

USE OF AI TOOLS



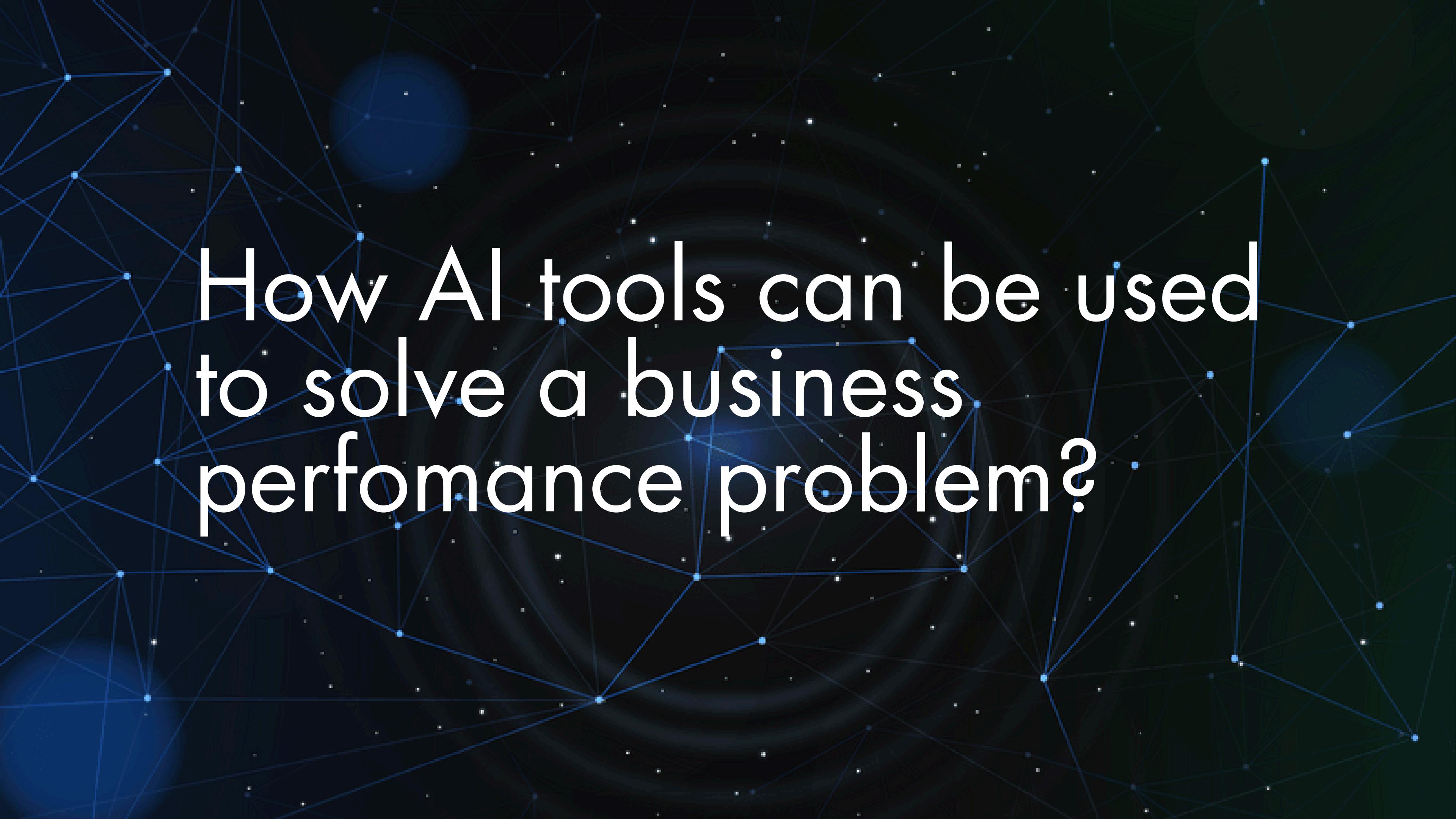
Introduction



Artificial Intelligence (AI) tools have become an integral part of modern problem solving across every industry. These tools mimic human intelligence to perform tasks such as learning, reasoning, decision-making, and pattern recognition but at a scale and speed far beyond human capacity.

