



CSCE 580: Introduction to Al

CSCE 581: Trusted Al

Lecture 27: Al for the Real World

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Carolinian Creed: "I will practice personal and academic integrity."

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## Organization of Lecture 27

- Introduction Segment
  - Recap of Lectures 26
- Main Segment
  - Bringing All Together
  - Real world problems
  - Smart city setting goals for improvement
  - Framework for identifying opportunities to solve problems with AI
  - Case studies in smart city (public health) and business (Clarity business intelligence)
- Concluding Segment
  - Course Project Discussion
  - About Next Lecture Lectures 28 and 29
  - Ask me anything

## Introduction Section

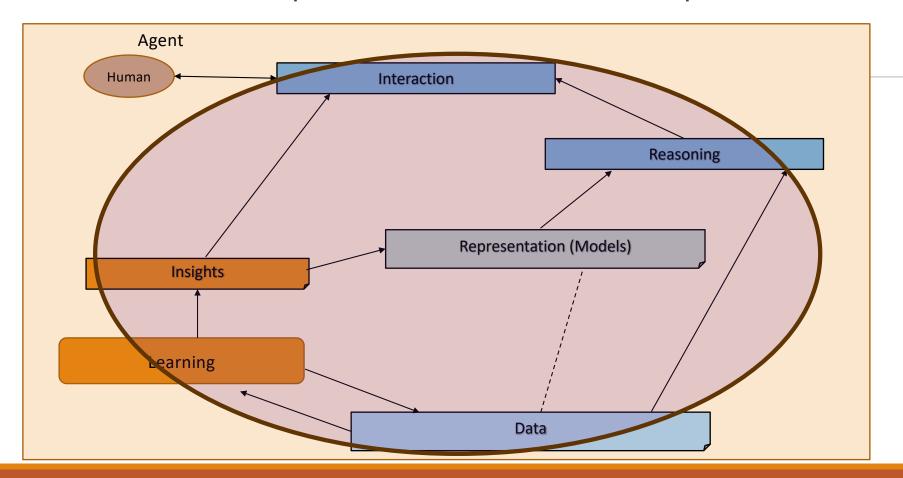
## Recap of Lecture 26

- Topic discussed
  - Graduate paper presentations

## Intelligent Agent Model



## Relationship Between Main Al Topics



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# Where We Are in the Course

#### CSCE 580/581 - In This Course

- Week 1: Introduction, Aim: Chatbot / Intelligence Agent
- Weeks 2-3: Data: Formats, Representation and the Trust Problem
- Week 4-5: Search, Heuristics Decision Making
- Week 6: Constraints, Optimization Decision Making
- Week 7: Classical Machine Learning Decision Making, Explanation
- Week 8: Machine Learning Classification
- Week 9: Machine Learning Classification Trust Issues and

#### Mitigation Methods

- Topic 10: Learning neural network, deep learning, Adversarial attacks
- Week 11: Large Language Models Representation, Issues
- Topic 12: Markov Decision Processes, Hidden Markov models -

#### Decision making

- Topic 13: Planning, Reinforcement Learning Sequential decision making
- Week 14: Al for Real World: Tools, Emerging Standards and Laws; Safe Al/ Chatbots

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## Main Section

**Credit**: Retrieved from internet

## Real World Problems

- Domains
  - Health
  - Water
  - Traffic
  - Food
  - Energy
  - •

•What can AI do here?





### Major Community Challenges

### Challenges

### **Growing population**

- Access to safe water
- Need jobs

### Reducing resources

- Land
- Potable water

### **Environmental degradation**

- Air pollution
- Animal management

Photo by: Jennifer Wolf/ WolfHartt Image/ Marine Photobank - child's toy left on the beach.

**Credit:** https://scdhec.gov/environment/your-water-coast/ocean-coastal-resource-management-ocrm/marine-debris-abandoned-vessels



#### Credit:

https://www.greenvilleonline.com/story/news/2022/12/29/fatalities-on-sc-roads-decline-in-2022-greenville-roads-dangerous-spartanburg-anderson-traffic/69763182007/



South Carolina's traffic deaths rose by 26 percent from 1994 to 2020, marking the biggest increase by any state over those 26 years. In 2022, 1,035 people died on SC roads, per preliminary data reported by the SC Department of Public Safety

https://www.linkedin.com/pulse/tutorial-ai-smart-city-innovations-open-data-biplav-srivastava/

## AI in the Real World

- Al is eventually like any technology for problem solving
- Key question: Why will someone use AI? What value does it provide?

### Al builds on trends

Lots of data

Cheap compute

Access to online information

## Basics: Smart City

### Goals: Smart City? Millennium Development Goals?

Smart city can mean one or more of the following:

As a **resource optimization objective**, it is to know and manage a city's resources using data.

