

ESSENTIALS OF DATA SCIENCE FOR MANAGERS

Volume 2: From artificial intelligence to business applications

Managers can hardly ignore the opportunities afforded by “big data”, an expression often used in relation with “data science” or “artificial intelligence”. But how to find the time to learn these complex notions, for the specific purpose of using them in a business context? This book offers a clear and complete presentation of the concepts and technologies a manager should know in order to make use of them in a professional context.

This volume (Volume 2: From Artificial Intelligence to Business Applications) is the second stage of the learning path. Simple definitions of artificial intelligence are provided, with examples illustrating what use case each type of AI can address. The second part of this volume introduces seven families of business applications which put data science and AI at work to create value for customers and other parts of an organization. This volume is the second in a series started with “Essentials of Data Science for Managers, Volume 1: From big data to APIs”.

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