



Build AI-Powered Customer Segments (That Scale)

Lightning Lesson

Shaw Talebi - Jan 23, 2025

About Me



Physics PhD
AI Researcher

2018



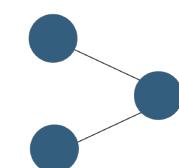
Data Scientist

2022

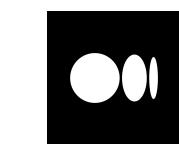


Data Entrepreneur

2023



Helped over 100 clients



16k+ followers



45k+ subscribers

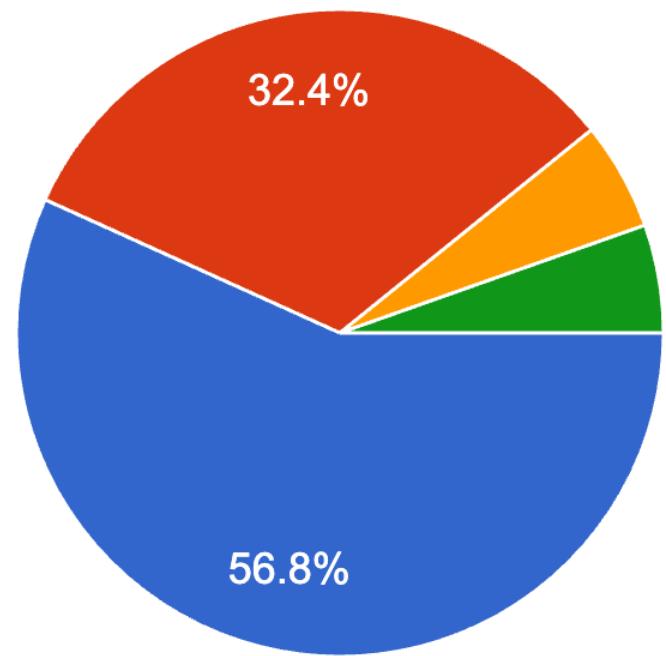


Business Problem

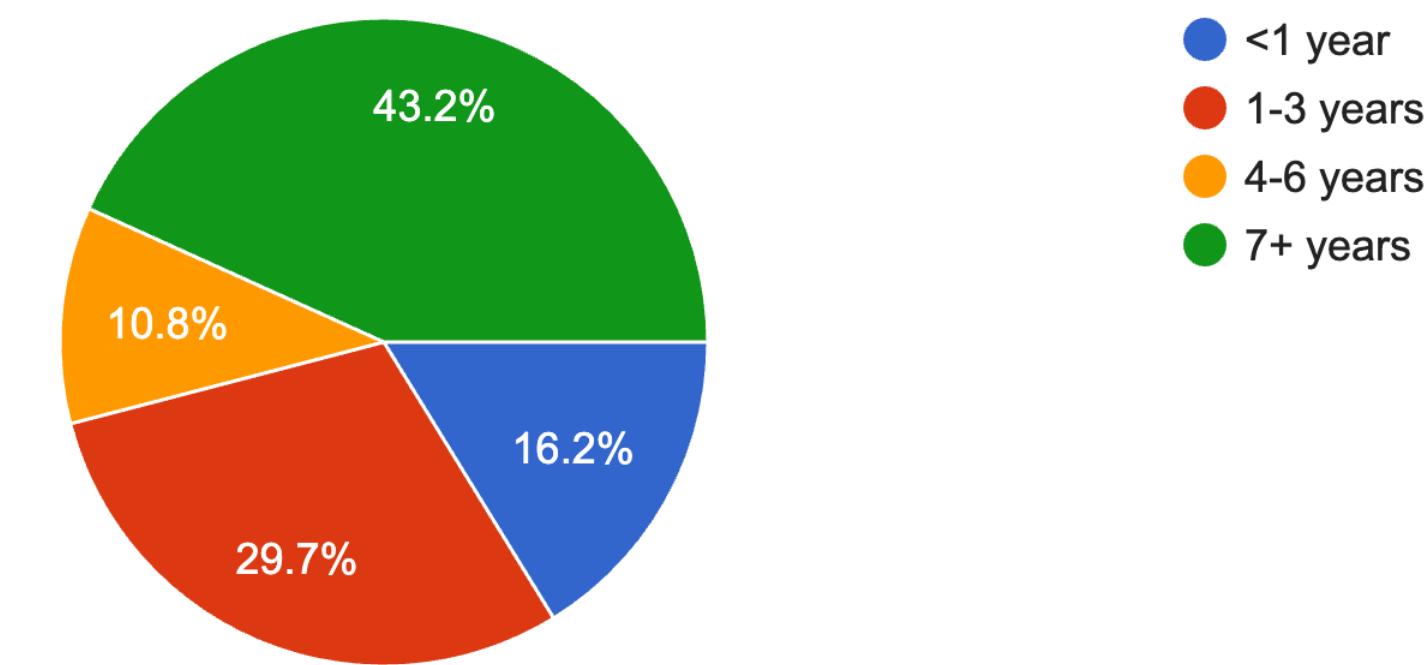
Analyzing survey data to improve course marketing and content

