

Essentials of Generative AI



Advanced GenAI Tools



Quick Recap



- GenAI models go beyond text; they also create and analyze images, graphs, and audio. This versatility allows the models to play a significant role in various creative tasks such as drafting an email, writing code, and more.
- There are several techniques to refine how we ask AI to do tasks, including zero-shot, few-shot, chain-of-thought, self-consistency, and tree-of-thought prompting. Each method has its way of guiding the AI to understand and respond to our requests.

Engage and Think



Consider the last time you contacted a customer service line for help. You dialed in and were immediately greeted by an IVR system, directing you to press various buttons to navigate the menu. As you meticulously pressed the requested numbers, you experienced the frustration of finding the right combination to reach a real conversation.

Imagine replacing this process with a smart AI assistant. What features should a smart AI assistant have to provide quick, accurate solutions?

Learning Objectives

By the end of this lesson, you will be able to:

- 🔗 Apply various GenAI tools to determine their potential applications in different business domains
- 🔗 Evaluate the benefits and limitations of utilizing GenAI tools like Gemini and Sora for various tasks, such as developing marketing strategies and enhancing content creation processes
- 🔗 Gain practical skills in utilizing GenAI tools such as Descript and Claude to create engaging video content and write blog posts

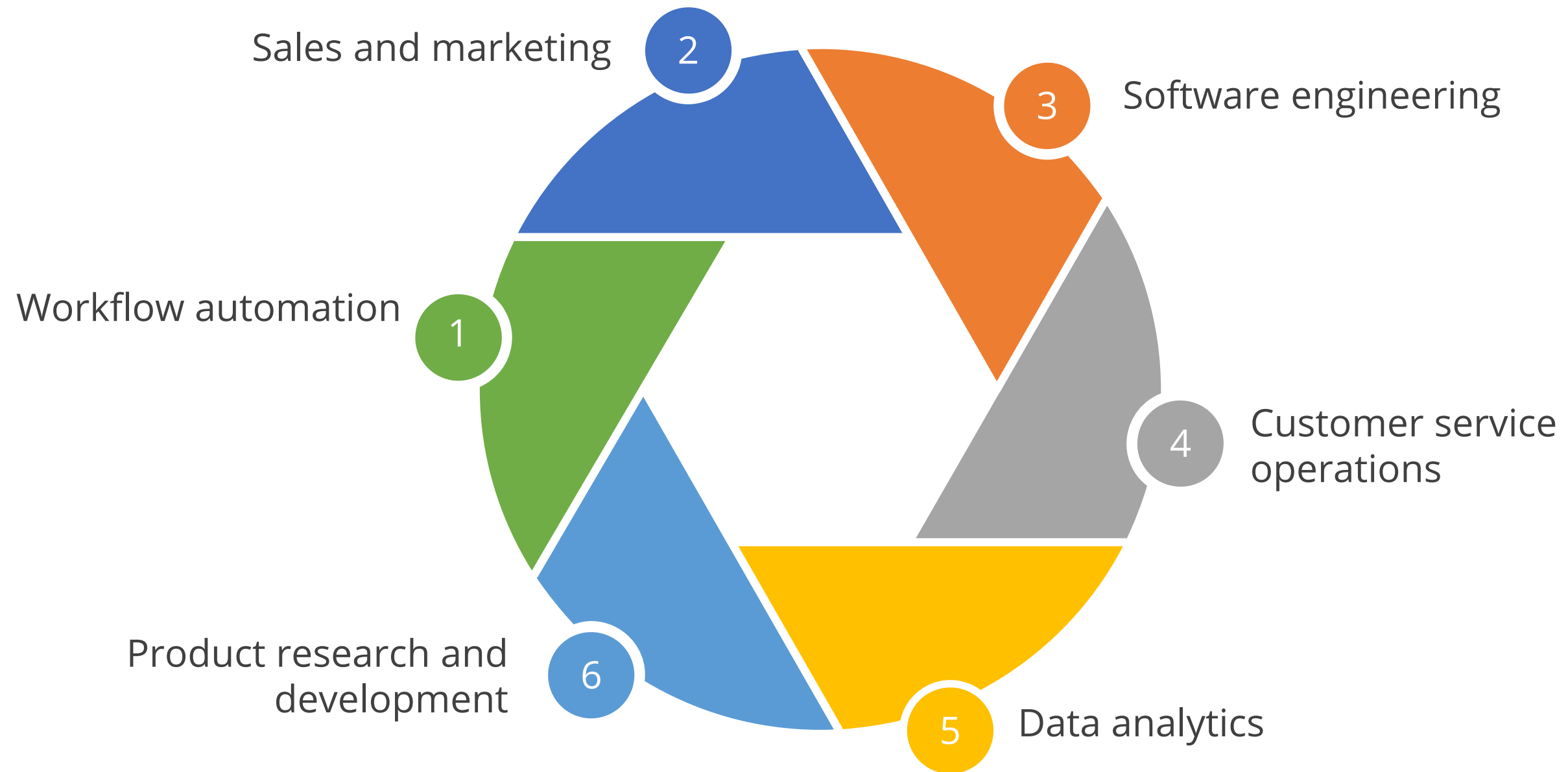




Impact of Gen AI on Various Business Domains

Impact of Gen AI

GenAI impacts various business domains, including:



Workflow Automation

Generative AI tools make it easy to automate tedious and repetitive tasks, such as autogenerating CRM support tickets from emails and automating email campaigns and data entry.

