

The Three Tribes of AI

How to create AI projects that drive success



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- Father, husband and entrepreneur
- Co-Founder & CEO at NILG.AI
- PhD in Machine Learning (UP, 2018)





Becoming the largest B2B AI YouTube channel

Empowering you to make strategic AI decisions by yourself

Join the
+60k
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https://youtube.com/@nilg_ai

The image shows a laptop displaying the NILG AI YouTube channel page. The channel has 60.5K subscribers and 153 videos. A red callout box highlights the channel name and subscriber count.

NILG AI
@nilg_ai · 60.5K subscribers · 153 videos

The YouTube interface shows various video thumbnails, including:

- People talk about AI as it's a living thing #startup #marketing #branding... 29 views • 11 days ago
- Adopting AI in Social Media: Interview with Swoosie CEO 2K views • 2 weeks ago
- Marketing for AI companies: Challenges and strategies. Interview with Michele Chambers 10K views • 1 month ago
- Predict CLICKS or SALES? Choosing between short and long-term metrics when... 5.4K views • 1 month ago
- How much historical data do I need to train your AI Model? 12K views • 3 months ago
- Generative AI: Open source vs. OpenAI? 11K views • 3 months ago
- 5 strategies to MITIGATE RISKS while using Generative AI in your company 9.3K views • 3 months ago
- 9 RISKS you should AVOID using Generative AI at your company 2.7K views • 4 months ago

What is Artificial Intelligence?





AI

=

Predictions

=

**New
Data**



**Better
Decisions**



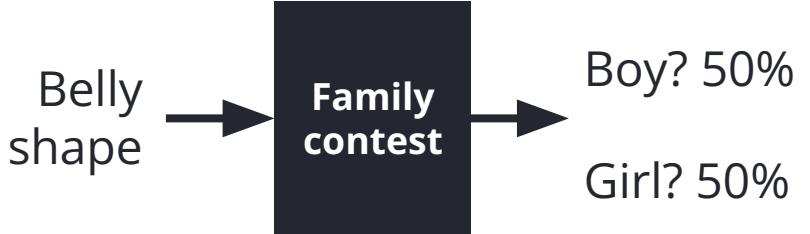
AI = **Predictions** = **New Data** → **Better Decisions**

HOW SO?

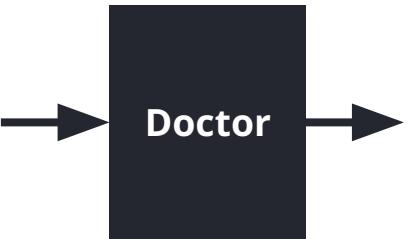
I'm going to be a dad
for the second time in
one month



I'm going to be a dad for the second time in one month



I'm going to be a dad for the second time in one month



Boy? 1%
Girl? 99%



Prediction

Given _____,
Predict _____.

**The whole focus of AI
nowadays is building better
prediction machines**



A blurred background image of a modern office interior. In the foreground, several people are seen from behind, working at their desks in a long, open-plan office. The office has large windows on the left side, and the overall atmosphere is professional and modern. The text is overlaid on this background.

**AI is the only technology
that can create
highly adaptable and
ever-improving
businesses**

A dark, moody photograph of five people in an office setting. In the foreground, a man in a suit looks down at his hands. Behind him, a woman in a red dress stands with her head down. To the right, another man in a dark shirt looks down. In the background, two more people are visible, one sitting at a desk and another standing. The overall atmosphere is somber and suggests failure or disappointment.

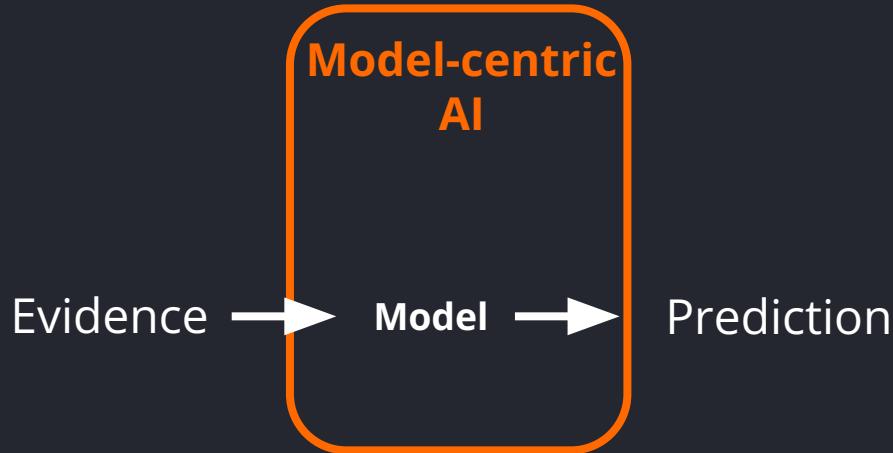
+85%
of AI
projects
fail!

