Analogy with a Car

Data Strategy → GPS & Roadmap

(Defines direction and purpose)
Ensures the organization knows where it's going with data, aligning it with business goals

Data Architecture → Accelerator

(Speeds things up)
Provides a structured framework that enables fast and scalable data processing

Data Governance → Brakes

(Ensures control and compliance)
Puts guardrails in place to ensure data quality, security, and compliance

Data Engineering → Fuel & Transmission

(Moves data efficiently)
Builds and maintains pipelines that deliver data where it's needed, ensuring smooth movement

Data Management → Engine Maintenance

(Keeps things running smoothly)
Ensures data is properly stored, processed, and maintained over time

Data Science → Turbocharger

(Adds power and intelligence)
Uses advanced models and algorithms to extract deeper insights and predictions.

Data Analytics → Dashboard & Gauges

(Provides insights to the driver)
Helps monitor performance, trends, and issues to make informed decisions

Understanding Data & AI Ecosystem

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Understanding Data

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What is Data?

Its raw information in the form of numbers, text, images, or symbols

Data Formats

Structured (spreadsheets, databases)
Unstructured (emails, videos, social media posts)
Semi-structured (JSON, XML)

Data Processing Cycle

Collection - Sensors, surveys, transactions
Storage - Databases, cloud, servers
Processing - Sorting, filtering, analysing
Analysis - Trends, patterns, insights
Visualization - Graphs, charts, dashboards

Data Types & Examples

Quantitative (Numbers) → Sales figures, temperature
Qualitative (Descriptions) → Customer reviews, comments
Big Data (Massive sets) → Social media trends, IoT sensor data

Importance of Data

Better Decisions - Business strategies, healthcare, AI
Efficiency - Automation, predictive models
Innovation - Machine learning, scientific research

Data Challenges

Data Privacy & Security - Hacks, leaks, GDPR
Data Overload - Too much data, hard to analyze
Bias & Accuracy - Incorrect or misleading data

What is AI?

simulation of human intelligence in machines

Learning - *Adapts from data*
Reasoning - *Makes decisions*
Self-correction - *Improves over time*

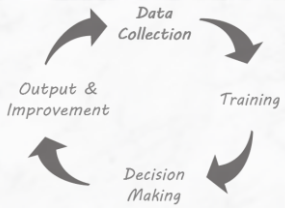
Types of AI

Narrow AI (Weak AI) → *Specialized in one task (Siri, Google Translate)*
General AI (Strong AI) → *Thinks like a human (still theoretical)*
Super AI → *More intelligent than humans (future concept)*

AI Subfields

Machine Learning (ML) - *Learns from data (Netflix recommendations)*
Deep Learning (DL) - *AI mimicking the human brain (self-driving cars)*
Natural Language Processing (NLP) - *Understands human language (Chatbots)*
Computer Vision - *Recognizes images (Face recognition)*

How AI Works



Data Collection - *AI learns from massive datasets*
Training - *Models adjust through experience*
Decision Making - *AI analyzes patterns*
Output & Improvement - *AI refines predictions over time*

AI in Everyday Life

Voice Assistants (*Alexa, Google Assistant*)
Recommendation Systems (*Netflix, YouTube*)
Healthcare (*Disease diagnosis, robotic surgery*)
Autonomous Vehicles (*Self-driving cars*)
Finance & Security (*Fraud detection, stock predictions*)

AI Challenges & Ethics

Bias in AI - *Unfair outcomes due to biased data*
Privacy Issues - *AI tracking and surveillance concerns*
Job Automation - *AI replacing jobs*
Ethical AI - *Ensuring AI benefits society*

Understanding

AI

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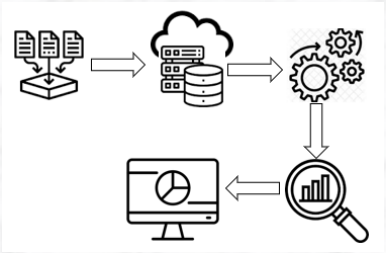
Why is Data Called the "New Oil"?

Like oil in the Industrial Age ~ data is the key resource in the Digital Age
Raw data has no value until processed & refined—just like crude oil
AI & Analytics are the engines that extract value from data
Data is the new oil, AI is the refinery, and insights are the fuel powering businesses

How Businesses Leverage Data & AI

Personalization - Netflix, Amazon, Spotify use AI to recommend content & products
Data-Driven Decisions - Companies like Google & Tesla optimize strategies using data insights
Automation & AI - Chatbots, fraud detection, and predictive maintenance
Monetization - Tech giants sell data-driven advertising & insights (Google, Facebook)

The Data & AI Value Chain



Data Collection - Sensors, IoT, social media, transactions
Storage & Processing - Data lakes, warehouses, cloud computing
AI & Analytics - Machine learning, deep learning, business intelligence
Actionable Insights - Dashboards, reports, predictions
Business Impact - Cost savings, revenue growth, innovation