While numerical responses are easy to analyze...

What is your current level of experience with AI/ML?
37 responses



How many years of programming experience do you have?
37 responses



They don't give much insight as to *why* people enrolled

Business Problem

Analyzing survey data to improve course marketing and content

What is your dream outcome for this course?

37 responses

Land a program manager job working with AI product/program

1) build GPT that accesses functions and APIs, 2) hands-on fine-tune a model using LoRA 3) write and debug Python code (with AI assistance) that accesses ChatGPT, Perplexity and Google search, 4) build working agent(s) that can output results in less than 10 seconds 5) possibly use a RAG efficiently for booklength PDF texts

I love to apply ai solution to existing and future back-end projects

I want to build my own MicroSaaS products

Be able to train a model and have some practical usage of llm.

Landing a new job

Able to put into practice AI/ML for real business solutions

Develop a good foundation in AI/ML.

Open-ended responses provide better insights...

... but are tedious/difficult to analyze.

Solution 1: ChatGPT

Great initial solution, but not ideal for long-run

Pros

Fast and easy to use

Can synthesize both numerical and text data

Cons

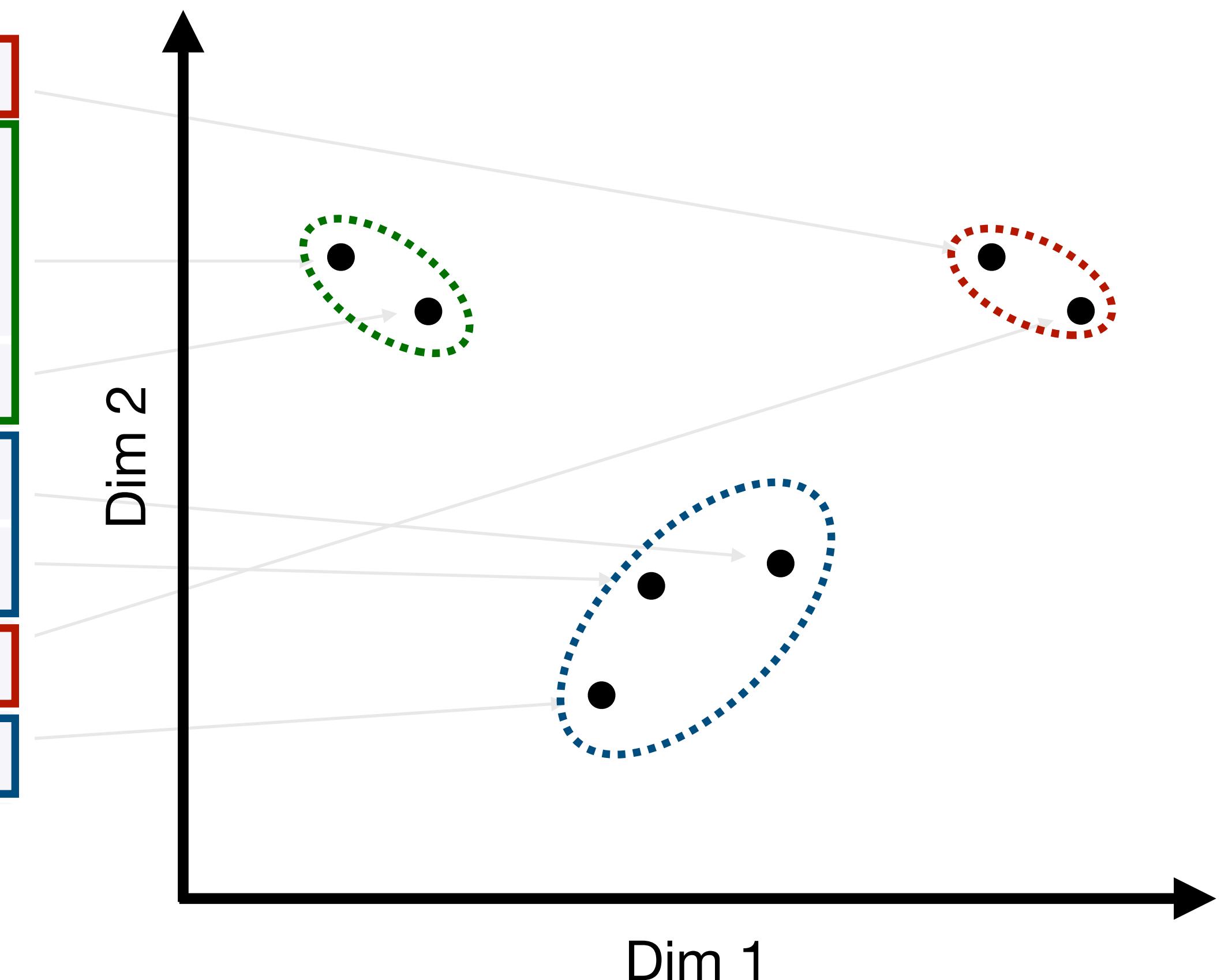
May break down if complex analysis is required