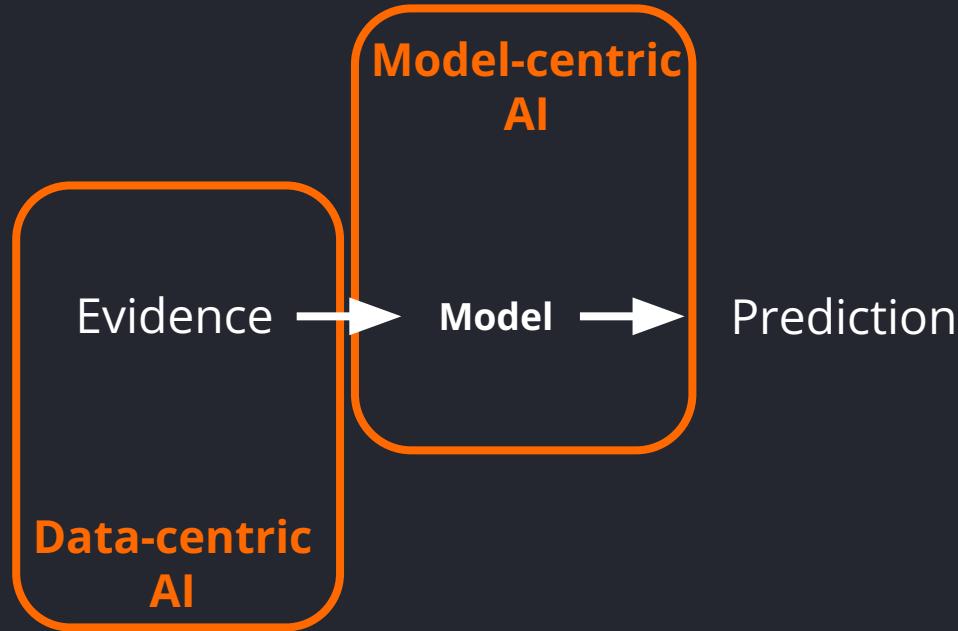
The Three Tribes of AI

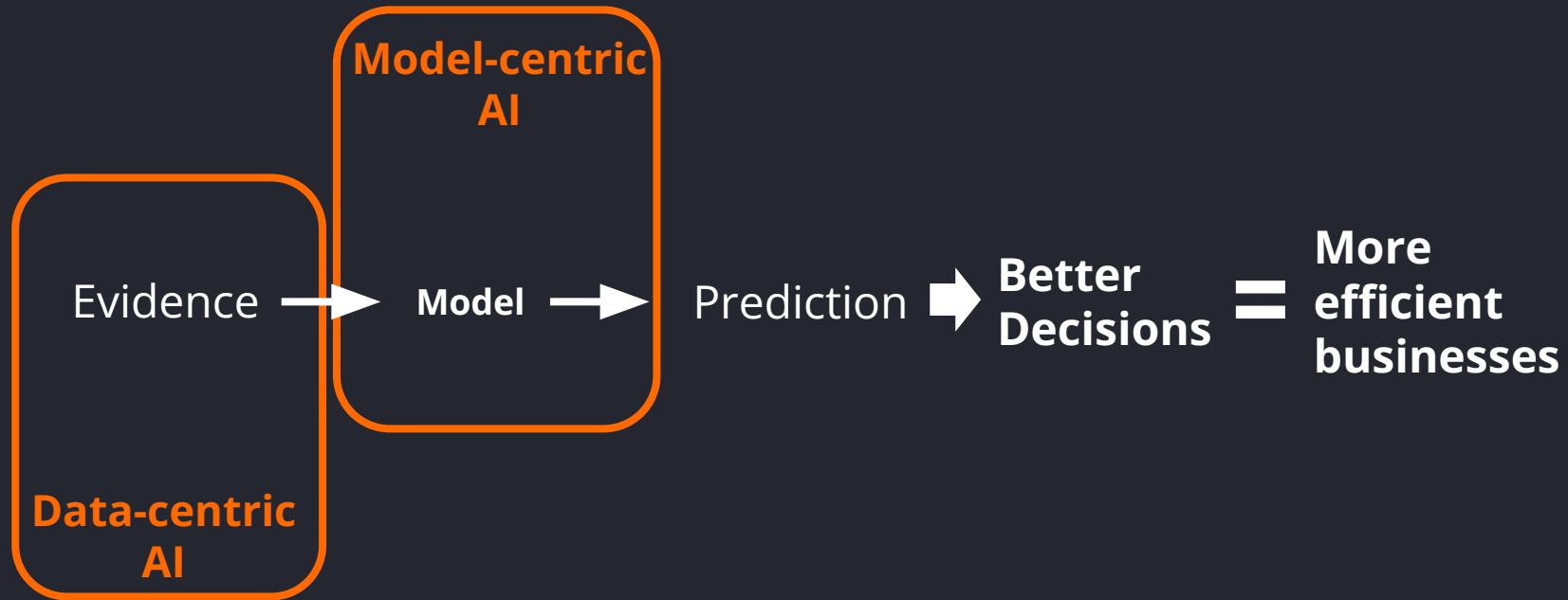
Model-centric AI
Data-centric AI
Business-centric AI