As a **caring objective**, it is about improving standard of life of citizens with health, safety, etc indices and programs.

As a **vitality objective**, it is about generating employment and doing sustainable growth.

A city leadership can choose among these or define their own objective(s) and manage with measurements to pro-actively achieve it















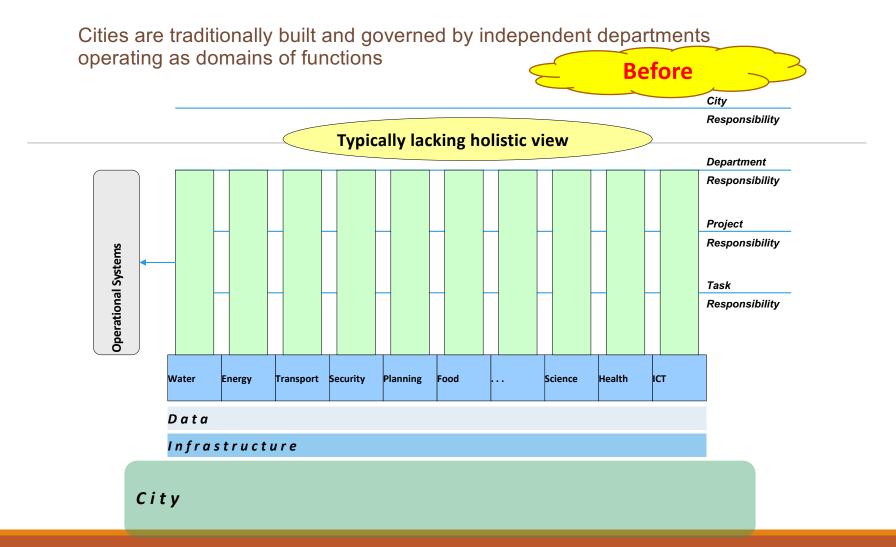




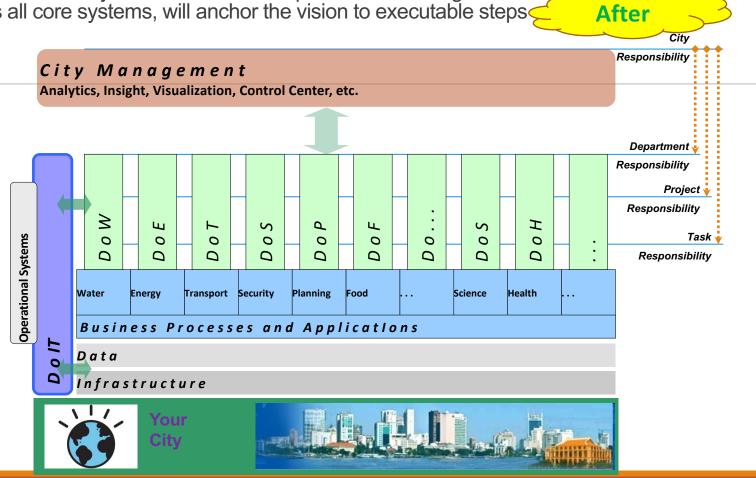
See other FAQs at: <a href="https://sites.google.com/site/biplavsrivastava/research-1/intelligent-systems/scfaqs">https://sites.google.com/site/biplavsrivastava/research-1/intelligent-systems/scfaqs</a>

Credits: See:

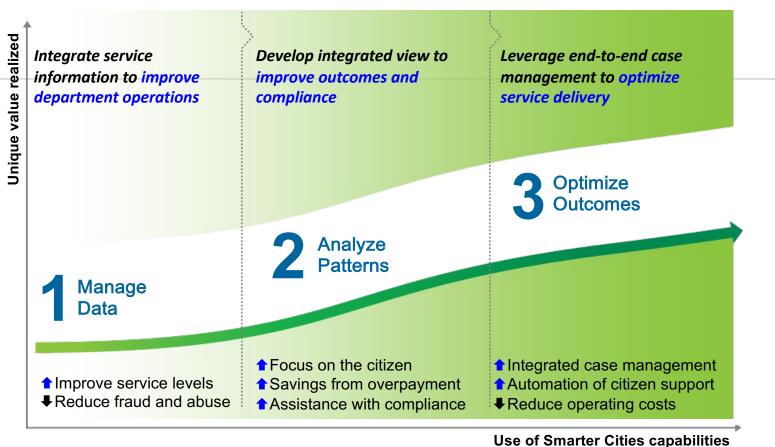
https://www.un.org/millenniumgoals/bkgd.shtml



