

Executives make decisions- all the time



<https://youtu.be/IX90Fri0d6Q>



<https://youtu.be/IBJ3sNHnkdU>

You're here today mostly because of this guy...



"Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don't think AI will transform in the next several years."

- Andrew Ng, Founder of Landing.AI, ex VP & Chief Scientist of Baidu, Co-Chairman and Co-Founder of Coursera, Adjunct Professor at Stanford University, Founder of Google Brain

Andrew is right - AI is impacting every business and critical processes



FINANCE AND BANKING

- Credit Scoring
- Risk Analysis
- Trading forecasting
- Client Analysis
- Fraud Detection



RETAIL & ECOMMERCE

- Recommendations
- Pricing Optimizations
- Demand Forecasting
- Customer Segmentation
- Fraud Detection
- Customer Service



TRAVEL & HOSPITALITY

- Demand forecasting
- Price optimization
- Guest experience
- Customer segmentation



MARKETING & SALES

- Churn rate analysis
- Pricing Optimizations
- Market-Customer Segmentation
- Customer LTV
- Upsell analysis
- Sentiment Analysis



HEALTHCARE & LIFE SCIENCES

- At Risk Patient Identification
- Billing frauds
- Insurance cost optimization
- Improvement in diagnostic accuracy
- Personalized medicine
- New drug molecule discovery



MEDIA & ENTERTAINMENT

- Content analysis
- Recommendations
- Content Meta tagging

Subset of algorithms possibly applied in Agritech

PRE-PRODUCTION	Predictive Analytics Forecasting & planning based on trends in crop yield, climate, etc.	Crop Yield Insights Geo-spatial imaging & analysis for accurate crop yield insights	Financial Services Incorporating historical & real-time data into credit scores & loan processes	Product Mix Incorporating consumer demand insights into crop planning
PRODUCTION/ SUPPLY CHAIN	Crop & Soil Monitoring Tracking crop & soil health using sensors and computer vision	Product Grading / QA Reliably grading yield using automated quality analysis to ensure quality & compliance	Precision Agriculture Use computer vision and deep-learning to facilitate focused use of herbicides and pesticides	Process Automation Automating manual processes (farm, warehouse, etc.) using robotics
DISTRIBUTIONS/ COMMERCE	Warehouse Optimization Using real-time data streams to maximize resource use & allocation	Location Intelligence Planning efficient delivery routes based on client, weather & traffic data	Pricing / Discounts Use demand and customer behavior to price and run promotions	

Most companies developing AI capabilities have yet to gain significant financial benefits from their efforts

More than half of all respondents affirm that their companies are piloting or deploying AI (57%), have an AI strategy (59%), and understand how AI can generate business value (70%). ...despite these trends, just 1 in 10 companies generates significant financial benefits with AI.

Source: BCG - MIT Sloan Report, Oct 2020



“We cannot do AI well !”

- Inability to define ROI
- Couldn't go beyond the pilot
- Lack of skilled workforce
- Poor legacy infrastructure
- Cultural misalignment
- Data islands
- Too hard for us to change!
- We are doing blockchains now!



Start with the business case (...this is the Rol slide)

Start...with answers

1. *Applications that improve decision-making or prescribe a decision*
2. *Applications that improve client / customer experience*
3. *Applications that lead to improvements in bizops*
4. *Applications that generate revenue*
5. *Applications that can help predict or prevent fraud or risk*
6. *Applications that provide safety and boost trust*

Start...with questions

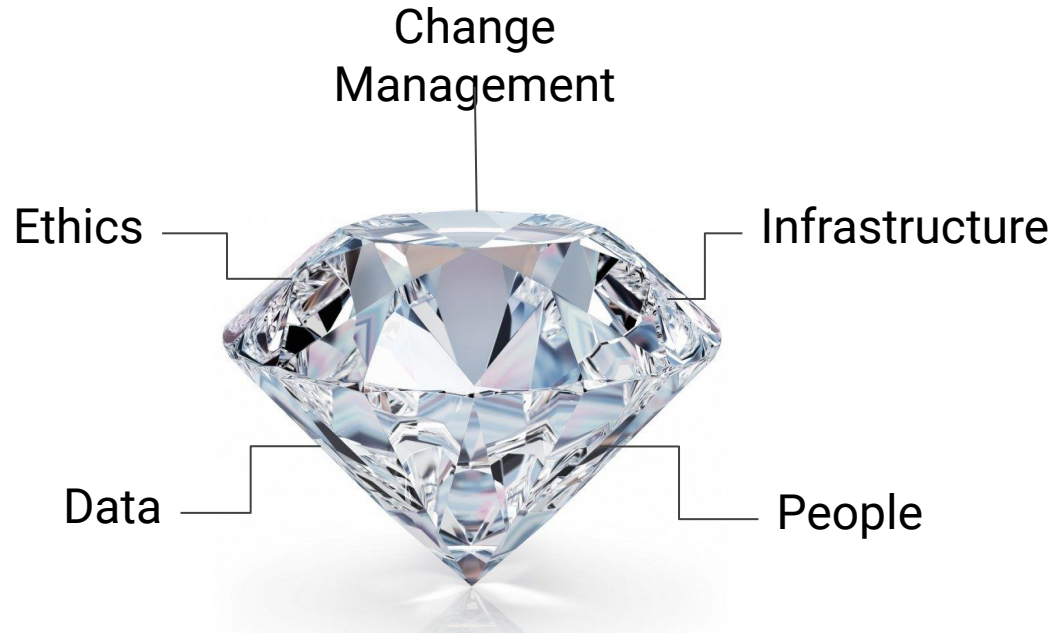
If you could identify something specific in photographs, illustrations and/or video, what could you do with that data?