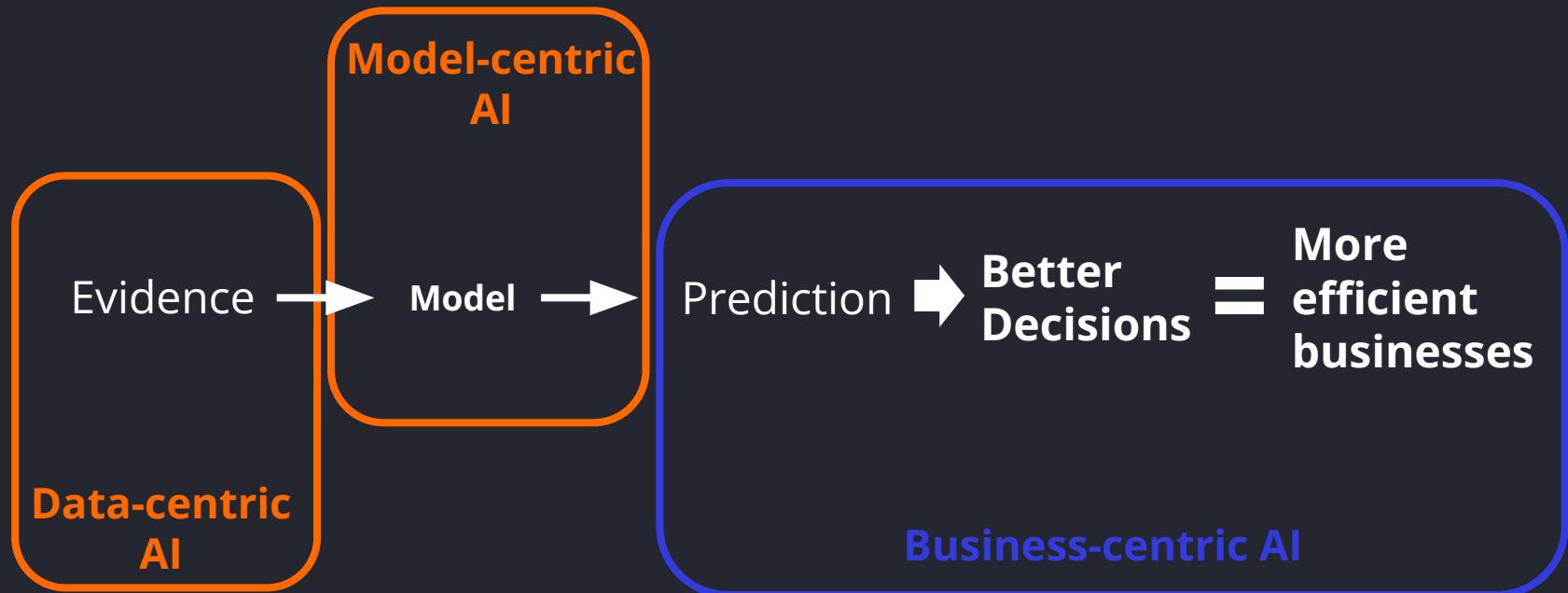


Evidence → Model → Prediction









The Three Tribes of AI

Model-centric AI



Model-Centric AI

Focus:

- Predictive Modeling
 - Choosing the right model
 - Tweaking the model parameters
- Assumes the data and the challenge are “fixed” and focuses on the model.