An integrated Smarter City Framework – a comprehensive management system across all core systems, will anchor the vision to executable steps



### Smarter Cities solution paths leverage a similar approach



### Major Community Challenges and Opportunities Today

#### Challenges

#### **Growing population**

- Access to safe water
- Need jobs

#### Reducing resources

- Land
- Potable water

#### **Environmental degradation**

- Air pollution
- Animal management

### Al Opportunities - many avenues for impact

- Water management e.g., clean plastics [1]
- Disease detecting from photos [2]
- Video-based animal management
- Intelligent traffic control
- Promoting sustainable tourism
- Journalism Media coverage of homicides and role of race [2]
- Vision: create participative and trustable technology solving real-world problems

#### References

- <a href="https://theconversation.com/new-pfas-guidelines-a-water-quality-scientist-explains-technology-and-investment-needed-to-get-forever-chemicals-out-of-us-drinking-water-201855">https://theconversation.com/new-pfas-guidelines-a-water-quality-scientist-explains-technology-and-investment-needed-to-get-forever-chemicals-out-of-us-drinking-water-201855</a>
- https://www.prnewswire.com/news-releases/students-win-more-than-1-8-million-at-2023-regeneron-science-talent-search-for-remarkable-scientific-research-on-rna-molecule-structure-media-bias-and-diagnostics-for-pediatric-heart-disease-301772440.html

2015 IJCAl Tutorial - Al for Smart City Innovations with Open Data https://www.linkedin.com/pulse/tutorial-ai-smart-city-innovations-open-data-biplay-srivastava/

## Open Data

- 2015 International Open Data Charter established six norms for the publication of public data stating that data should be:
  - · open by default
  - · timely and comprehensive
  - · accessible and usable
  - comparable and interoperable
  - · for improved governance and citizen engagement
  - for inclusive development and innovation.
- Culmination of open data movements around the world, as discussed in first few lectures

 $\textbf{Reference:} \ \underline{\text{https://opendatacharter.net/wp-content/uploads/2015/10/opendatacharter-charter} \ \ \underline{\text{F.pdf}}$ 

## A Framework

## A Systematic Approach

• Identify: Value of decision: before and after

Assess: Data-needed

• Explore: Methods

• Conduct: Evaluation

• Integrate: solution with overall process





IJCAI 2015 Tutorial: <a href="https://sites.google.com/site/aismartcitytutorial/">https://sites.google.com/site/aismartcitytutorial/</a>

### Real-World Applications of Technology Follow a Pattern

- ■Value (from Action, Decisions) Providing benefits that matter to people most in need of, and in a timely and cost-efficient manner. Going beyond technology to process and people aspects.
- Data + Insights Available, Consumable with Semantics, Analysis, often including Visualization too
- Access Apps (Applications), Usability Human Computer Interface, Application Programming Interfaces (APIs)

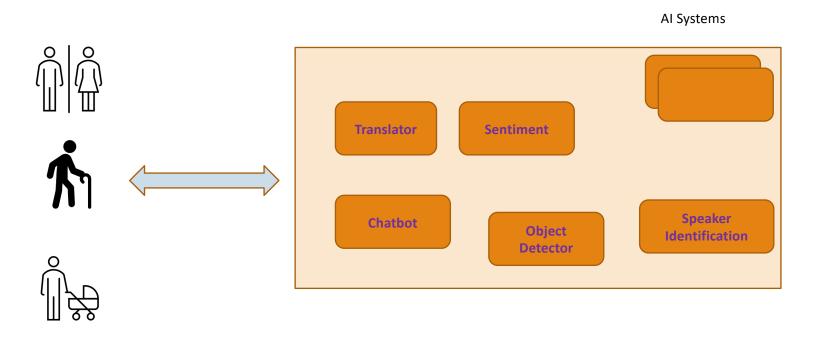
### Example – River Water Pollution

- Value To individuals, businesses, government institutions
  - Example Can I take a bath? Will it cause me dysentery?
  - Example How should govt spend money on sewage treatment for maximum disease reduction?
- Data Quantitative as well as qualitative
  - Dissolved oxygen,
  - pH,
  - ... 30+ measurable quantities of interest
- Access
  - Today, little, and that too in water technical jargon
  - In pdf documents, website
- •Key Idea: Can we make insights available when needed and help people make better decisions?

### Example –Traffic Management

- Value To individuals, businesses, government institutions
  - Example Can I reach office on time? Where to park if I take my car?
  - Example How much overt-time does the city need to give today? Where should I deploy my traffic cops today?
  - Example When to service city's buses?
- Data Quantitative as well as qualitative
  - Volume traffic count
  - Speed on road
  - City events
- Access
  - Today, little and on city websites
  - Facebook sites
- •Key Idea: Can we make insights available when needed and help people make better decisions?