The Future of Data & AI

AI-Powered Everything - AI assistants, automation, autonomous systems
Real-Time Decision Making - Edge computing & AI-driven analytics
Responsible AI & Ethics - Transparency, fairness, and reducing bias
Data Privacy & Security - Regulations like GDPR & AI governance

Challenges & Risks

Data Privacy Issues - Who owns your data?
Bias in AI - Unfair outcomes due to biased training data
Scalability - Managing the explosion of global data
Ethical Concerns - Deepfakes, misinformation, surveillance risks

The Rise of Data & AI

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Data Engineer ~ The Builder

What They Do? Build data pipelines & manage storage
Key Skills: SQL, Python, ETL, Cloud, Big Data
Challenges: Dirty data, pipeline failures, scalability
Future Trends: Real-time streaming data, Data Mesh, AI-powered data engineering

Data Analyst ~ The Storyteller

What They Do? Analyze data, create dashboards & reports
Key Skills: SQL, Excel, Tableau, Python, Business Acumen
Challenges: Messy data, unclear business questions, ad-hoc requests
Future Trends: Self-service analytics, AI-powered BI tools, Automated reporting

Top 5
Data & AI Roles

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Data Scientist ~ The Predictor

What They Do? Build ML models & derive patterns
Key Skills: Python, ML/DL, Statistics, AI Ethics
Challenges: Model deployment, bias, explainability
Future Trends: AI explainability, Edge AI, Ethical AI & regulation

AI/ML Engineer ~ The Deployer

What They Do? Deploy, monitor & optimize ML models
Key Skills: TensorFlow, Docker, MLOps, Cloud AI
Challenges: Model drift, latency, security
Future Trends: Low-latency AI, AI-powered DevOps, Federated Learning

Data/AI Product Manager ~ The Strategist

What They Do? Bridge business & AI, drive AI adoption
Key Skills: AI Strategy, Product Management, Communication
Challenges: AI ROI, adoption resistance, ethical concerns
Future Trends: AI-driven decision-making, AI governance & compliance, No-code AI platforms

What is Data Analysis?

Process of cleaning, transforming, and interpreting data
To find meaningful patterns, trends, and insights

Goal: Convert raw data into useful knowledge for decision-making
Like solving a puzzle—each data point is a piece that helps complete the big picture

Why is Data Analysis Important?

Better Decision-Making - Data-driven insights lead to smarter choices
Problem-Solving - Identifies inefficiencies, risks, and opportunities
Predicting Trends - Helps businesses prepare for future changes
Competitive Advantage - Effective data analysis outperform others

Types of Data Analysis

Descriptive Analysis - "What happened?" (sales reports, trend charts)
Diagnostic Analysis - "Why did it happen?" (correlation, root cause analysis)
Predictive Analysis - "What might happen?" (forecasting, machine learning)
Prescriptive Analysis - "What should we do?" (decision-making models)

Understanding Data Analysis

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Common Data Analysis Techniques

Statistical Analysis - Mean, median, variance, hypothesis testing
Data Visualization - Charts, graphs, heatmaps for easy understanding
Correlation & Regression - Finding relationships between variables
Machine Learning Models - AI-driven pattern recognition
Text Analysis - Extracting insights from words and language

Challenges in Data Analysis

Dirty Data - Incomplete, inconsistent, or incorrect data
Data Overload - Too much data without clear focus
Bias & Misinterpretation - Drawing incorrect conclusions
Lack of Skills & Tools - Not everyone is trained in data analysis

What is Data Engineering?

It is the process of designing, building, and maintaining the systems that collect, store, and process data

Goal: Ensure data is accessible, reliable, and ready for analysis & AI

Like plumbing for data—moving and cleaning data so it's ready for use

Why is Data Engineering Important?

- **Reliable Data** - Ensures accurate, well-structured data for analysis & AI
- **Scalability** - Handles large-scale data efficiently
- **Faster Insights** - Automates data flow for real-time analytics
- **Foundation for AI** - AI & ML models rely on well-prepared data

Key Components of Data Engineering

- **Data Collection** - Extracting data from sources (APIs, databases, logs)
- **Data Storage** - Storing data in Data Lakes, Warehouses, or Lakehouses
- **Data Processing** - Transforming raw data using ETL (Extract, Transform, Load) / ELT
- **Data Pipelines** - Automating data flow using batch & real-time processing
- **Data Quality & Governance** - Ensuring accuracy, security, and compliance

Tools & Technologies

- **Storage:** Snowflake, BigQuery, Amazon S3, Delta Lake
- **Processing:** Apache Spark, Databricks, dbt, Airflow
- **Pipelines:** Kafka, Flink, Fivetran
- **Orchestration:** Airflow, Prefect, Dagster

Challenges in Data Engineering

- **Data Silos** - Breaking barriers between isolated data sources
- **Data Quality** - Ensuring clean, consistent data
- **Real-Time Processing** - Managing speed & reliability
- **Cost & Complexity** - Scaling infrastructure efficiently

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Data Engineering

What is Data Quality?