Doesn't scale past a few hundred samples

Solution 2: Text Embeddings

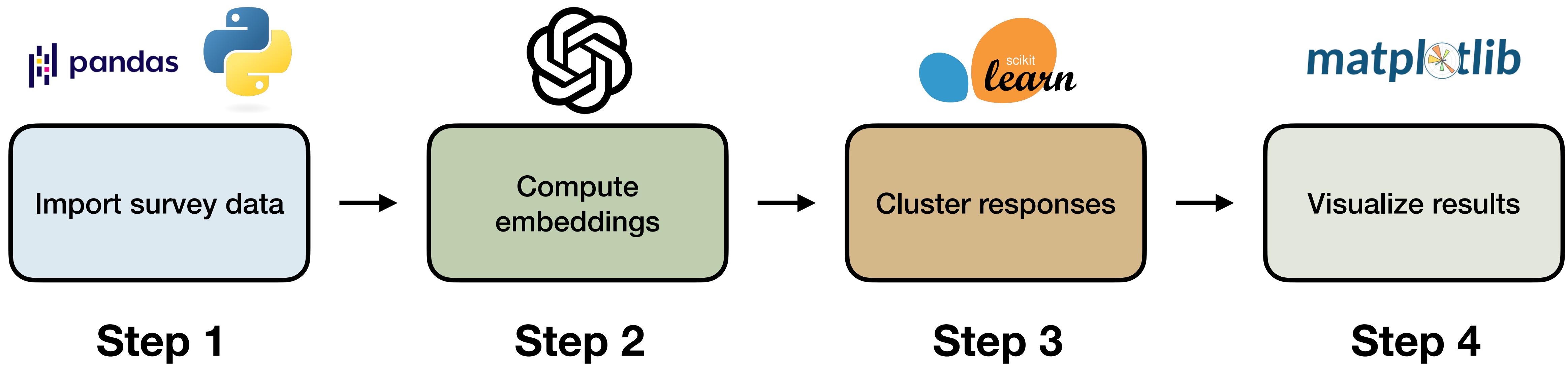
Translate text into meaningful numerical representations