## Technology and People



**Trust:** Can people trust AI systems to perform capably, consistently, and with human values?

## Better Health

## Two Tales from (Public) Health

### **Cutting-edge Technical Progress**

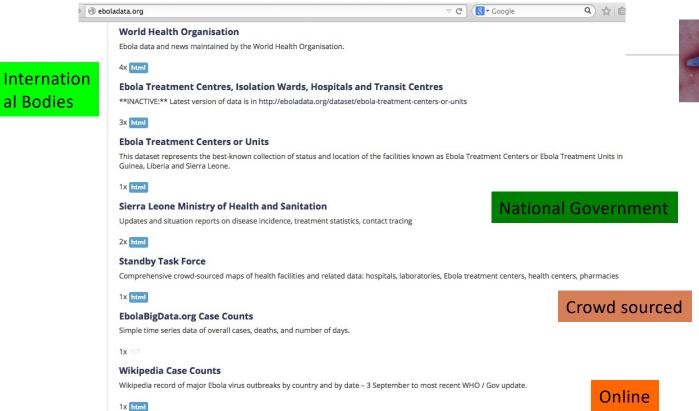
- Enormous improvement in our understanding of diseases. E.g., Computational epidemiology
- Enormous advances in treating diseases are being made
  - We are living longer A baby girl born in 2012 can expect to live an average of 72.7 years, and a baby boy to 68.1 years. This is 6 years longer than the average global life expectancy for a child born in 1990. (Source: WHO 2014 Health Statistics)
- Data on disease outbreaks is more available than ever before thanks to open data movement (E.g., data.gov, data.gov.in)

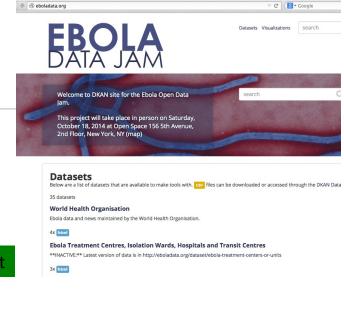
### **Stone-age** Ground Reality

- Half of the top 20 causes of deaths in the world are infectious diseases, and maternal, neonatal and nutritional causes, while the other half are due to noncommunicable diseases (NCDs) or injuries. (Source: WHO 2014 Health Statistics)
- Worse Indifference, mismanagement in response to communicable diseases - late response to known diseases, in known period of the year
  - E.g.: Japanese Encephalitis (JE) has been prevalent for ~3 decades in some parts of India killing 600+ every year
  - District level health experience is not reused over time and in similar regions

## Ebola Data

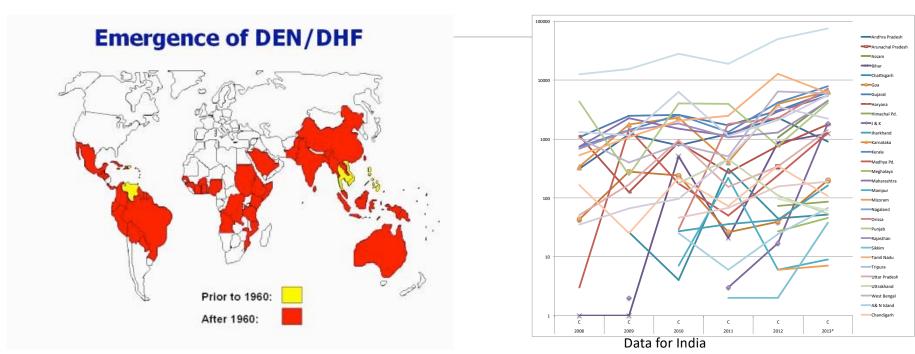
al Bodies





## Dengue

### So, Do We Control Dengue Effectively? NO



- Increasing number of states every year
- No consistent reduction of cases

Source: http://nvbdcp.gov.in/den-cd.htm

## Decisions in Public Health - Dengue

- •Identify: Value of decision
  - What specific steps can we take to reduce Dengue and when?
  - How to choose among a set of possible options?
- Assess: Data-needed
  - Directly available
  - Available by proxy
- Explore: Methods
  - Decision theory (benefit v/s cost), minimize risks (deaths)
- Conduct: Evaluation
  - What metrics are relevant?
- Integrate: solution with overall process
  - How can the solution be integrated in overall process at a City?