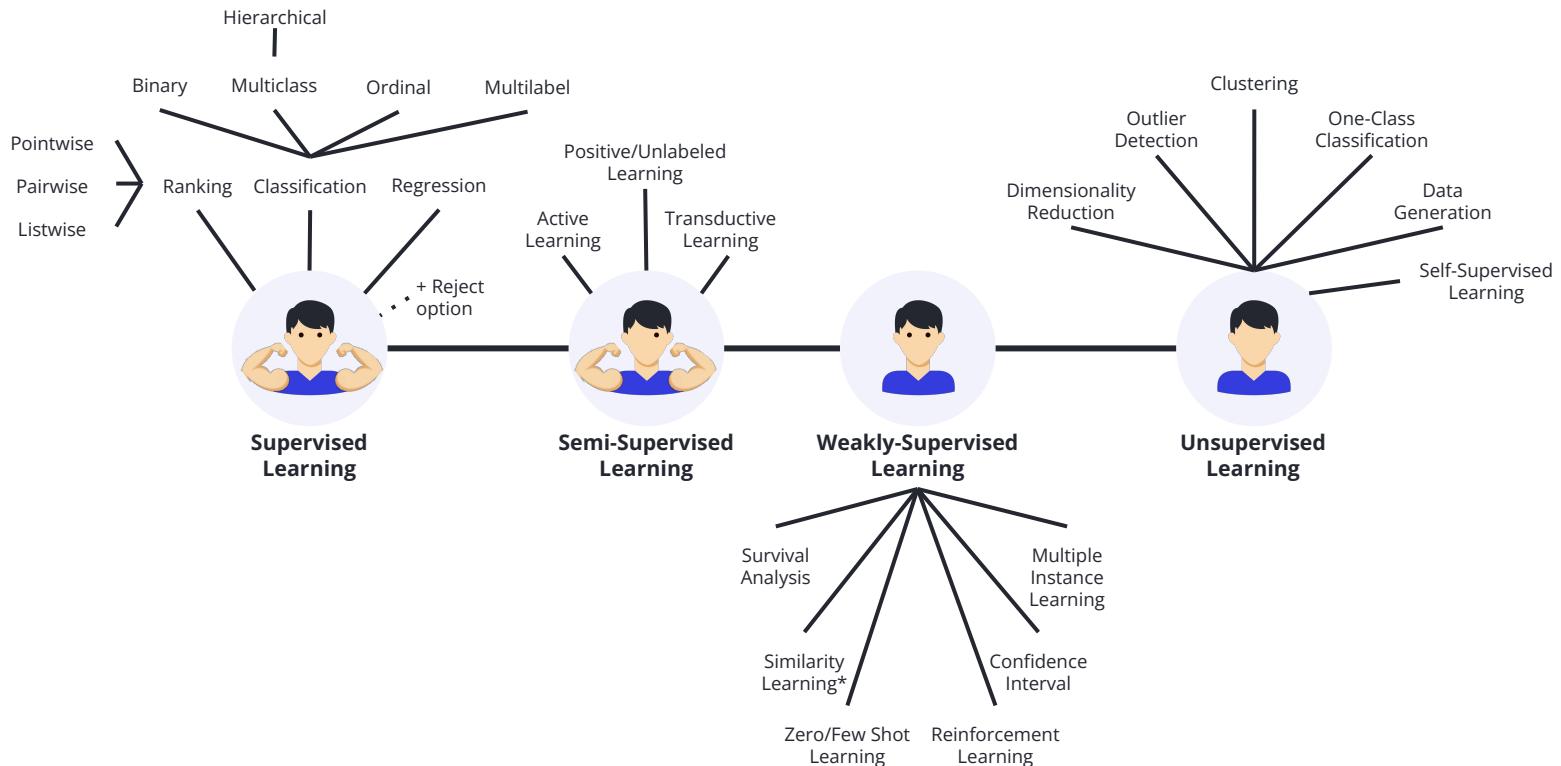
Common profile:

