IMPLEMENTING AI IN BUSINESS: STAKEHOLDER STRATEGIES FOR THE MODERN DATA DRIVEN, AUTOMATED ENTERPRISE

Course Code: 101074

AI in Business Seminar Series: Explore How AI & Machine Learning Apply in Today's Business Enterprise, Current Tools, Trends & More

Implementing Big Data & Artificial Intelligence (AI) for Business Professionals is an introductory-level course that delves into the core AI and how AI can be practically exploited in the modern business sense. This one-day class explores the possibilities that exist to transform your business, and significantly improve KPIs across a broad range of business units and applications.

What You'll Learn

This course introduces AI from a practical applied business perspective. Through engaging lecture and demonstrations presented by our expert facilitator, students will:

- Learn which data is most useful to collect now and why it's important to start collecting that data as soon as possible
- Understand the intersection between big data, data science and AI (Machine Learning / Deep Learning) and how they can help you reach your business goals and gain a competitive advantage.
- Understand the factors that go into choosing a Data Science system, including whether to go with a cloud-based solution
- Explore common tools and technologies to aid in making informed decisions
- Gain the skills required to build your DS/ AI team

Who Needs to Attend

- Traditional enterprise business decision makers: Product Managers, Tech Leads, Managing Partners, IT Managers
- Analytics Managers who are leading a team of analysts
- Business Analysts who want to understand data science techniques
- Analytics professionals who want to work in machine learning or artificial intelligence

- Graduates looking to build a career in Data Science and machine learning
- Experienced professionals who would like to harness machine learning in their fields to get more insight about customers

Prerequisites

Students attending this class should have a grounding in Enterprise computing. While there's no particular class to offer as a prerequisite, students attending this course should be familiar with Enterprise IT, have a general (high-level) understanding of systems architecture, as well as some knowledge of the business drivers that might be able to take advantage of applying AI.

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CLASSROOM LIVE	$1,294 CAD	1 Day

Classroom Live Outline

Part 1: What is Data Science?

The story of Data

- How Big Data exploded and what has changed to make "data" the new "oil"

AI and Machine Learning

- The history of AI to ML to DL and an introduction to Neural Networks.

Why is this data useful?

- What it means to be data driven and how our paradigm is changing

Use Cases for Data Science

- 20+ of the most common business use cases

Understanding the Data Science ecosystem

- Overview of the key concepts related to Data Science to include open source, distributed computing, and cloud computing

Part 2: Making Data Science work for your organization

How can Data Science help guide your strategy

- Use Data Science to guide strategy based on insights into your customers, your product performance, your competition, and additional factors

Forming your strategy for Big Data and Data Science

- Step by step instructions for scoping your data science initiative based on your business goals, stakeholder input, putting together project teams, and

determining the most relevant metrics

Implementing AI & Machine Learning (Analytics, Algorithms, and Machine Learning)

- How to select models and the importance of agile to realize business value

Choosing your tech

- Choosing your technology for your proposed use case

Building your team

- The key roles that need to be filled in Big Data and Data Science programs and considerations for outsourcing roles

Governance and legal compliance

- Principles in privacy, data protection, regulatory compliance and data governance and their impact on legal, reputational, and internal perspectives.
- Discussions of:
    - ☒ PII
    - ☒ GDPR

Case Study

- Explore a high-profile project failure and best practices for Data Science success

What the Future Hold

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PRIVATE GROUP TRAINING	1 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.