Here are a few popular tools:



Demo: Setting Up a Zapier Account and Creating a Zap



Duration: 15 minutes

In this demo, we will guide you through setting up a Zapier account and creating your first Zap to streamline and automate your marketing workflows, enhancing efficiency and productivity.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Sales and Marketing

Generative AI tools have enhanced sales and marketing efforts through personalized content generation, data-driven insights, and engaging customer interactions.

Here are a few popular tools:



Stable Diffusion

Demo: Creating a Video Using AI



Duration: 20 minutes

In this demonstration, we will showcase how to utilize InVideo to craft dynamic and engaging video content tailored to specific preferences and settings, enhancing audience engagement and impact in your marketing initiatives.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Software Engineering

Generative AI tools have streamlined software engineering by automating coding tasks, improving code comprehension, and fostering efficient developer collaboration.

Here are a few popular tools:



Demo: Designing User Interfaces with Generative AI



Duration: 15 minutes

In this demo, we aim to demonstrate the creation of an engaging e-commerce product page through intuitive user interface design using Uizard, a generative AI platform. By leveraging Uizard's capabilities, you'll craft a visually appealing and user-friendly interface that enhances the shopping experience and drives conversions for your e-commerce business.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Customer Service and Operations

Generative AI tools have revolutionized customer service operations by enabling personalized, real-time responses, automating routine inquiries, and providing data-driven recommendations.

Here are a few popular tools:



Demo: Transcribing Audio Calls to Text



Duration: 20 minutes

In this demo, we'll demonstrate how to generate a clean transcript using Otter.ai. By leveraging Otter.ai's transcription capabilities, we'll efficiently convert audio recordings into accurate text, enhancing the accessibility, searchability, and readability of the content for auditing purposes.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Data Analytics

Generative AI tools have transformed data analytics by automating data preparation, enabling natural language querying, and generating insights from complex datasets.

Here are a few popular tools:



Data Squirrel

Demo: Data Integrity Using GenAI



Duration: 15 minutes

In this demo, we aim to ensure the quality of data using Julius AI. By leveraging GenAI's capabilities, you'll implement robust data validation, cleaning, and enhancement techniques. This enhances the accuracy, reliability, and usability of the data for informed decision-making and actionable insights.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Product Research and Development

Generative AI tools have transformed product research and development by enabling rapid prototyping, data-driven insights, and accelerated iteration.

Here are a few popular tools:



Demo: Product Roadmap Using MIRO



Duration: 15 minutes

In this demo, we will showcase how to build a comprehensive product roadmap using Miro AI. By harnessing Miro's AI capabilities, you'll efficiently organize, prioritize, and visualize key milestones, features, and tasks. This empowers teams to collaborate effectively and drive product development initiatives with clarity and alignment.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.



Popular GenAI Tools in Demand

Gemini

Gemini is a family of large language models (LLMs) developed by Google AI. There are three main versions, which are:



- **Gemini Ultra:** The most powerful variant, excelling on benchmarks and able to handle various data formats (text, code, images, and more)
- **Gemini Pro:** A good balance between capability and resource usage, suited for a wide range of tasks
- **Gemini Nano:** The most efficient version, designed for tasks that can be run on devices directly

Demo: Marketing Strategy Using Gemini



Duration: 10 minutes

In this demo, we'll explore how Gemini can elevate your marketing initiatives.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Descript

Descript can write, record, transcribe, edit, collaborate, and share your videos and podcasts.



Demo: Creating a Video Using Descript



Duration: 15 minutes

In this demo, we'll guide you through the steps of creating a compelling video using Descript, from scriptwriting to final export.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Claude

Claude is an AI assistant created by Anthropic to engage in conversation and assist in various tasks such as text generation, text classification, sentiment analysis, and much more.

The shaping role of generative AI ▾

VB What role will generative AI play in shaping the future?

Generative AI will likely play a transformative role in shaping many aspects of the future across various domains. Here are some of the key ways generative AI could impact the years and decades ahead:

1. Creative industries: Generative AI models can create original content like images, music, videos, and text. This could democratize creativity by giving everyone access to powerful creative tools. It may also disrupt existing creative industries as AI becomes able to produce professional-grade content.
2. Education and training: AI tutors that can generate customized learning materials and provide personalized instruction could make education more accessible, affordable and effective at scale.

Demo: Creating a Blog Post Using Claude



Duration: 10 minutes

In this demo, we'll guide you through the steps of creating a blog post using Claude. This demo will provide valuable insights into the possibilities of using Claude in real-world scenarios.

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Note: Please download the demo documents from the LMS **Reference Material Section** for a detailed explanation.

Sora

Sora is an AI model that can create realistic and imaginative videos from text instructions.



Note: Sora has not been released to the public yet.

Demo: Exploring Sora: Benefits and Limitations



Duration: 10 minutes

In this demonstration, we'll visit the Sora website, to understand its unique features, benefits, and potential limitations.

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Key Takeaways

- Generative AI is utilized across diverse business sectors to boost productivity and foster creativity.
- Popular GenAI tools, including Gemini and Descript, are readily accessible on the market, each tailored to specific use cases.



Q&A