AI tools combine advanced algorithms, data analytics, and automation to uncover insights, optimize operations, and enhance decision making. From chatbots that improve customer service to predictive models that forecast demand, AI is transforming how organizations analyze data and act on it.

The real strength of AI lies in its ability to process large volumes of unstructured data, images, speech, or behavioral patterns and extract meaningful relationships that even help businesses innovate faster and operate smarter.



How AI tools can be used
to solve a business
performance problem?

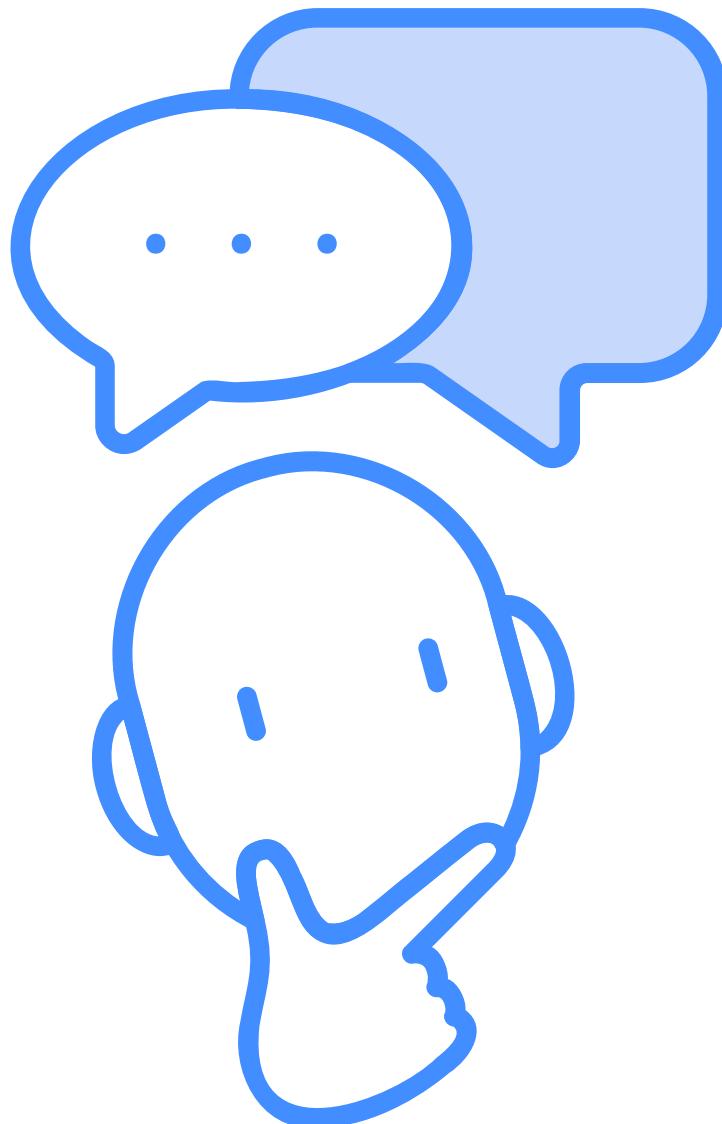
Problem Statement

In Zepto's quick-commerce platform, there is a decrease in the search to cart ratio (how many users add at least one item to their cart after performing a product search). It's a key indicator of how effectively the app converts user intent into purchase actions.

