This comparative study explores the effectiveness and utility of two advanced AI tools, ChatGPT and DeepSeek, in enhancing learning and research outcomes for MBA students. The research is based on a survey conducted among MBA students and academic professionals who have utilized both platforms for educational and research purposes. The study aims to evaluate the user experience, functionality, and overall satisfaction levels associated with ChatGPT and DeepSeek in the context of academic learning and research.

The findings reveal that ChatGPT and DeepSeek are recognized widely for their capabilities in assisting MBA students. ChatGPT is preferred for its conversational ease, quick response generation, and adaptability to diverse academic queries. On the other hand, DeepSeek is appreciated for its depth of analysis, specialized research tools, and ability to handle complex, data-driven tasks.

Regarding usability, ChatGPT is perceived as more intuitive and user-friendly, making it a preferred choice for quick information retrieval and brainstorming. DeepSeek, however, is regarded as more robust for in-depth research, data interpretation, and generating insights for case studies or thesis work. Both platforms are considered reliable, but user preferences often depend on the specific requirements of the task at hand.

Overall, the study concludes that ChatGPT and DeepSeek each offer distinct advantages, and their effectiveness varies based on the use context. While ChatGPT excels in accessibility and simplicity, DeepSeek stands out for its analytical depth and research-oriented features. The choice between the two tools ultimately depends upon the individual needs and preferences of MBA students and researchers.

ChatGPT and DeepSeek are two prominent AI-powered tools that have gained significant traction in the field of education and research, particularly among MBA students. ChatGPT, developed by OpenAI, is widely recognized for its conversational capabilities, quick response generation, and adaptability to a wide range of academic queries. On the other hand, DeepSeek is an advanced AI platform known for its analytical depth, specialized research tools, and ability to handle complex, data-driven tasks. Both tools have become indispensable for students and researchers seeking to enhance their learning and research outcomes.

The purpose of this study is to conduct a comparative analysis of ChatGPT and DeepSeek, focusing on their utility, features, and effectiveness in supporting MBA students' learning and research activities. This research will evaluate various aspects of both platforms, including user interface, functionality, accuracy, and overall user satisfaction, to understand how they cater to the diverse needs of MBA students.

The project aims to provide insights into the strengths and limitations of ChatGPT and DeepSeek, helping users make informed decisions about which tool best suits their academic and research requirements. The findings of this study can also serve as a valuable resource for educators, institutions, and developers looking to improve AI-driven tools for educational purposes.

To achieve these objectives, the study employs a mixed-method approach, combining quantitative and qualitative data collection techniques. Quantitative data will be gathered through structured surveys distributed among MBA students and academic professionals who have used both platforms. Qualitative data will be collected through in-depth interviews to gain a deeper understanding of user experiences and preferences.

The adoption of AI tools in education has been growing rapidly, driven by advancements in technology, increasing demand for personalized learning, and the need for efficient research solutions. According to recent studies, the global market for AI in education is expected to grow at a compound annual growth rate (CAGR) of over 40% between 2023 and 2030. This growth is fueled by the rising popularity of AI-driven platforms that offer real-time assistance, data analysis, and insights, making them invaluable for students and researchers.

In this context, ChatGPT and DeepSeek have emerged as leading tools, each offering unique features tailored to different aspects of learning and research. While ChatGPT excels in providing quick, conversational responses and simplifying complex concepts, DeepSeek stands out for its ability to analyze large datasets, generate detailed reports, and support advanced research methodologies.

This thesis report aims to provide a comprehensive comparison of ChatGPT and DeepSeek, highlighting their similarities, differences, and unique features. The findings will be particularly useful for MBA students and researchers seeking to leverage AI tools to enhance their academic and research endeavors. By understanding the strengths and limitations of each platform, users can make informed decisions about which tool aligns best with their specific needs and goals.

ChatGPT and DeepSeek are prominent AI-powered tools that have gained significant traction in education and research, particularly among MBA students. ChatGPT, developed by OpenAI, is widely recognized for its conversational capabilities, quick response generation, and adaptability to a broad spectrum of academic queries. On the other hand, DeepSeek is an advanced AI platform known for its analytical depth, specialized research tools, and ability to handle complex, data-driven tasks. Both tools have become indispensable for students and researchers seeking to enhance their learning and research outcomes.

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DeepSeek utilizes a combination of natural language processing (NLP) and machine learning (ML) algorithms to analyze and process large datasets effectively. Designed with a focus on research and data analysis, it excels at extracting relevant information from diverse sources such as academic papers, reports, and other unstructured data. This capability makes DeepSeek an invaluable tool for MBA students, enabling them to efficiently gather insights, summarize complex information, and identify trends, thereby enhancing their research and decision-making processes.

**Key features:**

* **Data Extraction**: Automatically extracts key insights and trends from unstructured data.
* **Summarization**: Provides concise summaries of lengthy documents.
* **Customization**: Allows users to tailor the tool to specific research needs.