Data Quality measures how accurate, reliable, and useful data is for decision-making

Goal: Ensure data is fit for use—complete, consistent, and free from errors.
Like clean water for drinking—bad data leads to bad decisions!

Why Does Data Quality Matter?

Better Decisions - *Reliable data leads to accurate insights*
Fewer Errors - *Reduces costly mistakes in business & AI models*
Compliance & Security - *Ensures regulatory compliance (GDPR, HIPAA)*
Higher Efficiency - *Saves time spent fixing bad data*

6 Key Dimensions of Data Quality

Accuracy - *Data correctly represents real-world facts*
Completeness - *No missing or incomplete values*
Consistency - *Same data across different systems should match*
Timeliness - *Data is up-to-date and available when needed*
Validity - *Data follows rules & formats (e.g., correct date formats)*
Uniqueness - *No duplicate or redundant records*

Understanding Data Quality

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How to Improve Data Quality?

Data Validation - *Check for errors before storing data*
Deduplication - *Remove duplicate records*
Standardization - *Enforce consistent formats and naming conventions*
Automated Monitoring - *Use tools to detect anomalies*
Data Governance - *Clear ownership & accountability for data*

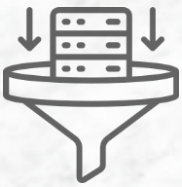
Challenges in Maintaining Data Quality

Human Errors - *Manual data entry mistakes.*
Data Silos - *Inconsistent data across departments*
Outdated Data - *Old, irrelevant data reducing accuracy*
Scaling Issues - *Maintaining quality as data volume grows*

🔍 What is Data Architecture?

The design framework that defines how data is collected, stored, processed, and accessed across an organization

It ensures scalability, security, and efficiency in handling data


🛠️ Key Components of Data Architecture

1. *Data Sources* → *Where data originates (databases, APIs, logs, IoT devices)*
2. *Data Ingestion* → *Moving raw data (ETL/ELT, Kafka, Airflow)*
3. *Data Storage* → *Databases, data lakes, warehouses (Snowflake, BigQuery, S3)*
4. *Data Processing* → *Transforming & analyzing data (Spark, dbt, SQL)*
5. *Data Access & Consumption* → *BI tools, APIs, dashboards*


🏛️ Common Data Architecture Patterns

Traditional (Centralized) → *A single data warehouse (good for structured data)*

Data Lake → *A flexible repository for raw & unstructured data*

Data Lakehouse → *Hybrid model combining the benefits of both*

Data Mesh → *Decentralized, domain-driven architecture for scalability*


⚙️ Best Practices for a Strong Data Architecture

Scalability → *Design for future growth (cloud-native solutions)*

Data Governance → *Define ownership, security, and compliance*

Interoperability → *Ensure seamless integration across systems*

Automation → *Use pipelines & workflows for efficiency*

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Data Architecture

Understanding Data Mesh

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What is Data Mesh?

a decentralized approach to data architecture
Moves away from centralized data lakes to domain-driven, self-serve data ownership
Instead of one giant warehouse, each team has its own organized data store

Why Data Mesh? (Benefits)

Scalability - No central team bottleneck
Faster Insights - Teams access the data they need without delays
Ownership & Quality - Teams take responsibility for reliable, high-quality data
Flexibility - Works with data lakes, warehouses, and real-time processing

Core Principles of Data Mesh

Domain-Oriented Ownership - Teams own & manage their data as a product
Data as a Product - Treat data like a service with defined consumers & quality standards
Self-Serve Infra - Empower teams to store, process, & share data independently
Federated Governance - Enforce global security, privacy, and standards

How Data Mesh Works

Each business unit (Finance, Marketing, HR, etc.) manages its own data
Data is discoverable, shareable, and reusable across teams
A common platform ensures security & interoperability without central bottlenecks

Challenges of Data Mesh

Cultural Shift - Teams must take ownership of data
Standardization Needed - Common governance rules must be enforced
Tech Complexity - Requires the right tools for seamless self-service

What is Data Strategy?

- A structured plan to collect, manage, and use data effectively.
- Aligns business goals with data-driven decision-making.
- Ensures data quality, governance, security, and accessibility.

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Data Strategy

Turning Data into Business Value

Key Components of a Strong Data Strategy

1. Data Collection & Integration

Define data sources (internal, external, APIs, IoT).
Ensure structured and unstructured data ingestion.
Break down data silos for seamless integration.

2. Data Governance & Quality

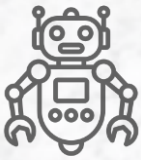
Implement data ownership & stewardship.
Ensure clean, consistent, and reliable data.
Follow compliance laws (GDPR, CCPA, etc.).