### Case Study: Dengue (Mosquito-borne)

Overall cost of a Dengue case is US\$ 828 (Sabchareon et al 2012). From 9 countries in 1960s, it has spread to more than 110 countries now

#### Prevention methods

#### COMMUNITY

- 1. Mosquito Coils & Candles: The use of mosquito coils, candles & vapor mats indoors and outdoors of homes to combat mosquitoes.
- 2. Window screens & Bed Nets: The use of window screens in homes and bed nets in bedrooms to keep mosquitos out.
- 3. Insecticide Application: Application of insecticide to kill mosquitos that invade homes and surrounding areas.
- 4. Larviciding at Home: Application of larvicide in homes to kill larvae that live in stagnant water breeding sites like small ponds, gutters, cisterns, barrels, jars, and urns.
- 5. Household/Community Cleanup: Organize cleanups within communities in the surrounding housing areas and individual homes to recycle potential breeding sites like discarded plastic bottles, cans, old tyres, and any trash that can hold water for mosquitoes to breed in.

#### GOVERNMENT

- 6. Surveillance For Mosquitoes: Conduct periodical surveillance in hotspot areas and other communities to look for signs of mosquitoes.
- 7. Medical Reporting: To collate and compile reports of dengue cases and statistics to prioritize and focus dengue and vector mosquito control efforts and actions for best results.
- 8. Effective Publicity & Campaigns: To foster and champion effective campaigns amongst communities and create adequate public awareness of combating dengue.
- 9. **Enforcement**: Support and enforce the public and communities to practice effective dengue vector elimination under existing laws and implement new laws as appropriate for public health.
- 10. Insecticide Fogging: Conduct fogging in areas that have mosquitoes and dengue outbreak hotspots to kill adult mosquitoes.
- 11. Public Education: Foster, promote, and participate in public education in schools and all possible public meeting places to inform communities how to eliminate dengue vector mosquitoes, recognize early symptoms of the disease, and proper medical care and reporting.

#### CORPORATE

- 12. Education: To undertake community service initiatives and campaigns through marketing expertise and the media of TV, radio, and newspapers.
- 13. PR/CSR: To use public relations and customer service relations to reach communities on the fight against dengue.
- **14. Adult Mosquito Traps**: To provide adult mosquito traps and other measures within the work areas to protect employees and workers from mosquitoes bites that transmit dengue.
- 15. Mosquito Repellants: Provide mosquito repellants to employees and workers within the work areas for further protection.
- 16. Mosquito Control Materials, Methods, and Agents: To provide the tools to the public and government that are necessary for dengue mosquito vector control like pesticides, biocontrol agents, mosquito traps, repellants, and other means, to prevent dengue by eliminating the mosquito vectors.

WHO, 2013, Dengue Control. At

http://www.who.int/Denguecontrol/research/en/, Accessed 21 June 2013.

Entogenex, 2013, Integrated Mosquito Management. At

http://www.entogenex.com/what-isintegrated-mosquito-management.html

Accessed 21 June 2013.

## (ROI) Metrics - Illustration

#### Expense for disease control

• \$/person spent: How much money (in \$) is spent for a given method divided by the population of the region. Lower is better.

#### Impact of a disease control method

- Reduction: What is the magnitude of reduction in disease cases due to a method, expressed as a percentage, in a time period (e.g., year, disease season)? Higher is better.
- Cases/ person: How many reported cases of a disease occurred in a time period divided by the population of the region when a method was adopted? Lower is better.

#### Cost-effectiveness:

• Cases / \$: how many cases were reported for a disease per dollar spent on controlling it in a given time period? Lower is better.

## Major Methods to Tackle Dengue

M1: Public awareness campaigns: to prevent conditions conducive to disease propagation, to improve reporting

M2: Chemical Control: Aerosol space spray

M3: Biological Control: Use of biocides

M4: Distributing equipments: bednets, insecticide- treated curtains

M5: Vaccination against the disease

### **Dengue Control Case Studies from Literature**

Ap pro ach	Method s used (Mi)	Nature (Region, Population, area, year)	Expens e per person	Reduction in number of cases	
<b>A</b> 1	M1, M2, M3	Sau Paulo, Brazil; 10,927,985; 2005	1 14%		
A2	М3	Puerto Rico; -; 2003	< US\$ 2.50	50% (in Dengue transmissio n)	
A3	M2	Songkhla, Thailand; 162,645; 2009	US\$ 1.24		
A4	M5	Bang Phae, Thailand; 207,000; - AND Thailand; 4002; 2009 - 2014		0-70%, 30.2%	

- An approach may use 1 or more method(s)
- They incur different costs per person
- Their efficacy is subject to various factors

Still, can we reuse these results in new areas?

