Day 2 Section 6 Exercise

AI Application Matching

Individual Exercise (discuss it with your group post-completion)

Instructions for Participants:

You'll receive descriptions of business problems. For each, identify:

- Which AI application best solves it (forecasting, recommendation, classification, clustering)
- What data you need
- How you'd measure success
- One potential challenge

Complete the answer section, then share insights within your Group (last 10 mins).

Worksheet Problems:

Problem 1: Your company receives 500 customer emails daily asking various questions about products, billing, and technical issues. Currently, one person reads and categorizes each email, which creates a bottleneck.

Problem 2: Your retail stores struggle with staffing—sometimes too many employees during slow periods, sometimes too few during busy times. Historical data shows patterns, but manual scheduling doesn't capture them well.

Problem 3: Your e-learning platform has 1,000 courses. Students often don't know which courses to take next. You want to help them discover relevant courses based on their interests and learning patterns.

Problem 4: Your marketing team runs dozens of campaigns but struggles to understand which messaging resonates with customers. You have thousands of customer responses across email, social media, and surveys.

Problem 5: Your financial analysts spend hours categorizing expenses from receipts. There are 50 standard categories, and most receipts clearly fit one category.

Answer Table:

	AI Application Type (eg. forecasting, classification)	Data Label (eg. Sales, responses etc.)	Success (eg. Increase .., time saved..)	Challenge (eg. Unexpected cases etc,)
Problem 1				
Problem 2				
Problem 3				
Problem 4				
Problem 5				