3. Data Architecture & Infrastructure

Choose between Data Lake, Data Warehouse, or Data Mesh.
Enable scalable storage & processing (Cloud, On-Prem, Hybrid).
Secure data with access controls & encryption.

4. Data Analytics & AI Readiness

Enable descriptive, predictive & prescriptive analytics.
Foster AI & ML adoption with the right tools.
Encourage a data-driven culture across teams.



5. Business Value & Monetization

Use data to optimize operations & drive decisions.
Build data products, APIs, and insights-as-a-service.
Measure ROI of data initiatives to justify investments.

Why Data Strategy Matters?

- 🚀 Better Decision-Making - Data-driven insights lead to smarter choices.
- 🔒 Stronger Compliance & Security - Avoid risks and legal issues.
- 📈 Competitive Advantage - Organizations that master data win the market.
- 💰 New Revenue Streams - Data can be monetized into valuable products.

Key Takeaway:

A well-defined Data Strategy = Competitive Edge in the Digital Age

What is AI Ethics?

Study of moral principles that guide the development and use of AI ensuring it is fair, safe, and accountable while respecting human right

AI is like a powerful car; without ethical "rules of the road," it can cause harm

Why Does AI Ethics Matter?

Trust - People must trust AI to use it safely
Bias & Fairness - Prevent discrimination in AI decisions
Privacy - Protect personal data from misuse
Accountability - Who is responsible when AI makes mistakes?
Safety & Security - AI should not cause harm or be misused

Understanding AI Ethics

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Examples of Ethical AI Challenges

Hiring Bias - AI in job screening favouring certain groups unfairly
Deepfakes - AI-generated fake videos spreading misinformation
Facial Recognition - Privacy concerns in surveillance and law enforcement
AI in Warfare - Autonomous weapons making life-and-death decisions

Solutions for Ethical AI

Fair AI Training - Diverse, unbiased training datasets
Explainable AI (XAI) - Making AI decisions understandable
Regulations & Guidelines - Laws ensuring ethical AI use (like GDPR, AI Act)
Human Oversight - AI should assist, not replace, human decision-making
AI for Good - Using AI in healthcare, climate change, and education

The Future of AI Ethics

Stronger AI regulations worldwide
More transparency in AI systems
AI designed for social good and fairness
Better AI-human collaboration with ethical safeguards

Understanding XAI

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What is Explainable AI (XAI)?

AI models often behave like black boxes—the 'why' remains missing
XAI aims to make decisions understandable & interpretable

Why Does Explainability Matter?

- **Trust** - for users to trust AI decisions
- **Fairness** - to prevent bias & discrimination in AI models
- **Regulations** - to abide by Laws (i.e. GDPR)
- **Debugging** - to improve AI performance
- **Safety** -in healthcare, finance, autonomous systems

How AI Becomes Explainable?

- **Feature Importance** -data points influencing the decision?
- **Decision Trees** - breaking down decision path
- **Local vs. Global Explanations**
  - Local: Why was this decision made?
  - Global: How does the model behave in general?
- **SHAP & LIME** - Techniques for interpreting black-box AI
- **Model Transparency** - Using simpler, more interpretable models

Trade-offs: Accuracy vs. Explainability

Deep Learning Models (Black Box)

- Highly accurate but hard to interpret
- Used in image recognition, NLP, etc

Simple Models (Transparent but Less Powerful)

- Decision trees, linear regression are more interpretable
- Used when explanations are critical (e.g. healthcare, finance)

Challenges & Future of XAI

- **Trade-off:** More explainability can reduce performance
- **Human Interpretation:** Even simple explanations can be misunderstood
- **Bias Detection:** XAI helps, but bias elimination is tough
- **Future:** AI that explains itself in human-like language

🔍 What is MLOps?

MLOps (Machine Learning Operations) is the practice of streamlining and automating the lifecycle of ML models—*from development to deployment and maintenance*
It ensures scalable, reliable, and efficient ML workflows in production

🚀 Why MLOps Matters?

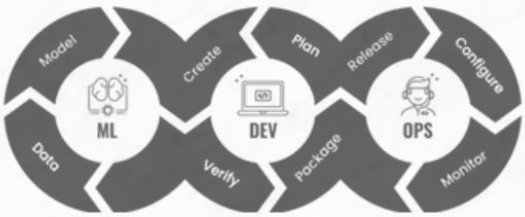
Scalability → *Ensures ML can run across teams & infrastructure*
Reproducibility → *Versioning allows models to be recreated anytime*
Automation → *Reduces manual overhead & human errors*
Compliance → *Helps maintain ethical & legal standards*

🛠️ Key Components of MLOps

1. *Data Versioning & Management* → *Keep track of datasets like code (DVC, Delta Lake)*
2. *Model Training & Experimentation* → *Automate model tracking (MLflow, Weights & Biases)*
3. *Continuous Integration & Deployment (CI/CD)* → *Automate testing & rollouts*
4. *Model Monitoring & Drift Detection* → *Detect concept drift and performance decay*
5. *Governance & Compliance* → *Ensure fairness, explainability & security*

⚙️ MLOps Lifecycle

Development → *Data prep, model selection, experiments*
Testing & Validation → *Automate performance checks*
Deployment → *Model packaging & serving (Docker, Kubernetes)*
Monitoring → *Track performance & retrain when necessary*



MLOps = ML + Dev + Ops

Understanding MLOps

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Understanding GenAI

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What is Generative AI (GenAI)?