#### Details:

Vandana Srivastava and Biplav Srivastava, Towards Timely Public Health Decisions to Tackle Seasonal Diseases With Open Government Data , International Workshop on the World Wide Web and Public Health Intelligence (W3PHI-2014), AAAI 2014

## Challenge: <u>Prescribe</u> Methods to Use for a Hypothetical, Illustrative Area - Sundarpur

- City is Sundarpur
  - Made up of 10 districts
  - 10,000 people in each district.
- Disease control
  - Each district allocates \$10,000 per annum to prevent disease.
  - The city has a district-level health administrator per district and then an overall citywide public health administrator.
- What approach/ method should the district health officer use? What should the city health officer recommend?
  - a mix of control methods to produce the maximum reduction feasible.
  - Default option is to do nothing. This is unfortunately followed a lot!

## **Cost-benefits for Different Approaches**

Appro ach Optio n	Population P	Amount available for expenditure (in USD) (a)	Expense per person for each method (in USD) (b)	Number of people exposed to the given method in the given amount $c = (a)/(b)$	Reduction in number of cases for each method (d)	Reduction in number of cases among exposed persons (e) = (c)*(d)	Effectiveness of the method E = (e) / P
O_def	10,000	10,000	0	0	0%	0	0%
01_A 1	10,000	10,000	1.14	8772	34%	2982	30%
O2_A 2	10,000	10,000	2.5	4000	50%	2000	20%
O3_A 3	10,000	10,000	1.24	8065	10% *	806	8%
O4_A 4	10,000	10,000	8*	1250	70%	875	9%

<sup>\*</sup> represents assumption made to compensate for missing data.

## Prescription for Sundarpur

Best tactical option for administrators at Sundarpur (at district and the whole city level)

- is O1 A1 since it brings the maximum reduction.
- If the administrators are interested to cover the maximum number of people in the given budget, the best method is still O1 A1.
- If the administrators are interested to show maximum reduction in cases for a pocket of the city (subdistrict level which may be more prone to the disease), they may choose O4\_A4 but it costs maximum and thus can be perceived as taking resources away from the not- directed areas.

#### Strategic option

- Select top-2 (O1\_A1 and O2\_A2), and try them in 5 districts each in one year. It hedges risk of variability between Sundarpur and old location of previous studies.
- Based on efficacy, decide the single best option for Sundarpur in subsequent year.
- She may also use the vaccine option only when the disease outbreak is above certain threshold.

#### Details:

Vandana Srivastava and Biplav Srivastava, Towards Timely Public Health Decisions to Tackle Seasonal Diseases With Open Government Data, International Workshop on the World Wide Web and Public Health Intelligence (W3PHI-2014), AAAI 2014

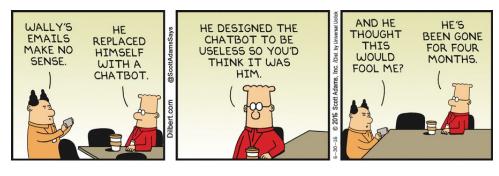
### New Data Practices

- •Find correlation among methods (positive or negative)
  - We assumed independence
  - Needs: Historic Data, Experiment Design
- •Learn rate of return for approaches and methods (new combinations not tried in health literature)
  - Need: Collect data on efficacy of method individually
- •Find similarity among regions
  - Data Need: Spatio-temporal modeling/ STEM
- •Multi-objective optimization
  - Examples: Effectiveness of approach, Reduction of case, people coverage
  - Needs: Data about approaches tried historically

### Request to Medical Community on Data

- •Report <u>both</u> cost and effectiveness of approaches and methods
  - Overlooking one hampers reuse of results
- •Interact with AI community to learn and try mixed approaches that reduce cost and improve overall effectiveness
  - All combinations cannot be tried on the ground due to practical constraints
  - · Get more effective approaches rolled out faster targeted to new regions

# Solving Real Business Problems



Credit: Dilbert – June 30, 2016

### Case Study of Sentiment in Business

## Clarity: Data-Driven Competitive Analysis

- 1. Sheema Usmani, Mariana Bernagozzi, Yufeng Huang, Michelle Morales, Amir Sabet Sarvestani, Biplav Srivastava, Clarity: Data-driven Automatic Assessment of Product Competitiveness, IAAI/AAAI 2020, **Deployed Application Award**
- 2. (Demo paper) Data-driven ranking and visualization of products by competitiveness, Sheema Usmani, Mariana Bernagozzi, Yufeng Huang, Michelle Morales, Amir Sabet Sarvestani, Biplav Srivastava, AAAI 2020
- 3. <u>Yufeng Huang, Mariana Bernagozzi, Michelle Morales, Sheema Usmani</u>, Biplav Srivastava, <u>Michelle Mullins</u>, Clarity 2.0: Improved Assessment of Product Competitiveness from Online Content. Al Mag. 42(2): 59-70 (2021)