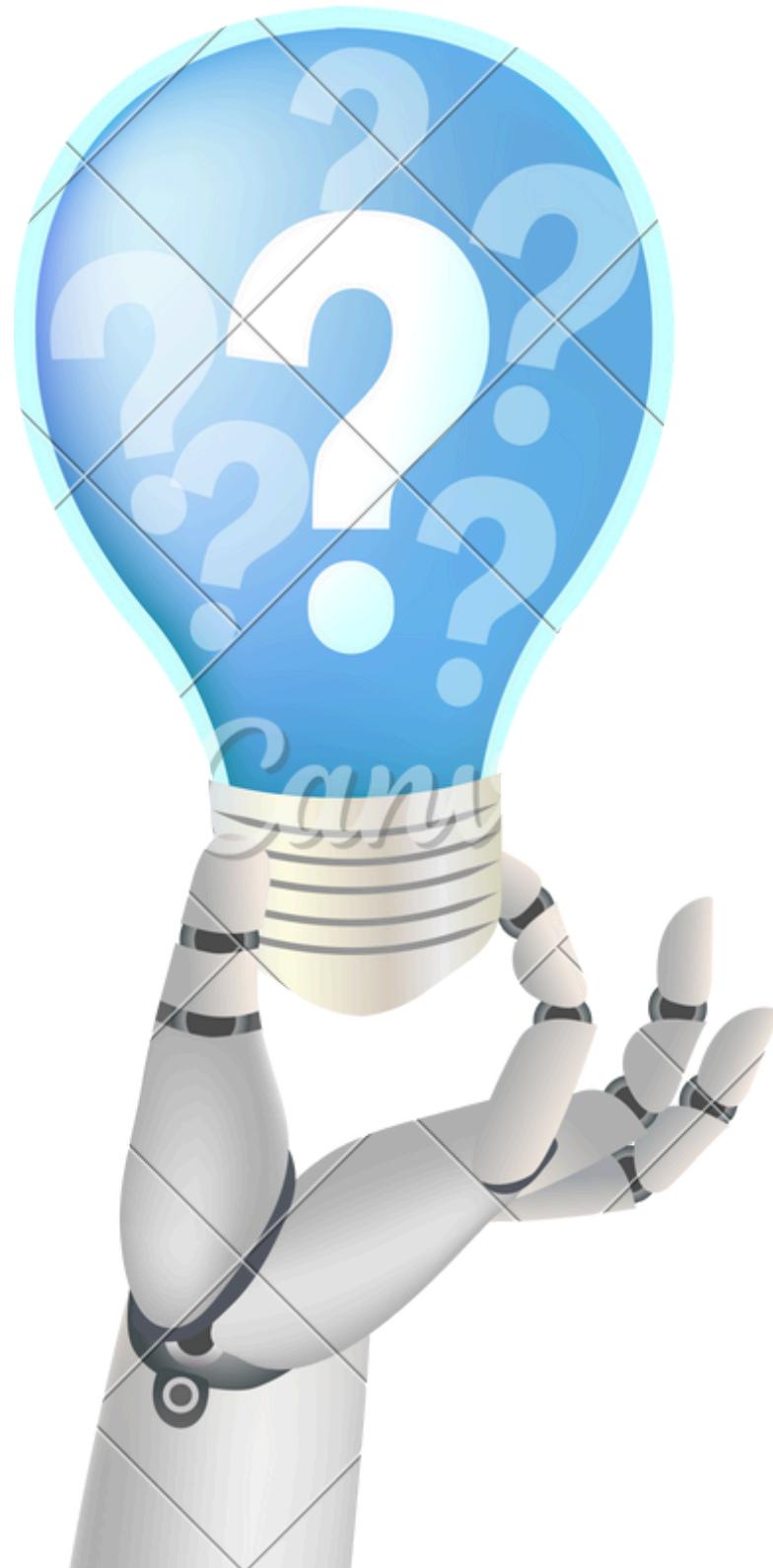
This indicates a disconnect between user expectations and the platform's search, recommendation, or pricing systems.



Root Cause Analysis (using AI)



- Search query analysis (NLP): Use models like BERT or GPT-based semantic search to analyze user queries and see if search results match intent.
- Recommendation systems: AI can suggest alternative or complementary products if the searched item is out of stock or priced too high.
- User behavior prediction (ML): Analyze clickstream data to see where users drop off e.g., poor search results, slow UI, confusing layout.
- Sentiment analysis AI can analyze feedback or reviews to find hidden dissatisfaction patterns.



Ethical Consideration 1: Privacy and Data Protection

- Ensure that data is collected and used responsibly.
- Obtain informed consent regarding data collection and usage.
- Implement robust security measures to protect sensitive student information.

Ethical Consideration 2: Bias and Fairness

- Be aware of biases embedded in AI algorithms.
- Regularly monitor for bias and take corrective actions if necessary.
- Promote diversity and inclusion in the development and deployment of AI technologies.



