PROJECT
Proposal

Priya Chaudhuri
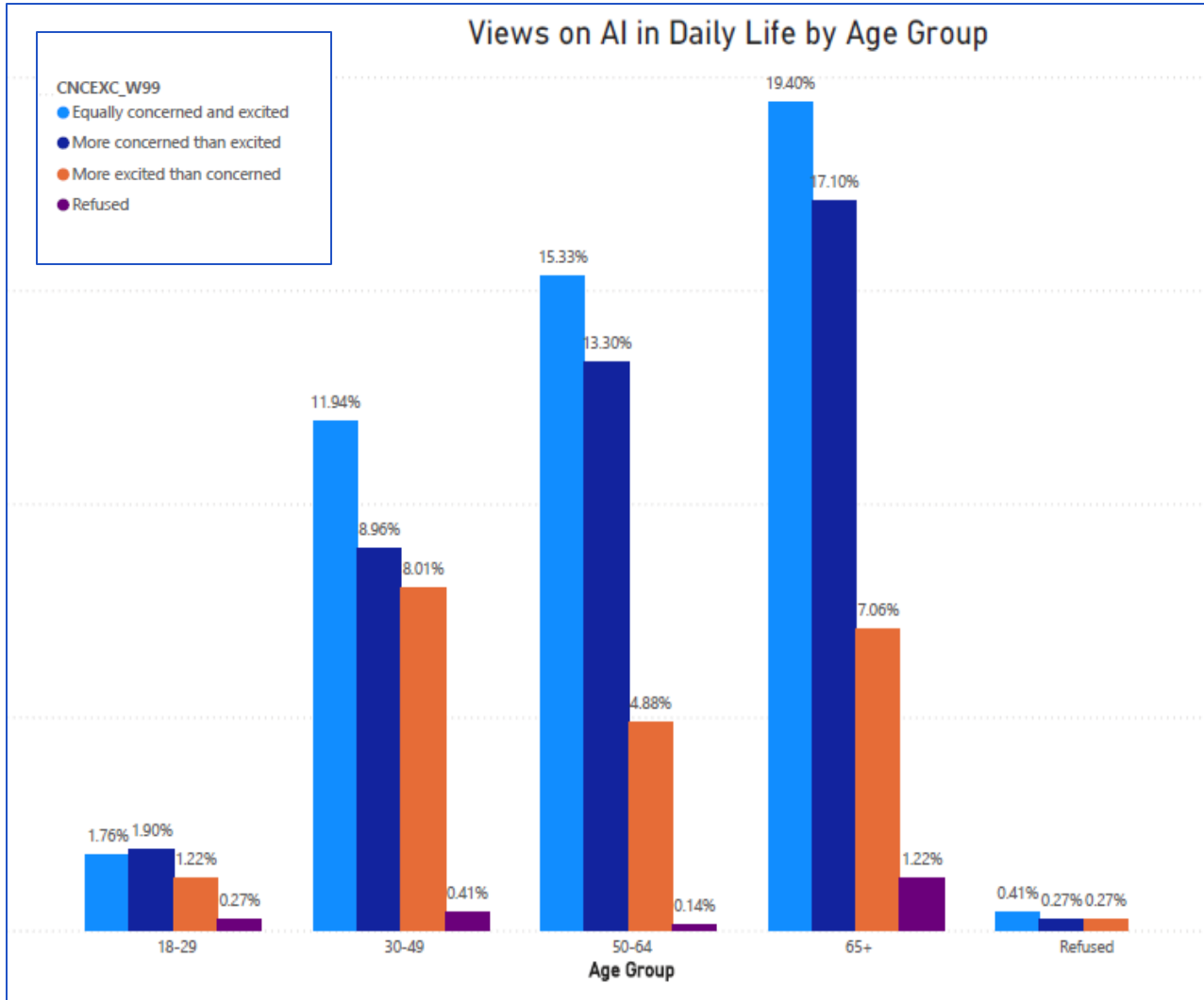ID: 221060736

Xiaoxia Chen
ID: 220988267

Akriti Saklani
ID:221043682

D. Yuke
ID: 220819488

A. Ayres
ID: 221048350

Rahik Hasan
ID: 221104138

Views on AI in Daily Life by Age Group

Problem Statement

X BMS Corporation

Identifying key demographic trends in AI and Biomedical Sciences (BMS), with a focus on chip implants (to improve process efficiency) and gene editing (to enhance health outcomes). By analyzing data from Pew Research across various demographic factors such as age, gender, education, race, and income, the project will help X BMS Corp. make informed decisions about market positioning for a new BMS product.