## Competitive Analysis: Before & After

Today's Manual Process

New Process

Identify top competitor(s) for product X, e.g. product Y

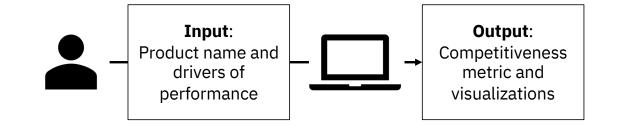
Read through thousands of reviews on product X and Y

Keep track of topics/themes of interest for each product

Decide whether a mention represented positive/negative feedback by manually annotating each mention

Use the gathered data to make a decision on whether or not product X is more competitive than product Y, along the dimensions/themes considered.

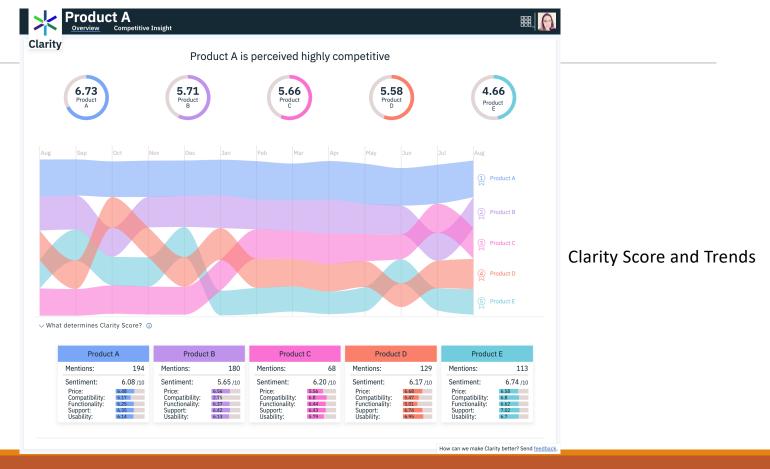
**Repeat:** for every data source, theme, and timeframe

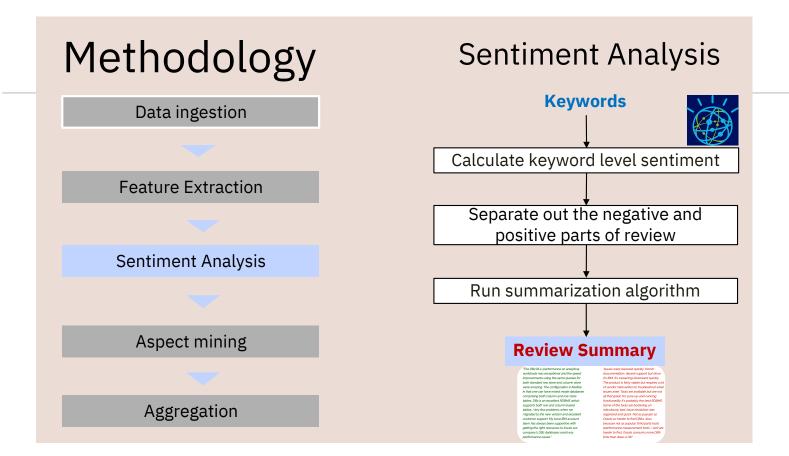


#### **Steps**

- Prepare review data of products p₁ to pՒ from sources d₁ to d⋈ (offline)
- 2. Process request for analysis for product p<sub>i</sub> (online)
- 3. Visualize analysis results (online, optional)

## Illustrative Output





# Course Project

### Project Discussion: What Problem Fascinates You?

- Data
  - Water
  - Finance
  - •
- Analytics
  - Search, Optimization, Learning, Planning, ...
- Application
  - Building chatbot
- Users
  - Diverse demographics
  - Diverse abilities
  - Multiple human languages

#### **Project execution in sprints**

- Sprint 1: (Sep 12 Oct 5)
  - Solving: Choose a decision problem, identify data, work on solution methods
  - Human interaction: Develop a basic chatbot (no AI), no problem focus
- Sprint 2: (Oct 10 Nov 9)
  - Solving: Evaluate your solution on problem
  - Human interaction: Integrated your choice of chatbot (rule-based or learning-based) and methods
- Sprint 3: (Nov 14 30)
  - Evaluation: Comparison of your solver chatbot with an LLMbased alternative, like ChatGPT

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### Project Discussion: Dates and Deliverables