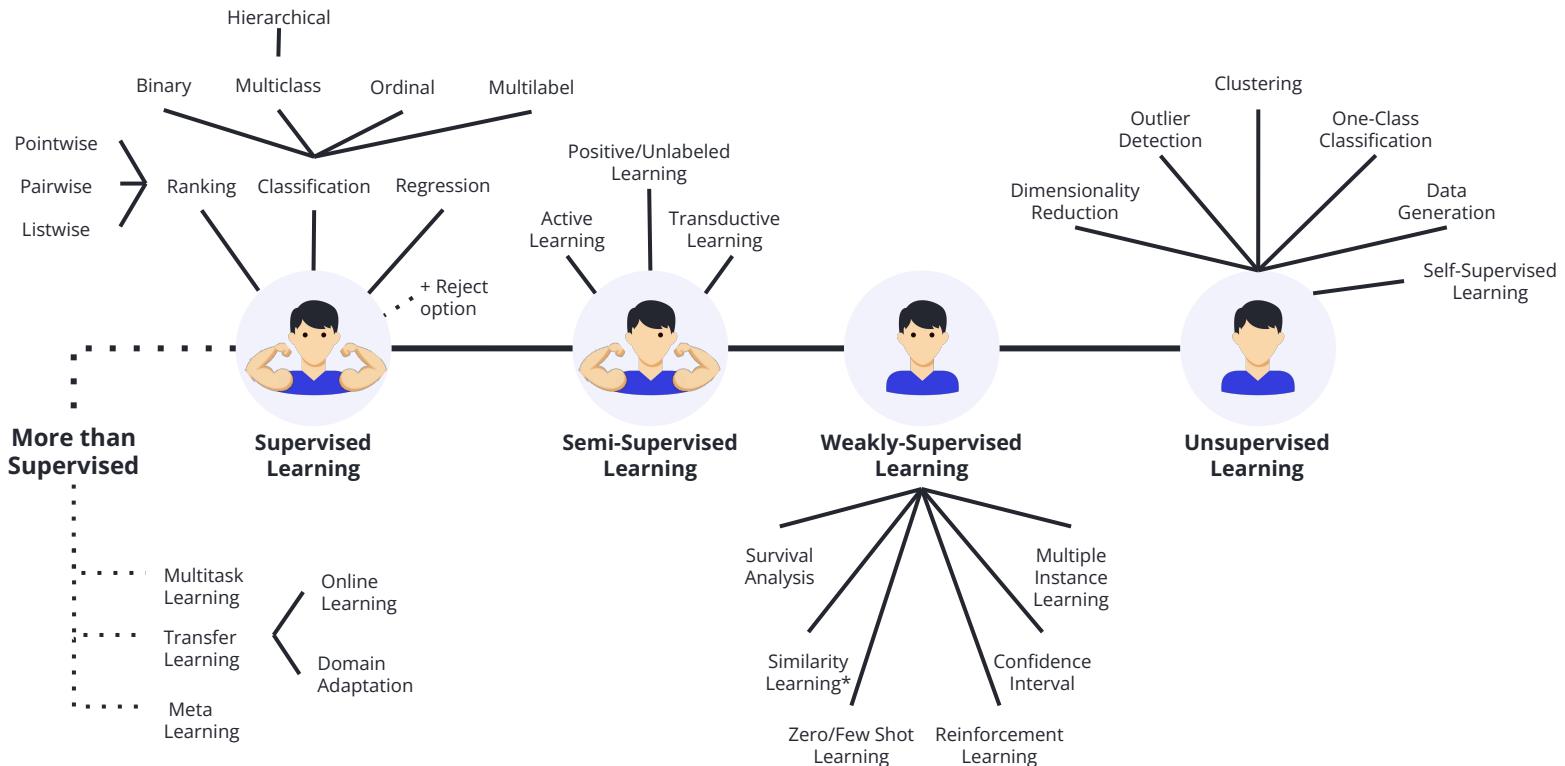
- Data Scientist

This is the
standard in
Academia!









The Three Tribes of AI

Data-centric AI



Data-Centric AI

Focus:

- Having reliable and clean data sources
- Good Data Pipelines
- Assumes challenge is “fixed”, the model is secondary and focuses exclusively on having the best possible data.

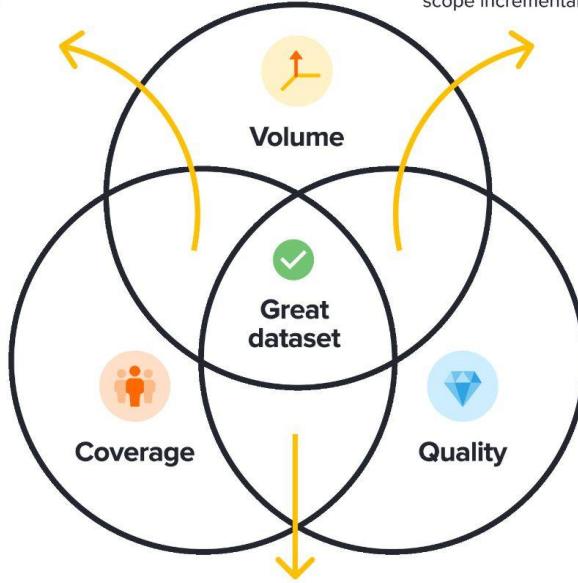
Common profile:

- Data Engineer

This is
becoming the
standard in
Industry!

1. Add constraints during collection.
2. Limit the impact of the decisions to avoid catastrophic failures.
3. Add a safety margin on any prediction.

1. Narrow the scope of the project. Go to market and validate.
2. Start collecting data about the missing cases and increase the scope incrementally.



1. Use a simple model. You might even consider a simple decision based on human expertise.
2. Run some pilots or find external data.

The Three Tribes of AI

Business-centric AI



Business-Centric AI

Focus:

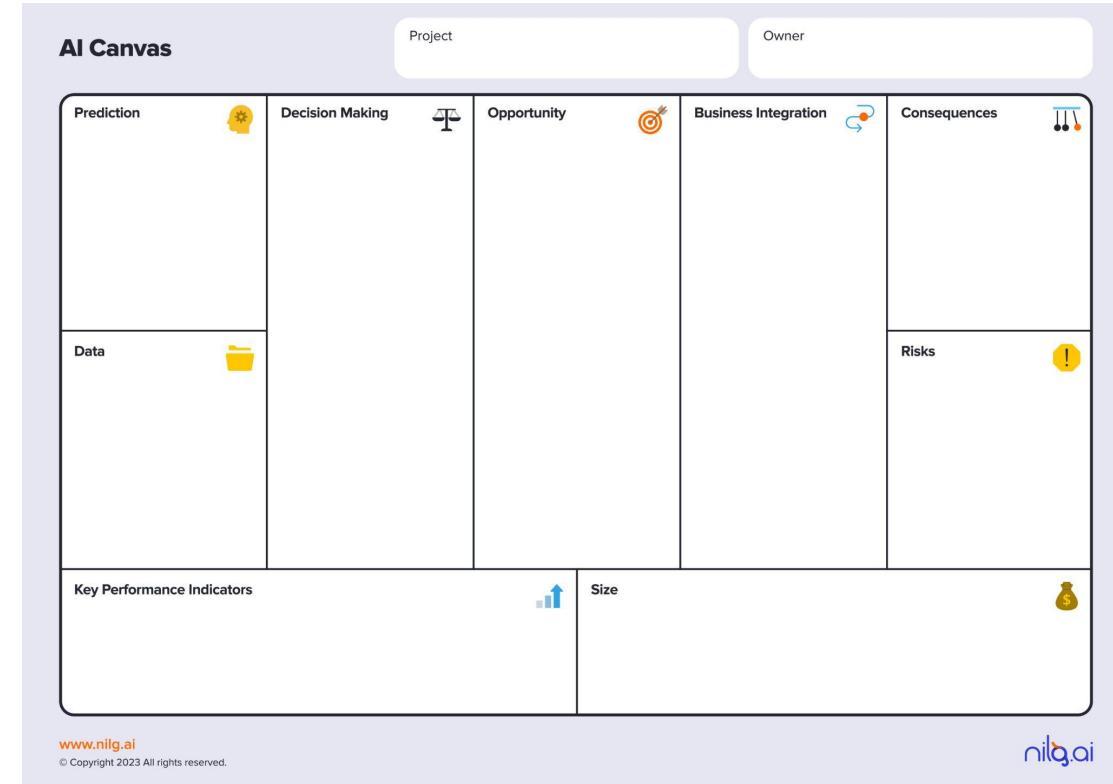
- Finding the right opportunities.
- Using AI as a tool to fulfill them.
- Assumes nothing is fixed but the company's mission.

Then, finds the ideal AI solution.

Common profile:

- Product Owner

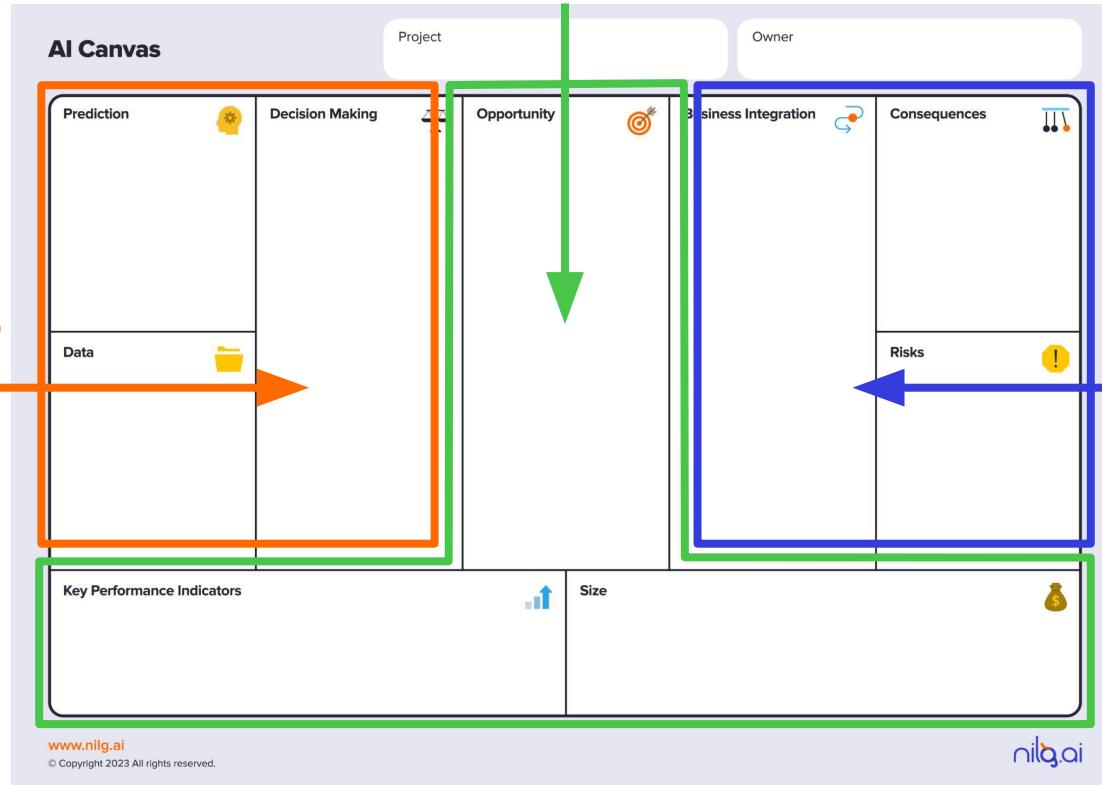
Our vision is
to make it the
standard in
Industry!