Objective

The project will provide critical support for X BMS Corp. by informing strategic decisions in targeting and marketing efforts to enhance the market presence and ensure the successful launch and adoption of the new BMS product. Specifically:
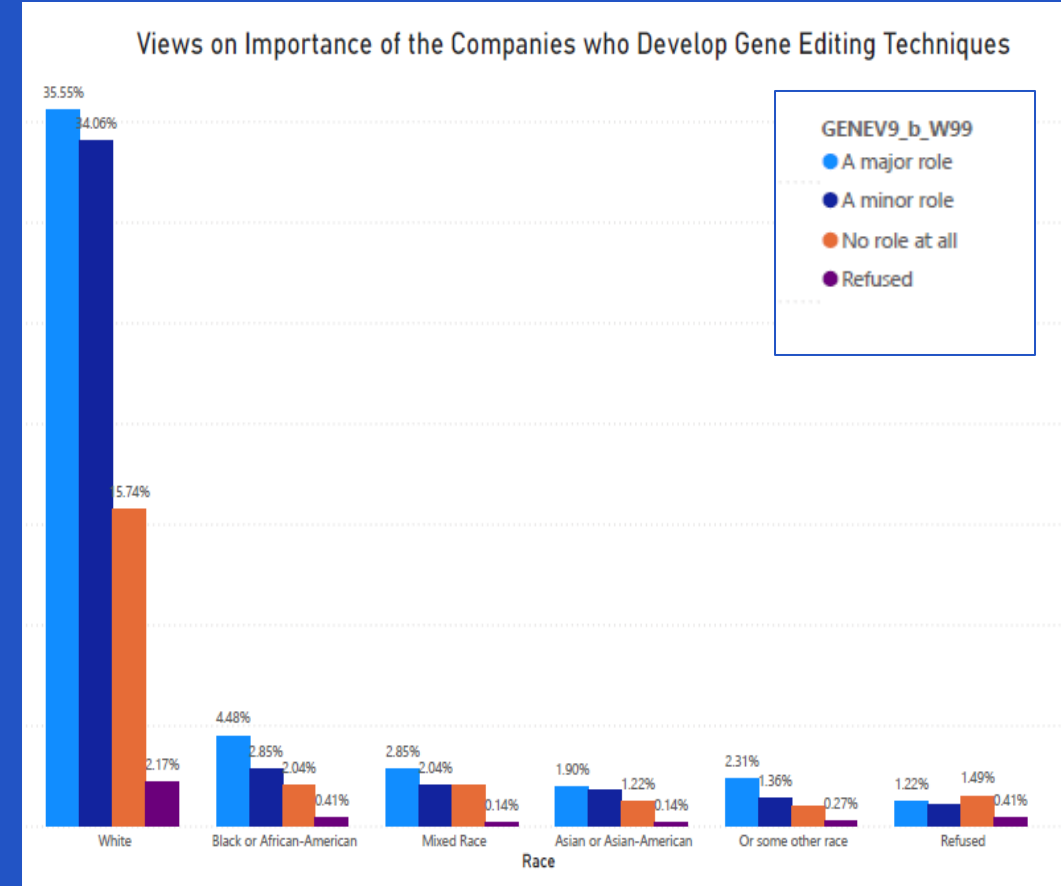
Demographic Trends

Analyze Pew Research data to uncover trends among various demographic groups (age, gender, education, race, income) related to awareness and acceptance of AI and BMS technologies, particularly chip implants and gene editing.

Optimize Market Positioning

Use insights from the demographic analysis to guide X BMS Corp. in positioning the new BMS product effectively within the market.

Support Decision Making

Provide actionable data that helps X BMS Corp. make informed decisions regarding product development, marketing, and distribution.