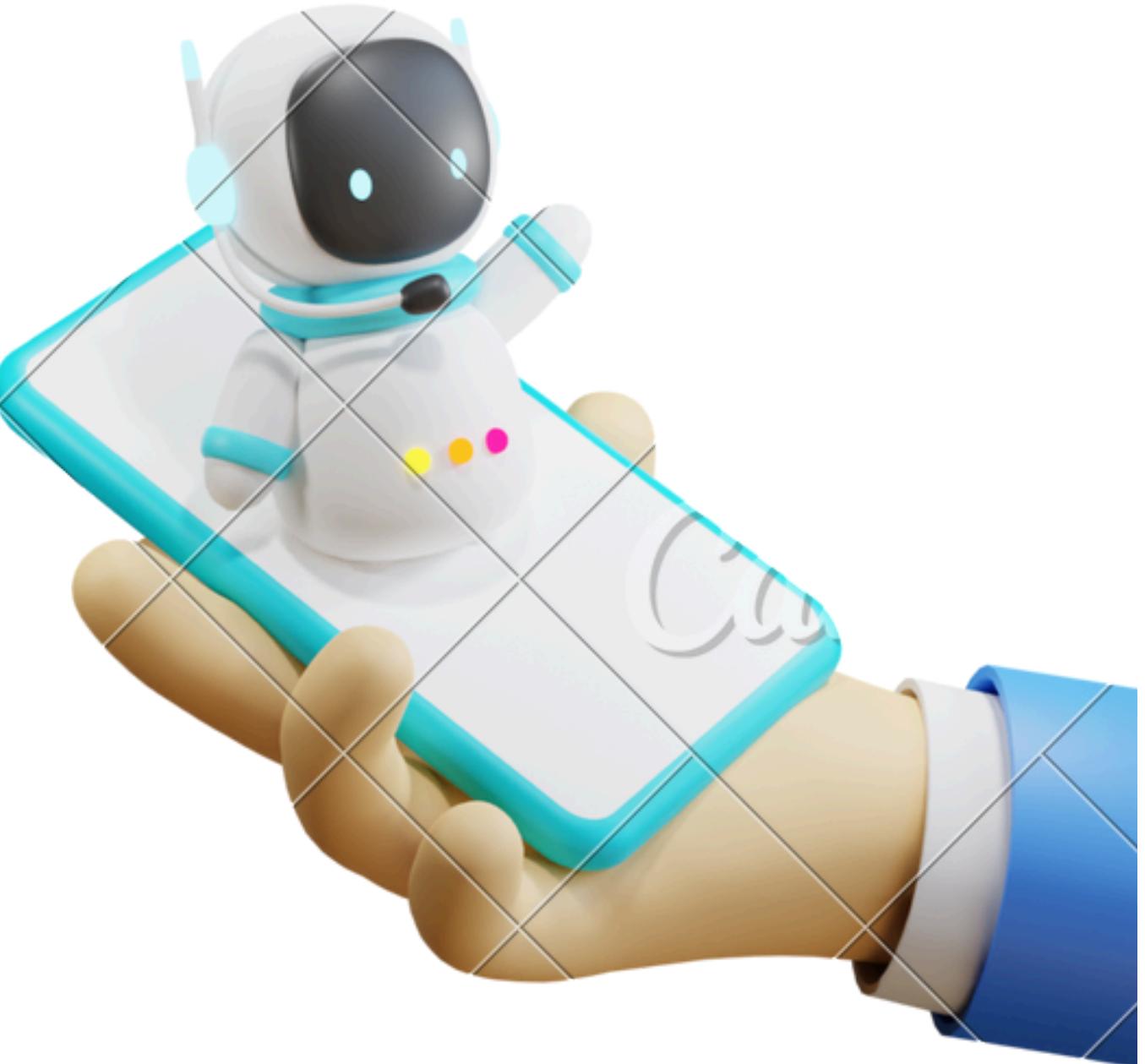


Ethical Consideration 3: Transparency

- AI systems should provide clear explanations of how they make decisions.
- Educators and students should understand the reasoning behind AI-generated recommendations.
- Promote transparency in the development of AI systems in education.

Ethical Consideration 4: Human-AI Collaboration

- Emphasize the role of AI as a tool to enhance human teaching and learning.
- Maintain a balance between AI-driven automation and the importance of human interaction.
- Promote critical thinking and ethical awareness.