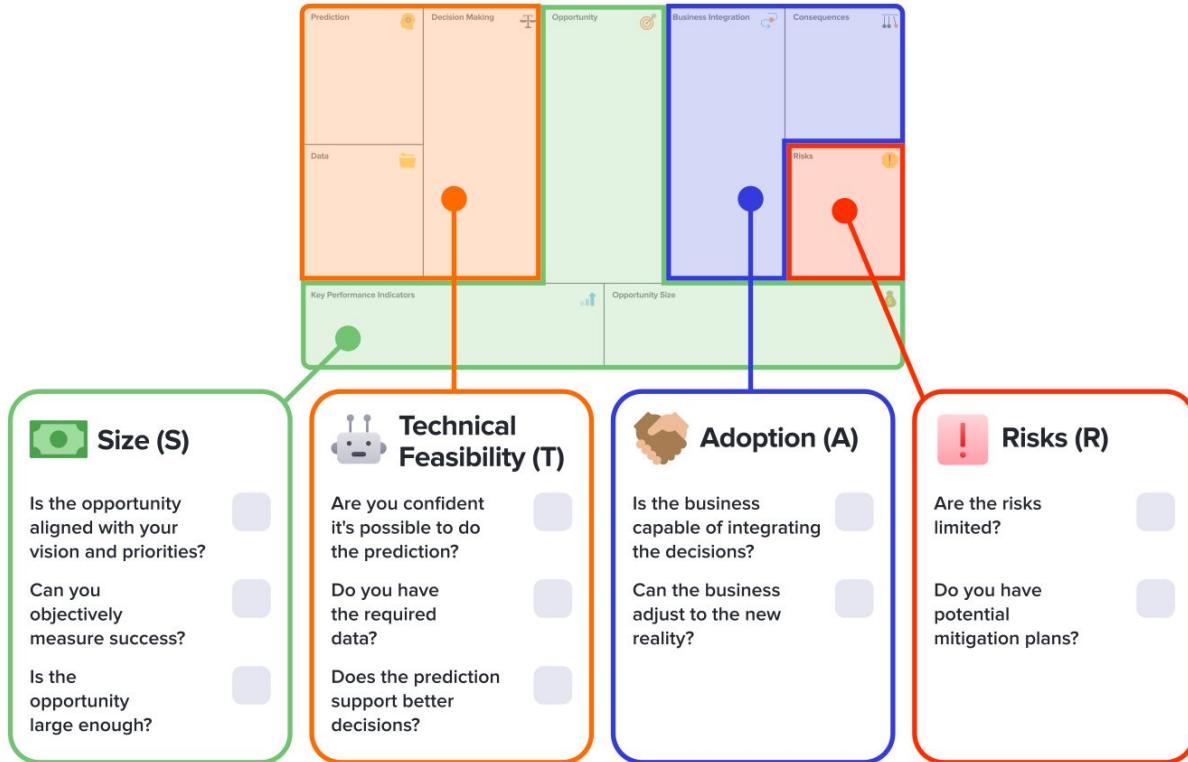


Why?

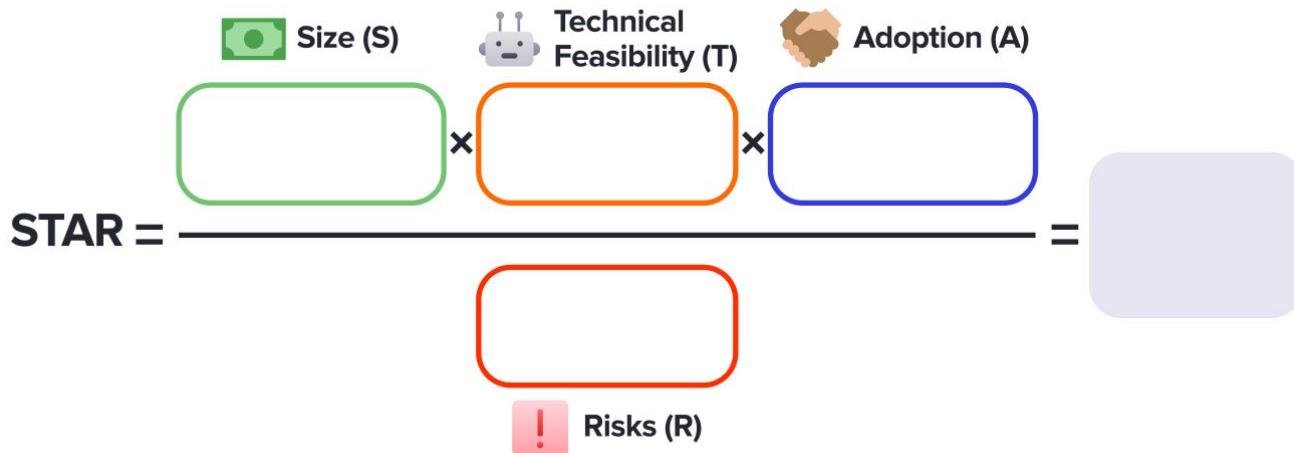
What?

