

DSO528

**Blended Data Business Analytics
for Efficient Decisions**

Introduction

USC Marshall
School of Business

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Which industry do you have experience in?

Nobody has responded yet.
Hang tight! Responses are coming in.

Start the presentation to see live content. For screen share software, share the entire screen. Get help at poll.eu.com/app

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Learning Objectives

- Overview of AI and business analytics
- Recognize overall course structure and requirement
- Use JMP and Google Colab to open a csv data set

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AI

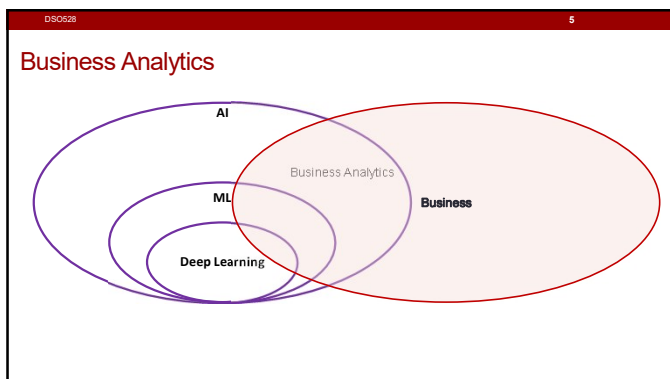
- Creates technology that can think and make decisions like humans.
- Be able to learn by processing data, recognizing patterns, and solving problems.
- The core objective of AI is to enable machines to perform tasks independently, without requiring explicit instructions from humans.

AI in business

Use of AI tools such as machine learning, natural language processing, and computer vision to

- Enable more effective decision making
- Improve customer experience
- AI-driven solutions contribute to the improvement of various business practices, including sales, marketing, IT, and operations, by automating processes and optimizing performance.

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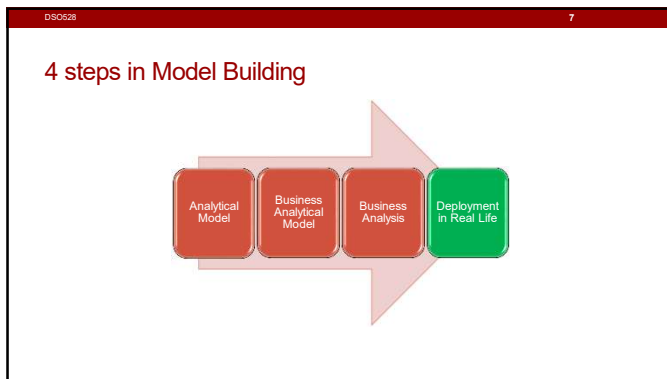
HAI – Human Enabling AI

Workers

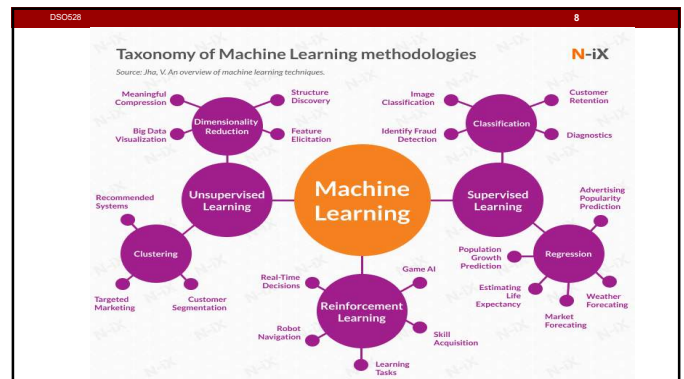
AI Tools

Concept of Co-Pilot

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Example: Netflix

<https://research.netflix.com/research/areas/recommendations>
<https://research.netflix.com/research/areas/machine-learning>
<https://netflixtechblog.com/what-is-an-a-b-test-a0b0c11877962>

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Your turn

- Open the Google slide using your USC credential.
<https://docs.google.com/presentation/d/1VniiULTemkXGHJVCuF5pEJivnhui06e7CWx8jpHSCe/edit?usp=sharing>
- Join a team (Please form a team with members from different majors.)
- Pick a slide for your team and answer all questions in the instruction slide.

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Topics

- Basic EDA (exploratory data analysis)
- Classification
 - Decision Tree
 - Logistic Regression
- Clustering (k-means)
- Neural Network
- Brief introduction of other models such as bootstrap forest and nearest neighbors
- Overview of data warehousing
- Social impacts and future of AI

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Course structure and administrative details

Let's check the syllabus

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