Masters in Artificial Intelligence and Machine Learning

Project Title:

"Design and Implementation of Artificial Intelligence and Machine Learning Models for Data-Driven Decision Making and Organizational Performance Enhancement"

Project Brief:

This project focuses on how Artificial Intelligence (AI) and Machine Learning (ML) techniques are applied to real-world datasets to support data-driven decision making and improve organizational performance. The learner will design, develop, and evaluate suitable AI/ML models to solve practical business or operational problems, emphasizing accuracy, scalability, and ethical use of data.

Key Requirements:

1, **Problem / Domain Selection**

- Select one application area such as business analytics, finance, healthcare, operations, marketing, or risk analysis
- Clearly define the problem statement and objectives

2. **Data Understanding & Preparation**
- Data collection and preprocessing
- Feature selection and data transformation

3. **Model Development**
●   Selection of appropriate AI / ML algorithms
●   Model training, testing, and validation

4. **Performance Evaluation**
●   Model accuracy and performance metrics
●   Comparison of results and interpretation

5. **Application & Improvement Strategy**
●   Practical application of results
●   Recommendations for model improvement and deployment

Final Output

A structured 15,000–20,000 word dissertation.Inclusion of machine learning models, algorithms, evaluation metrics, and result analysis.Model architectures, datasets, and performance summaries to be included as appendices where required.

Expected Learning Outcomes

●   Understanding of AI and Machine Learning concepts
●   Ability to design and evaluate ML models
●   Practical exposure to data-driven decision-making
●   Application of AI solutions to real-world problems