a) Training
- b) Designing
- c) Learning
- d) Puzzling

5. How does an AI agent interacts with its environment?

- a) Using sensors and perceivers
- b) Using only sensors
- c) Using only perceivers
- d) None of the above

### Answers

1)a 2)b 3)b 4)c 5)a

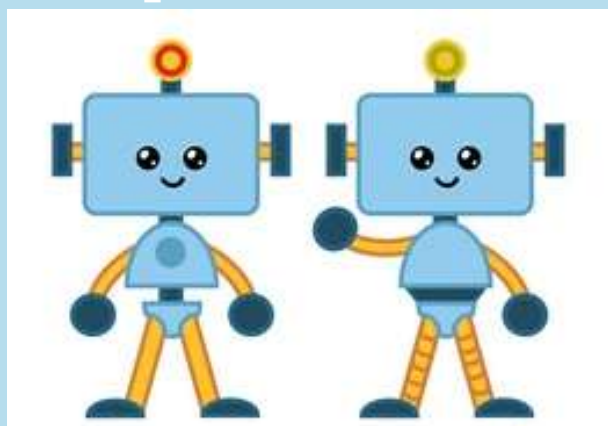
### Cross word

A	G	T	C	H	A	T	G	P	T	E	D	O
B	F	E	E	A	L	P	Q	G	T	F	N	M
H	C	C	D	D	G	S	R	H	E	U	V	L
J	K	H	I	C	O	Z	Y	X	N	T	W	K
E	L	N	M	N	R	O	U	I	R	Z	A	J
J	F	O	Q	B	I	T	S	V	E	Y	B	T
I	G	L	H	S	T	Q	R	W	T	X	C	R
K	N	O	M	C	H	P	M	X	N	Z	S	Q
N	O	G	L	G	M	A	C	H	I	N	E	P
K	G	Y	A	U	F	C	R	Q	R	T	O	C

1.Technology 2.Chat gpt 3.Internet 4. Machine 5.Algorithm

Ans		T	C	H	A	T	G	P	T	E	D	O
B	F	E	E	A	L	P	Q	G	T	F	N	M
H	C	C	D	D	G	S	R	H	E	U	V	L
J	K	H	I	C	O	Z	Y	X	N	T	W	K
E	L	N	M	N	R	O	U	I	R	Z	A	J
J	F	O	Q	B	I	T	S	V	E	Y	B	T
I	G	L	H	S	T	Q	R	W	T	X	C	R
K	N	O	M	C	H	P	M	X	N	Z	S	Q
N	O	G	L	G	M	A	C	H	I	N	E	P
K	G	Y	A	U	F	C	R	Q	R	T	O	C

### Spot the difference



### Creators

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