#### Project execution in sprints

- Sprint 1: (Sep 12 Oct 5)
  - Solving: Choose a decision problem, identify data, work on solution methods
  - Human interaction: Develop a basic chatbot (no AI), no problem focus
- Sprint 2: (Oct 10 Nov 9)
  - Solving: Evaluate your solution on problem
  - Human interaction: Integrated your choice of chatbot (rule-based or learning-based) and methods
- Sprint 3: (Nov 14 30)
  - Evaluation: Comparison of your solver chatbot with an LLMbased alternative, like ChatGPT

- Oct 12, 2023
  - Project checkpoint
  - In-class presentation
- Nov 30, 2023
  - Project report due
- Dec 5 / 7, 2023
- In-class presentation

40

### Skeleton: A Basic Chatbot

- Run in an infinite loop until the user wants to quit
- Handle any user response
  - User can quit by typing "Quit" or "quit" or just "q"
  - User can enter any other text and the program has to handle it. The program should write back what the user entered and say – "I do not know this information".
- Handle known user query types // Depends on your project
  - "Tell me about N-queens", "What is N?"
  - "Solve for N=4?"
  - "Why is this a solution?"
- Handle <u>chitchat</u> // Support at least 5, extensible from a file
  - "Hi" => "Hello"
  - ...
- Store session details in a file

#### **Illustrative Project**

- **1. Title**: Solve and explain solving of n-queens puzzle
- **2. Key idea**: Show students how a course project will look like
- 3. Who will care when done: students of the course, prospective Al students and teachers
- **4. Data need**: n: the size of game; interaction
- **5. Methods**: search
- **6. Evaluation**: correctness of solution, quality of explanation, appropriateness of chat
- **7. Users**: with and without Al background; with and without chess background
- 8. Trust issue: user may not believe in the solution, may find interaction offensive (why queens, not kings? ...)

## Project Discussion: Illustration

- Create a private Github repository called "CSCE58x-Fall2023-<studentname>-Repo". Share with Instructor (biplav-s) and TA (kausik-l)
- Create Google folder called "CSCE58x-Fall2023-<studentname>-SharedInfo". Share with Instructor (prof.biplav@gmail.com) and TA (lakkarajukausik90@gmail.com)
- 3. Create a Google doc in your Google repo called "Project Plan" and have the following by next class (Sep 5, 2023)

- 1. Title: Solve and explain solving of n-queens puzzle
- 2. Key idea: Show students how a course project will look like
- **3.** Who will care when done: students of the course, prospective AI students and teachers
- **4. Data need**: n: the size of game; interaction
- 5. Methods: search
- **6. Evaluation**: correctness of solution, quality of explanation, appropriateness of chat
- **7. Users**: with and without AI background; with and without chess background
- **8. Trust issue**: user may not believe in the solution, may find interaction offensive (why queens, not kings? ...)

# Project Illustration: N-Queens

- •Sprint 1: (Sep 12 Oct 5)
  - Solving: Choose a decision problem, identify data, work on solution methods
    - Method 1: Random solution
    - Method 2: Search BFS
    - Method 3: Search ...
  - Human interaction: Develop a basic chatbot (no AI) as outlined
  - Deliverable
    - Code structure in Github
      - ./data
      - ./code
      - ./docs
      - ./test
    - Presentation: Make sprint presentation on Oct 12, 2023

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# Reference: Project Rubric - NEW

#### • Project report – 60%

- Project description: problem, related work, approach, evaluation – 40%
- Working system demo/ video 10%
  - Well organized Github with code (./data, ./code, ./docs, ./test) 10%

#### Project presentation – 40%

- Evaluation by peers, instructor and TA
- Bonus
  - Instructor discretion 10%
- Penalty
  - Lack of timeliness as per announced policy (right) up to 30%

#### Milestones and Penalties

- •Oct 12, 2023
  - Project checkpoint
  - In-class presentation
  - Penalty: presentation not ready by Oct 10, 2023 [-10%]
- Nov 30, 2023
  - Project report due
  - Project report not ready by date [-10%]
- Dec 5 / 7, 2023
  - In-class presentation
  - Project presentations not ready by Dec 4, 2023 [-10%]

### **Evaluation of Presentation**

- An online form will be available during presentation
- 2. During a presentation, three students will be assigned to review along with instructor and TA
- 3. They will enter following survey questions:
  - 1. Their name
  - 2. Presentation number
  - 3. How useful is the system will you use it? [1-5 scale]
  - 4. How well have you understood the project from the presentation? [1-5 scale]
- Top and bottom scores will be removed. Average of remaining three will be used for final presentation marks

## Lecture 27: Summary

#### We talked about

- Real world problems
- Smart city setting goals for improvement
- Framework for identifying opportunities to solve problems with AI
- Case studies in smart city (public health) and business (Clarity business intelligence)

# **Concluding Section**

### About Next Lecture – Lectures 28 and 29

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# Course Project Presentation

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