Views on Importance of the Companies who Develop Gene Editing Techniques

GENEV9_b_W99
● A major role
● A minor role
● No role at all
● Refused

External Environment

When launching a new AI/BMS product like chip implants or gene editing technologies, it's important to consider external environmental factors that could impact the project's success. We would be solely focusing on the Technological Progress and the Ethical & Social Environment, impacting the project.
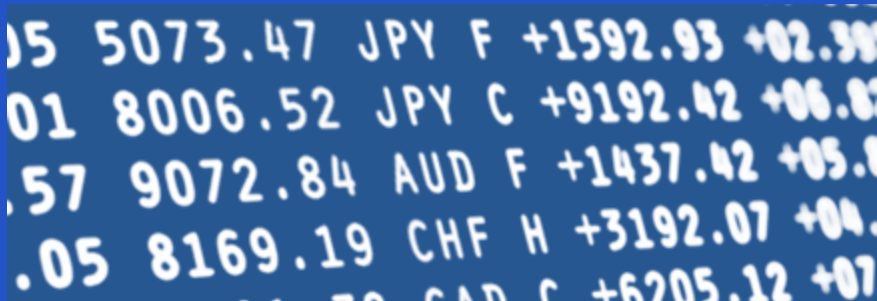
Technological Progress

- AI integration in biomedical devices, specifically chip implants, has advanced precision medicine and personalized healthcare.

- The market is increasingly open to AI-integrated chip implants as technology improves.

- X BMS Corp. can leverage this trend by introducing innovative solutions for enhanced medical outcomes.
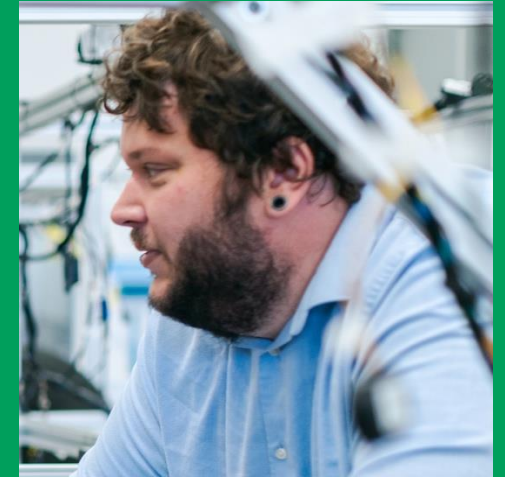
Ethical and Social Environment

- People worry about "designer babies" and the potential impact on human diversity

- Beliefs play a role in accepting or rejecting gene editing technologies

- Limited access to gene editing could worsen existing social inequalities.

Data Cleaning

05 5073.47 JPY F +1592.93 +02.3
01 8006.52 JPY C +9192.42 +06.
57 9072.84 AUD F +1437.42 +05.
05 8169.19 CHF H +3192.07 +04.
+6205.12 +07

While the dataset provides valuable insights into demographic characteristics and technology engagement, certain limitations and challenges, such as missing data, need to be addressed during the analysis process.

Strategies for handling missing data, ensuring data quality, and transforming data should be implemented to maintain the integrity and reliability of the findings.

Missing Value Treatment

- Identify missing values with data.isnull().sum()
- Handle missing values by dropping rows (data.dropna())

Data Transformation

- Remove irrelevant columns with data.drop(columns, axis=1, inplace=True)
- Divide the whole dataset based on the technologies taken up from our project

Duplicate & Anomaly

- Detect duplicate rows
- Identify and handle any remaining anomalies or inconsistencies

Validation

- Maintain a log or documentation of data cleaning steps.
- Create a copy of the cleaned dataset with the to_excel() feature

Next Steps

Analyze —————— Perform further analysis (correlation, trends, segmentation) on the dataset to extract actionable insights for strategic decision-making at X BMS Corp.

Integrate —————— Integrate external research and market analysis findings to enhance understanding of external factors impacting technology adoption and market dynamics.

Collaborate —————— Collaborate with domain experts and stakeholders to validate findings, refine strategies, and ensure alignment with organizational objectives and market prospects.

Thank You