⚠ **Aritificial intelligence**
  ↳ The ability of a machine to perform cognitive functions we usually associate with human intelligence

⚠ **Machine learning**
  ↳ Focuses on the use of data and algorithms to imitate the way humans learn & gradually improve its accuracy

⚠ **Deep learning**
  ↳ Can process a wider range of data types & often produces more accurate results than traditional machine learning

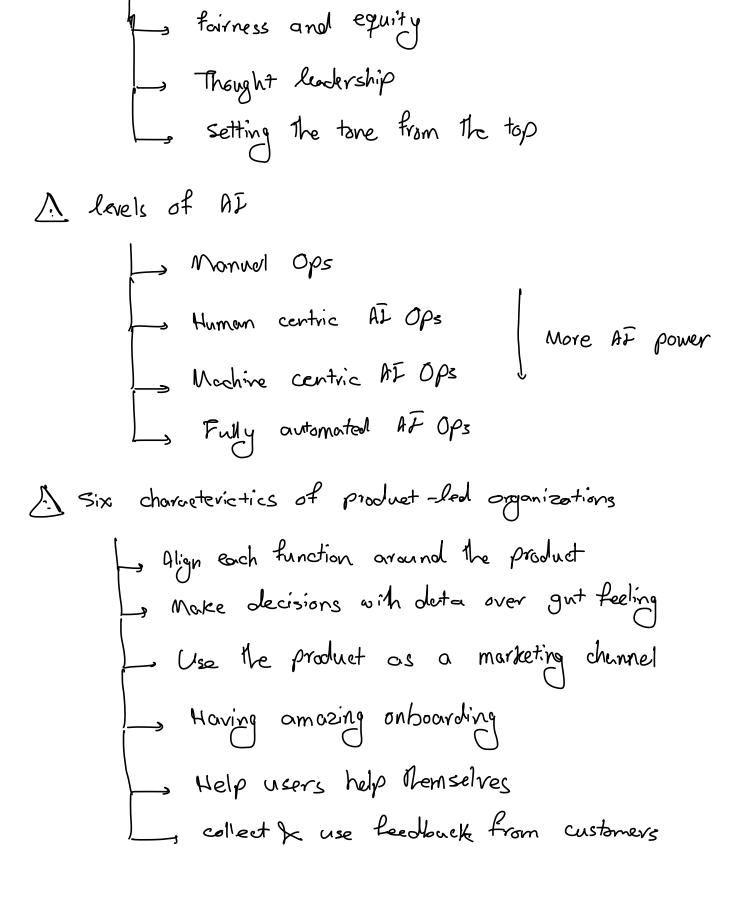⚠ **Natural language processing (NLP)**
  ↳ Helps machines process & understand human language so that they can automatically perform repetitive tasks

⚠ **Generative AI**
  ↳ An AI model that generates content in response to a prompt

△? **Two ways product managers should think about AI**
- As a tool to help you build your product
- As a capability you can build into your product

△! **AI's place in building products**
- Data analysis
  - automatically recognize patterns & trends in a data set
- Experimentation
  - learn what's working & implement changes quickly
- Communication
  - Automate the creation of key product documentation

△∴ **Two areas AI will amplify**
- Being customer-centric
- Having good business sense

⚠️ Ways product managers can leverage AI

- → Product analytics
  - → ex: analyzing user flows
- → Customer feedback & NPS
- → Roadmap optimization & feature prioritization
- → User stories & personas
- → backlog management
- → in-app copy

⚠️ Questions to form a right strategy for AI

- → what areas of your product need to change?
- → what areas of your product will remain?
- → what completely new additions to your product are new possible?

⚠️ principles of AI

- → customer-centric approach
- → transparency and open communication
- → Data governance
- → Optionality and customization
- → compliance with legal and regulatory frameworks

→ fairness and equity

→ Thought leadership

→ Setting the tone from the top

⚠ levels of AI

→ Manuel Ops

→ Human centric AI Ops

→ Machine centric AI Ops | More AI power

→ Fully automated AI Ops

⚠ Six characterictics of product-led organizations

→ Align each function around the product

→ Make decisions with data over gut feeling

→ Use the product as a marketing channel

→ Having amazing onboarding

→ Help users help themselves

→ collect & use feedback from customers

⚠️ Benefits of AI for product-led organizations

- → getting smarter
- → Helping humans be more effective
- → Improving product delivery

⚠️ How Marketing can use AF

- → Use AI tools to analyze product usage & customer feedback to build hyper-targeted campaigns
- → AI can automatically suggest which users are potential power users

⚠️ How Sales can use AI

- → leverage AI to more effectively identify patterns that signal high engagement & intent
- → Use AI to generate personalized outreach copy

⚠️ How customer success can use AI

- → Use AI to analyze more product usage data & customer feedback than ever before
- → AI tool can auto-generate in-app guide campaigns to drive conversion, expansion, or adoption

⚠ product led growth (PLG)

    ↳ A goto market business strategy that places a company's software product at the center of the buying journey

⚠ principles of product led growth

    → Providing a free user experience

    → delivering an "aha" moment as soon as possible

    → Commiting to best-in-class usability

    → Delighting users to encourage stickness

    → making purchasing feel like the natural next step

    → Building in virality at every turn

⚠ Product Management life cycle

The Product Management Life Cycle

Business outcome · Discover · Validate · Build · Launch · Evaluate · Iterate

⚠ AI in discover phase

    └→ AI will help save product managers time by synthesizing and identifying patterns across multiple data sources

⚠ AI in validate phase

    └→ AI powered tools can allow for quick analysis of data points across mediums & make recommendations based on the findings

⚠ AI in Build phase

    └→ with AI, product managers can incorporate product testing into their roadmap earlier

⚠ AI in launch phase

    └→ products will undergo "smart" releases with a controlled rollout based on usage and feedback from users

⚠ AI in Evaluate phase

    └→ AI can auto-determine what is & isn't working about a new product or feature, and then give recommendations on what to do next