A type of AI that can create new content—text, images, music, code, and more—rather than just analyzing data

Like an AI artist, writer, or musician that generates original work based on patterns it has learned.

How Generative AI Works?

Training on Data: AI learns from vast datasets (text, images, code, etc.)

Pattern Recognition: Identifies relationships, structures, and styles

Content Generation: Uses learned patterns to create new content

Refinement & Feedback: Adjusts output based on user input or corrections

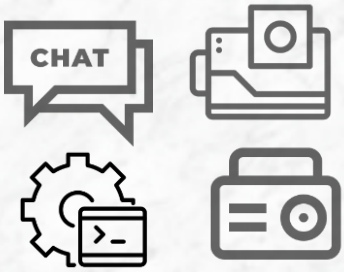
Popular Generative AI Models

GPT (Text) - Writes articles, chat responses, and summaries

DALL·E (Images) - Creates artwork from text descriptions

Codex (Code) - Writes and completes programming code

Jukebox (Music) - Generates songs and instrumental music



Challenges & Risks of GenAI

Misinformation - AI can generate fake news & deepfakes

Bias & Ethics - AI can reflect biases in its training data

Creativity Debate - Is AI-generated content real creativity?

Data Privacy - AI models are trained on vast amounts of public data

The Future of Generative AI

More human-like AI assistants

Personalized AI-generated content for individuals

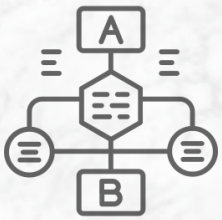
AI that co-creates with humans in art, music, and writing

Ethical guidelines for responsible AI use

🤖 What is an LLM?

Definition: A Large Language Model (LLM) is an AI system trained on massive text data to understand and generate human-like language

Think of it like: A supercharged autocomplete that can write essays, answer questions, and even generate code!



🛠️ How Do LLMs Work?

Training on Big Data → Trained on books, websites, and documents

Learning Patterns → Identifies relationships between words

Generating Responses → Predicts the next words based on context

🌍 Where Are LLMs Used?

Chatbots & Virtual Assistants → 🤖 Siri, ChatGPT, Google Assistant

Content Creation → 📝 Blog writing, copywriting, storytelling

Code Generation → 💻 Assisting developers (GitHub Copilot)

Data Analysis → 📊 Summarizing reports & extracting insights

⚠️ Challenges & Ethical Concerns

Bias in AI → 🤔 LLMs learn from biased data

Misinformation → 🚨 They might generate incorrect or misleading answers

Privacy & Security → 🔒 Handling sensitive data responsibly is critical

💡 The Future of LLMs

More accurate, faster, and multimodal AI (text + images + audio)

AI that reasons instead of just predicting words

Personalized AI models trained on user-specific data

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Understanding LLMs

What is Agentic AI?

AI systems that act autonomously, making decisions, setting goals, and taking actions without constant human intervention

Like a self-driving car that plans its route, adapts to traffic, and makes real-time decisions all by itself

Key Features of Agentic AI

Autonomous Decision-Making - sets its own tasks and goals

Planning & Reasoning - doesn't just respond; it strategizes

Adaptability & Learning - improves based on feedback

Memory & Context Awareness - remembers past interactions

Action Execution - takes real-world actions, not just predictions

How Agentic AI Works?

Perception: observes the environment (data, sensors, user input)

Decision-Making: determines the best action based on goals

Action Execution: performs tasks autonomously

Feedback Loop: learns from successes and failures

Understanding Agentic AI

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Traditional vs Agentic AI

Aspect	Traditional AI	Agentic AI
Task Execution	Predefined responses	Self-directed decision-making
Adaptability	Limited, follows rules	Learns and adapts
Autonomy	Requires human input	Acts independently
Memory	Short-term	Long-term memory & context

Challenges & Risks of Agentic AI

Loss of Control - AI taking actions beyond human oversight

Ethical Concerns - Who is responsible for AI decisions?

Unintended Consequences - AI optimizing for unintended goals

Safety & Security - Preventing rogue AI behaviour

Ingestion

Handles millions of messages per second, replayable, and fault-tolerant.

Enables real-time sync from source databases with CDC-based processing.

Integration

Spark Processing

Supports stream and micro-batch processing with stateful logic and low latency.

Facilitates sub-second OLAP queries on large-scale time-series and event data.

Storage + Query

Reliability

Ensures data accuracy, fault tolerance, and consistency through checkpointing and idempotency.