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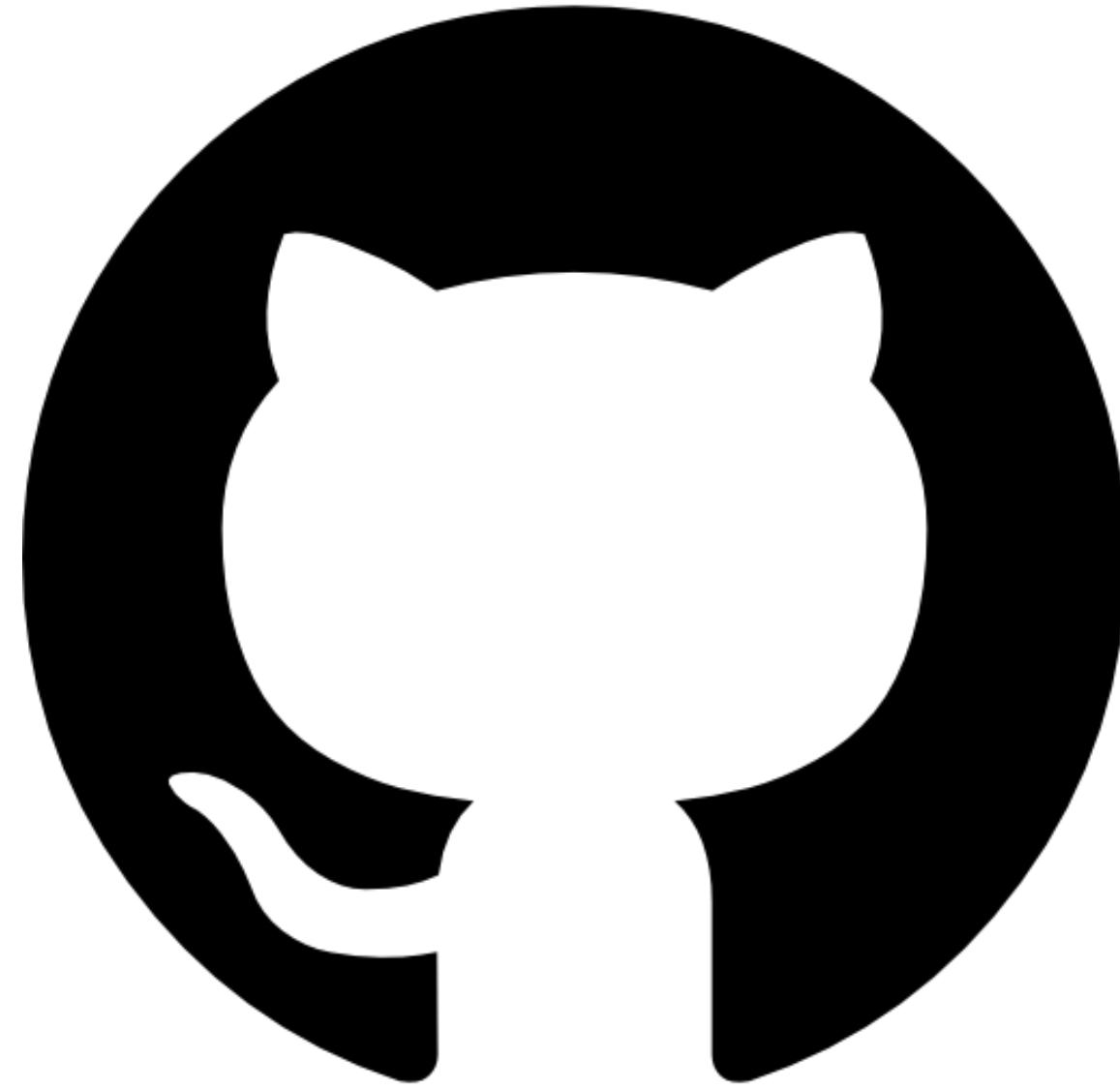


Example: Embedding-based Customer Segmentation

Flowchart (4-Step Process)



Example: Embedding-based Customer Segmentation



<https://github.com/ShawhinT/AI-Builders-Bootcamp-3>

Q&A (coming up)

AI Builders Bootcamp

Learn AI by Building It - [Cohort #3: Feb 6 to Mar 13]

Session times: Thursdays from 4PM - 6PM CST

Course Length: 6 sessions (12 hours total)

Location: Hosted via Zoom

This course includes

- ❑ 6 interactive live sessions
- ❑ 12 in-depth lessons
- ❑ 5 projects to apply learnings
- ❑ Private community of peers
- ❑ Lifetime access to course materials
- ❑ Direct access to instructor
- ❑ Guided feedback & reflection
- ❑ Course certificate upon completion

Who is this for?



Technical professionals



Business leaders & PMs



Entrepreneurs

AI Builders Bootcamp

Learn AI by Building It - [Cohort #3: Feb 6 to Mar 13]



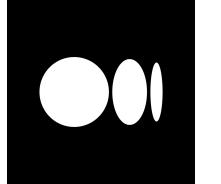
The screenshot shows the AI Builders Bootcamp landing page. At the top, it says "AI Builders Bootcamp" and "By: Shaw Talebi, AI Educator & Advisor". Below that, it lists "Trusted by clients from: Deloitte, accenture, squarespace, MIT". It shows a price of \$700 crossed out and \$525, with a 4.8 rating from 16 reviews. The next cohort starts "Feb 6—Mar 13, 2025". A large green "Enroll" button is at the bottom.

Lightning Lesson Promo ★

Code: Lightning25

25% discount!

Q&A

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-  [@shawhin](https://twitter.com/shawhin)