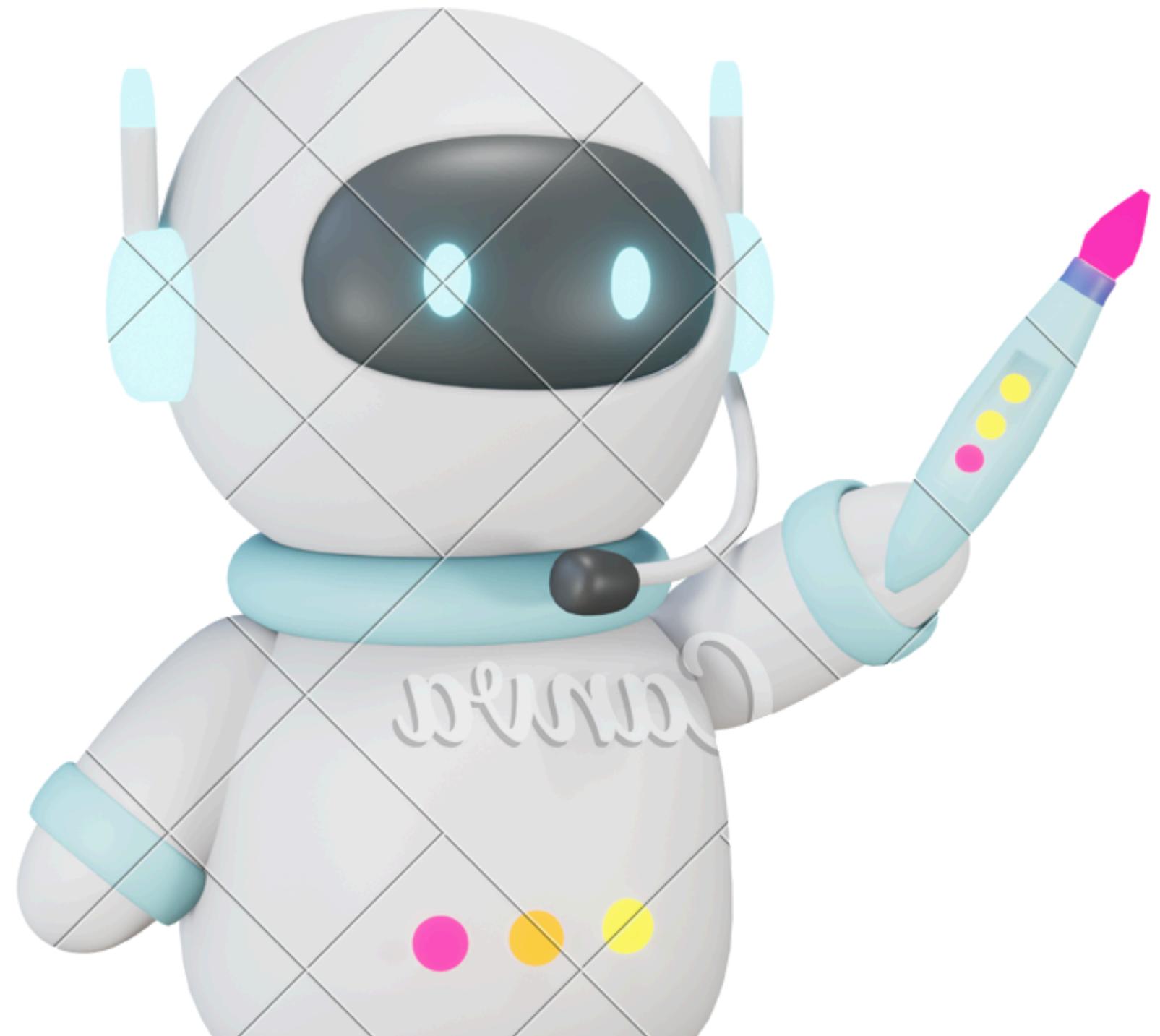
Ethical Consideration 5: Equity and Access

- Ensure that AI in education does not widen existing educational disparities.
- Bridge the digital divide by providing equal access to AI tools and resources.
- Promote inclusive design principles to cater to diverse student populations.

Conclusion

- AI in education has great potential for improving learning outcomes.
- It requires careful consideration of privacy, bias, transparency, human-AI collaboration, & equity.
- By addressing these ethical considerations, we can create a positive and equitable learning environment.





Thank You

Let's work together to harness the power of AI in education while upholding ethical principles.