

Building AI in Your Company

✓ Video: Week 3 Introduction

2 min

✓ Video: Case study: Smart speaker

9 min

✓ Video: Case study: Self-driving car

6 min

✓ Video: Example roles of an AI team

8 min

✓ Video: AI Transformation Playbook (Part 1)

10 min

✓ Video: AI Transformation Playbook (Part 2)

14 min

✓ Video: AI pitfalls to avoid

2 min

✓ Video: Taking your first step in AI

4 min

✓ Video: Survey of major AI application areas (optional)

17 min

✓ Video: Survey of major AI techniques (optional)

15 min

✓ Quiz: Week 3 Quiz

10 questions

QUIZ • 30 MIN

Week 3 Quiz

✓ Submit your assignment

DUE DATE Jul 6, 12:29 PM IST

ATTEMPTS 3 every 8 hours

Try again

✓ Receive grade

TO PASS 80% or higher

Grade

100%

View Feedback

We keep your highest score



✓ Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE

100%

Week 3 Quiz

LATEST SUBMISSION GRADE

100%

1. Because smart speakers can carry out multiple functions (such as tell a joke, play music, etc.) it is an example of Artificial General Intelligence (AGI).

1 / 1 point

- ☐ True

☒ False

✓ Correct

2. What are the key steps to a smart speaker function?

1 / 1 point

- ☐ Trigger word detection -> intent recognition -> speech recognition -> command execution.

☐ Speech recognition --> Trigger word detection -> intent recognition -> command execution.

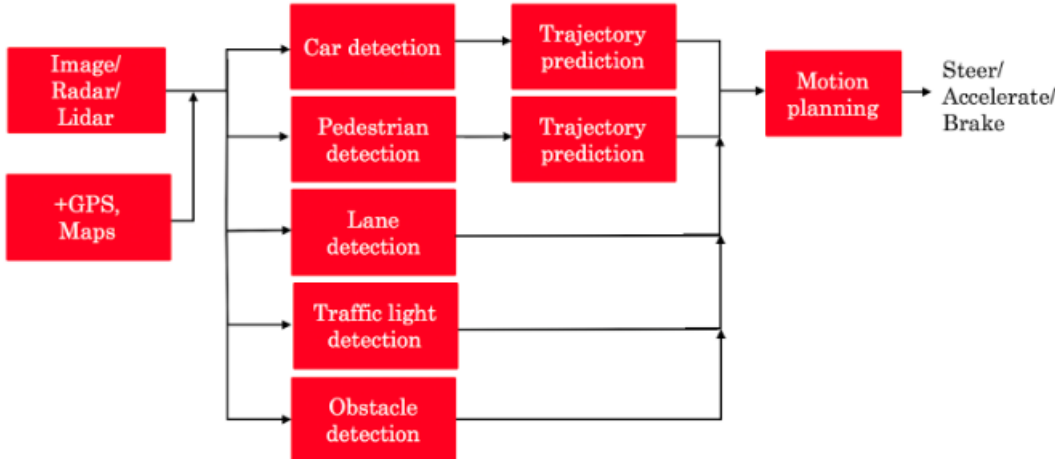
☐ Trigger detection -> intent recognition -> speech recognition -> command execution.

☒ Trigger word detection -> speech recognition -> intent recognition -> command execution.

✓ Correct

3. Consider this system for building a self-driving car:

1 / 1 point



The component for pedestrian detection is usually built using:

- ☒ Supervised learning

☐ A motion planning algorithm

☐ GANs

☐ Reinforcement learning

✓ Correct

4. Suppose you are building a trigger word detection system, and want to hire someone to build a system to map from Inputs A (audio clip) to Outputs B (whether the trigger word was said), using existing AI technology. Out of the list below, which of the following hires would be most suitable for writing this software?

1 / 1 point

- ☐ AI Product Manager

☒ Machine learning engineer

☐ Machine learning researcher

☐ Data engineer

✓ Correct

5. What is the first step in the AI Transformation Playbook for helping your company become good at AI?

1 / 1 point

- ☐ Provide broad AI training

☒ Execute pilot projects to gain momentum

☐ Build an in-house AI team

☐ Develop an AI strategy

✓ Correct

6. Of the following options, which is the most important trait of your first pilot project?

1 / 1 point

- ☒ Succeed and show traction within 6-10 months

☐ Drive extremely high value for the business

☐ Be executed by an in-house team

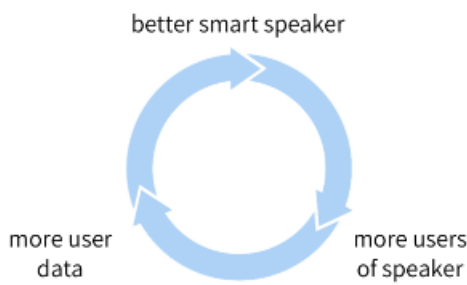
☐ None of the above

✓ Correct

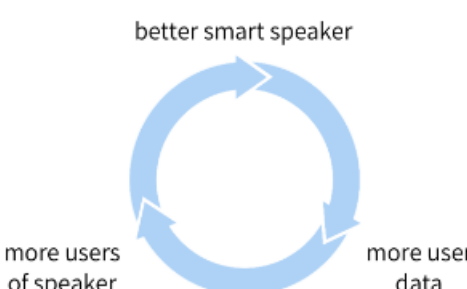
7. Say you are building a smart speaker, and want to accumulate data for your product through having many users. Which of these represents the "Virtuous circle of AI" for this product?

1 / 1 point

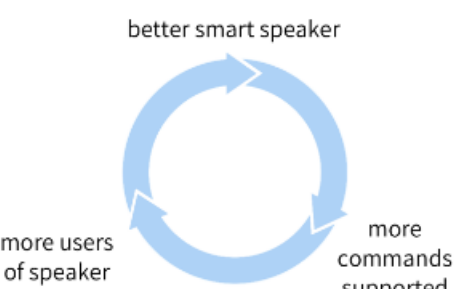
- ☒ (A)



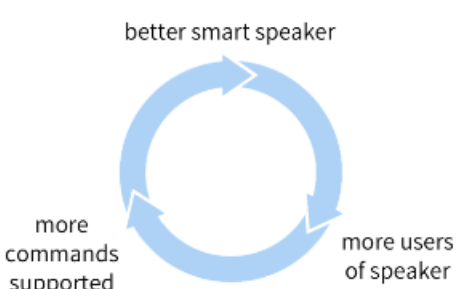
- ☐ (B)



- ☐ (C)



- ☐ (D)



✓ Correct

8. Why is developing an AI strategy NOT the first step in the AI Transformation Playbook?

1 / 1 point

- ☐ When transforming a company into an AI company, one does not need a strategy, therefore it can't be the first step.

☐ There is no reason. Developing an AI strategy IS the first step in the AI Transformation Playbook.

☒ Without having some practical AI experience and knowing what it feels like to build an AI project, a company usually does not know enough to formulate a sound strategy.

☐ The strategy should be to use the Virtuous Circle of AI, which comes after building a product.

✓ Correct

9. According to the AI Transformation Playbook, broad AI training needs to be provided not only to engineers, but also to executives/ senior business leaders and to leaders of divisions working on AI projects.

1 / 1 point

- ☒ True

☐ False

✓ Correct

10. Which of the following are AI pitfalls to avoid? (Select all that apply)

1 / 1 point

- ☐ Pairing engineering talent with business talent to identify feasible and valuable projects.

☒ Expecting traditional planning processes to apply without changes

✓ Correct

- ☒ Expecting AI to solve everything

✓ Correct

- ☒ Expecting AI based projects to work the first time

✓ Correct