How?





Assign a score from 1 to 5 to each component



A collage of three images: a man with glasses and a mustache, a person wearing a hard hat, and a man with a beard.

So... what's the
RIGHT approach?

Most AI projects fail

Model & Data-centric AI teams answering to:

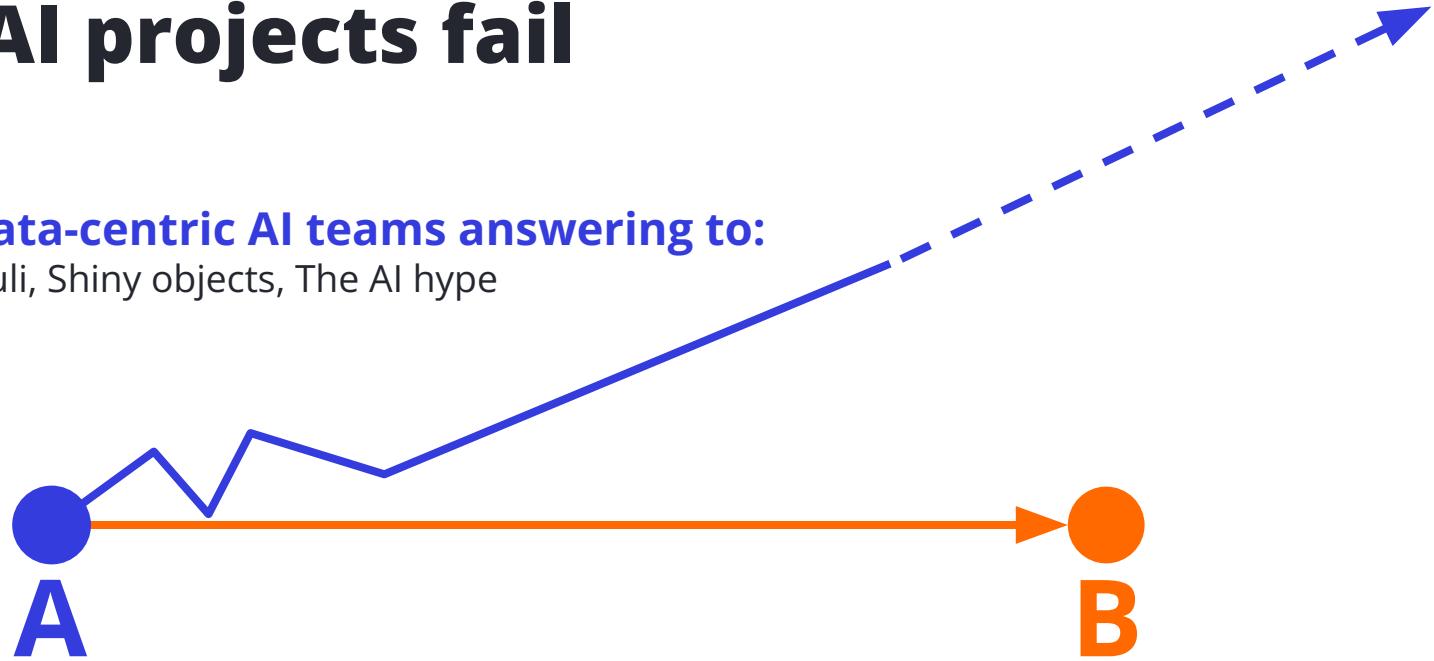
External stimuli, Shiny objects, The AI hype



Most AI projects fail

Model & Data-centric AI teams answering to:

External stimuli, Shiny objects, The AI hype



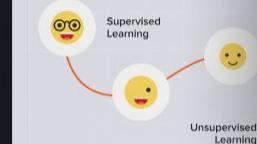
**Business-centric AI
creates the compass**

SCAN ME



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discounts on
our courses
by subscribing
to our newsletter

The Machine Learning Spectrum



Building Great Datasets!



50% OFF

30% OFF

Data Ignite
Design thinking for AI



nilq.ai