A Typical

Data Pipeline

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1950s – Birth of AI 🤖

📝 *Alan Turing's Test* – Can machines think?

📚 *Symbolic AI* – Rule-based systems (if-then logic)

❌ *Limitation:* Struggles with uncertainty & real-world complexity

1980s – Expert Systems 🏛️

🧠 Programs mimicking human decision-making in specific areas

Example: Medical diagnosis AI

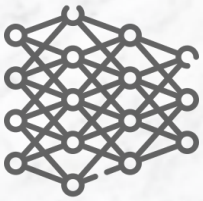
❌ *Limitation:* Hard to scale, required manual rules

1990s – Machine Learning 🔄

📈 AI learns from data, not just rules

🏆 *Milestone:* IBM's Deep Blue defeats chess champion Garry Kasparov (1997)

❌ *Limitation:* Needed tons of labeled data



2010s – Deep Learning & Neural Networks 🧠⚡

🌊 Big Data + GPU power → AI boom!

Key models:

- 📷 ImageNet (2012) – AI masters image recognition
- 🔊 Speech AI (2016) – Google Assistant, Alexa rise
- 🎮 Reinforcement Learning – AlphaGo beats human Go players (2016)

❌ *Limitation:* Needs massive data & computing power

2020s – Generative AI & LLMs ✨

📜 *GPT-3 (2020)* – Large-scale language models explode

🔍 *RAG (2023)* – AI retrieves & generates answers dynamically

🏭 *Adaptive RAG & MCP (2024-25)* – AI adapts context intelligently

Trend: AI is shifting towards memory, reasoning, and adaptability

What's Next?

🤝 *AI + Human Collaboration* – AI as a co-pilot, not a replacement

🧩 *Adaptive, Smaller AI* – Personalized & efficient models

🔍 *Explainable AI* – AI that justifies its decisions transparently

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Evolution of AI

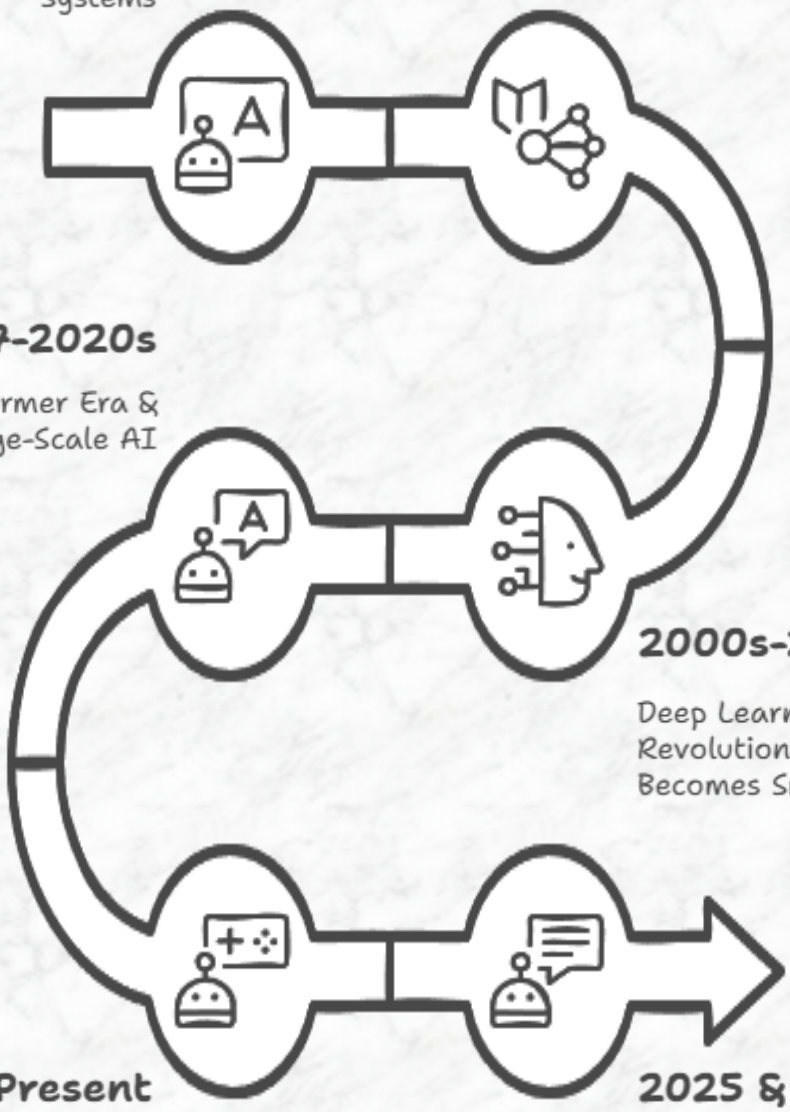
From Symbolic Reasoning to AGI

1950s-1980s

Early AI – Symbolic Reasoning & Rule-Based Systems

1980s-1990s

Machine Learning – AI Learns from Data



2000s-2010s

Deep Learning Revolution – AI Becomes Smarter

2017-2020s

Transformer Era & Large-Scale AI

2023-Present

AI Agents, RAG & Memory

2025 & Beyond

Beyond ChatGPT - Multimodal AI, Smaller Faster AI, AGI

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Timeline of AI

From Symbolic Reasoning to AGI

Shift-Left Paradigm

in Data Ecosystem

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1 Data is Produced by Code

"Treat data like code" → Fix issues where data is created, not downstream.

Use data contracts to enforce quality at the source

2 Lessons from DevOps & DevSecOps

Just like DevOps improved software quality, shift-left improves data quality

Embed data governance into development → Less cleanup later

3 Decentralized Engineering Needs Decentralized Data

Federated teams = fragmented data

Old centralized data strategies don't work anymore

Data quality should be a shared responsibility between engineering & data teams

4 Proactive Data Governance = Less Cleanup

Prevent bad data at the source instead of fixing it later

Move governance upstream → Apply rules early

5 Shared Responsibility for Data Quality

Data teams & engineers must collaborate to maintain high-quality data

Data reliability = Everyone's job!

Final Takeaway

Shift data quality LEFT! Treat data as a first-class citizen in development

Stop fixing bad data downstream, Build quality at the source

🟢 Before Machine Learning (Ask Do we even need ML?)

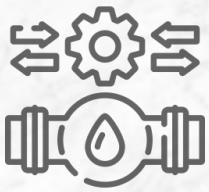
- *Don't default to ML – Simple heuristics might work!*
- *Quantify the problem – How bad is it? How much impact does solving it have?*
- *Track metrics early – You can't improve what you don't measure*

🚀 Your First Model (Keep it simple!)

- *Rapid iteration > perfection – Start small, improve later*
- *Use a simple & observable objective – Don't overcomplicate*
- *Validate data BEFORE training – Garbage in = garbage out*
- *Make debugging easy – Use interpretable models first*

⚙️ Your First Pipeline (ML isn't just about the model!)

- *Ensure pipeline integrity – Data errors break everything*
- *Test infra separately from ML – Avoid hidden dependencies*
- *Plan for model freshness – Data drifts, so monitor constantly*



Rules of ML Engineering

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🛠️ Feature Engineering (Features > Algorithms!)

- *Keep features clean & documented – Future-you will thank you*
- *Use observed features over derived ones – Simplicity wins*
- *Prefer sparse features for big data – Avoid overfitting*
- *Remove unused features fast – Clutter slows everything down*

🔬 Internal Testing & Model Evaluation (Measure everything!)

- *Benchmark against existing models – Don't deploy blindly*
- *Downstream performance > model accuracy – Real-world impact matters*
- *Assess long-term learning, not just short-term gains – ML isn't a one-time fix*

⚠️ Production & Drift Handling (Keep models fresh!)

- *Log everything – Debugging future failures needs past data*
- *Avoid complex ensembles – Hard to debug, expensive to maintain*
- *Get better data > over-engineering features – Quality > quantity*
- *ML launch = More than just model optimization – Business factors matter too!*

🧩 The Basic ML Engineering Approach:

- *Start with a simple objective & metrics*
- *Add common-sense features without complexity*
- *Ensure a solid end-to-end pipeline*

1 Pick a Data Source

🎯 *Find a REST API you like (Stocks, Sports, Pokémon, etc)*

📥 *This will be your raw data source*

2 Write a Python Script

🐍 *Learn basic Python to fetch the API data*

📄 *Start by saving it to a CSV file for easy handling*

3 Load Data into a Cloud Warehouse

☁️ *Sign up for Snowflake or BigQuery (both have free tiers)*

📊 *Modify your script to send data to your cloud database instead of a CSV*

Breaking into Data Engineering for FREE!

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4 Transform Data with SQL

🔍 *Use GROUP BY, JOIN, and Aggregations to structure the data*

📌 *Write SQL queries to clean & organize it*

5 Automate with Airflow

⏳ *Sign up for Astronomer (free tier for Airflow)*

🤖 *Build an Airflow DAG to schedule & automate your data ingestion*

6 Visualize & Show Off Your Work!

📈 *Connect Tableau, Power BI, or Looker to your data warehouse*

🎨 *Build a cool, auto-updating chart from your dataset*

5 Data Anti-Patterns

And How to Avoid Them!

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1 The 'Data-First' Trap

❌ Collecting data without purpose

✅ Start with a clear business problem, then gather relevant data

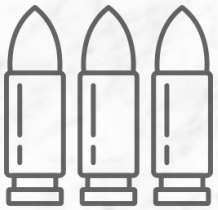
📝 Think before you collect!

2 The 'AI Silver Bullet' Fallacy

❌ Believing AI will magically fix data issues

✅ AI is only as good as the data quality & strategy behind it

📝 Bad data in = bad results out!



3 The 'Boiling the Ocean' Syndrome

❌ Trying to fix everything at once

✅ Start with small, impactful wins, then scale up

📝 Focus, solve, iterate!

4 The 'Vanity Metrics' Trap

❌ Tracking numbers that look good but don't drive decisions

✅ Measure what truly impacts business outcomes

📝 Pretty charts ≠ Real value!

5 The 'Spaghetti Junction' Problem

❌ Messy, tangled, undocumented data pipelines

✅ Keep it clean, structured & well-documented

📝 Future you will thank you!

✨ Key Takeaway:

A strong data strategy avoids these pitfalls and drives real impact!

The

Agentic Pipeline

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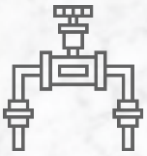
Problem

Data Pipelines vs. Agentic Pipelines



🛠 Data Pipelines → Structured, deterministic, and human-supervised

🤖 Agentic Pipelines → Autonomous, probabilistic, and harder to debug

📌 What's Common?

Both rely on multiple hand-offs
Both struggle with data quality & governance
Both suffer when complexity increases

The Four Big Problems in Agentic Pipelines

❌ Too Many Complex Handoffs

Agents pass data to other agents without clear oversight
Each step adds uncertainty & potential errors

❌ Transformations Without Transparency

No clear visibility into what each agent is doing
Difficult to track errors or debug failures

❌ No Visibility Into Downstream Use

Who uses the data? How is it consumed?
Without human oversight, errors go unnoticed until it's too late

❌ Ripple Effects - One Error = System-Wide Chaos

A single issue can cascade across all dependent agents
Errors multiply, making debugging a nightmare

The Solution: AI Governance & Contracts

✅ Define clear AI contracts for:

Data inputs & expected format
Prompts & model constraints
Expected outputs & downstream dependencies

🔑 Without guardrails, agentic pipelines will spiral out of control!

Final Thought:

💡 Agentic Pipelines Nightmares >> Data Pipeline Problems

If we don't solve governance now, trust in AI-driven systems will collapse!

The AI Productivity Paradox

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The Promise vs. The Reality

❓ What AI Vendors Claim:

"AI can make work 10x or 100x faster!"
"A task that took 100 days will now take 1!"
"AI will replace entire teams!"

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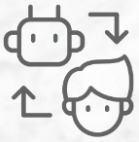


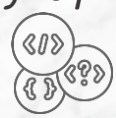
💡 The Reality:

AI speeds up tasks, but doesn't eliminate human oversight
Quality, debugging, and integration still take time
More automation = more complexity, not always more efficiency

AI's Hidden Cost: Technical Debt

🔥 AI-Generated Code = Piling Up Problems

Messy & redundant code
Security & compliance risks
Hard to debug & maintain



More automation now → Bigger maintenance headaches later

Why Executives Fall for AI Hype

Why do non-tech leaders buy into exaggerated claims?

FOMO – They don't want to be left behind
AI Magic Effect – Demos look impressive
Marketing Spin – Vendors oversell AI's capabilities

🔎 Missing Piece: Understanding AI's Limitations!

The Need for Tech-Savvy Leadership

Smart leaders ask the right questions:

What's the real efficiency gain?
How much human oversight is still needed?
What's the long-term cost of AI adoption?

AI is a Tool, Not a Magic Wand

AI can boost productivity, but it's not a miracle
Used wisely, it's a great assistant
Used blindly, it creates more problems than it solves

Think of AI as a power tool – It's useful, but you still need a skilled worker!

The File Formats

CSV 📄 → Simple, human-readable, but no schema

Avro 🧬 → Compact binary + Schema evolution + Best for streaming

Parquet 📦 → Columnar format, best for reads & analytics

ORC 🧱 → Columnar, high compression, great write performance

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Data File Formats

Which one to use When?

Decision Tree

🎯 Need to share data with humans? → Use CSV

⚡ Real-time stream processing (Kafka)? → Use Avro

🔍 Query large data with few columns? → Use Parquet

🏋️ Write-heavy Hadoop workloads? → Use ORC

Hybrid: Avro Ingest → Parquet Store

Use Cases

👩‍💻 Analyst using Excel → gets a CSV report

🧪 Streaming pipeline → Kafka + Avro

📊 BI Dashboard → Parquet → Fast OLAP queries

🧰 Hadoop ETL job → ORC for compact storage

Pro Tips

✅ Use Snappy or ZSTD compression

✅ Avro + Schema Registry = ❤️ for evolving schemas

✅ Columnar formats → read what you need, not what you don't

✅ CSV is NOT for Big Data!

Key Takeaway:

Pick the format that fits the flow, not the fame.

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Ankit Rathi (He/Him)

I simplify Data & AI through Visual Storytelling – One Concept at a Time | All views are my own

Noida, Uttar Pradesh, India · Contact info

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