If you could predict how many / much of something (estimates) at a given moment, then how will you make business decisions?

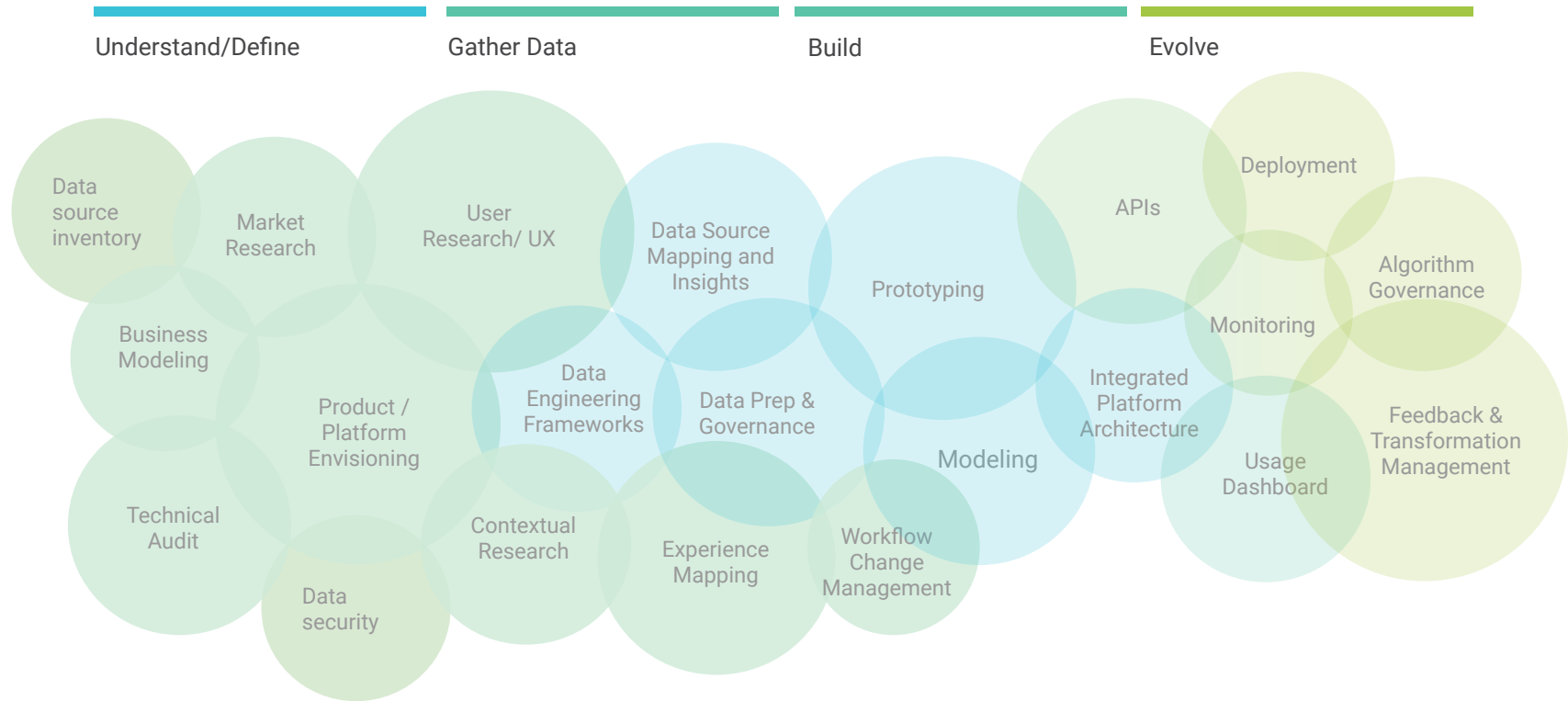
If you could recognize something in a piece of audio or text content, what could you do with that data?

If you could automate a repetitive but error prone task in your business, then what will you do with that tech?

Follow through with AI Strategy Diamond



Getting an AI-solution to production demands holistic approach...



...Surrounding infrastructure and data processes are critical to success

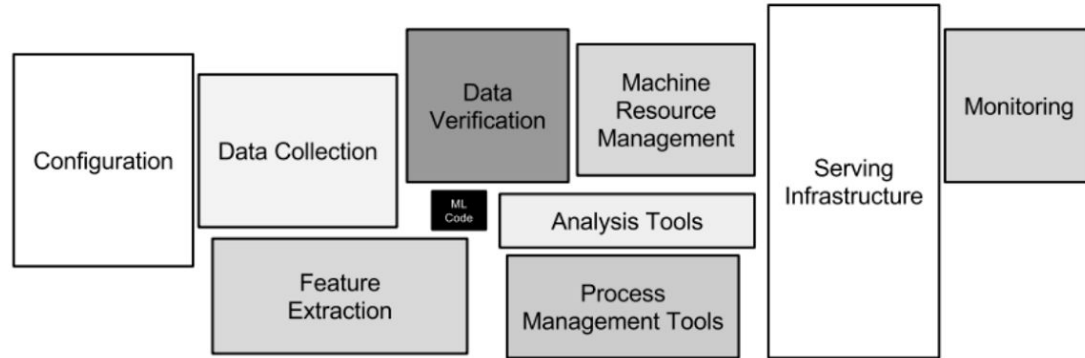


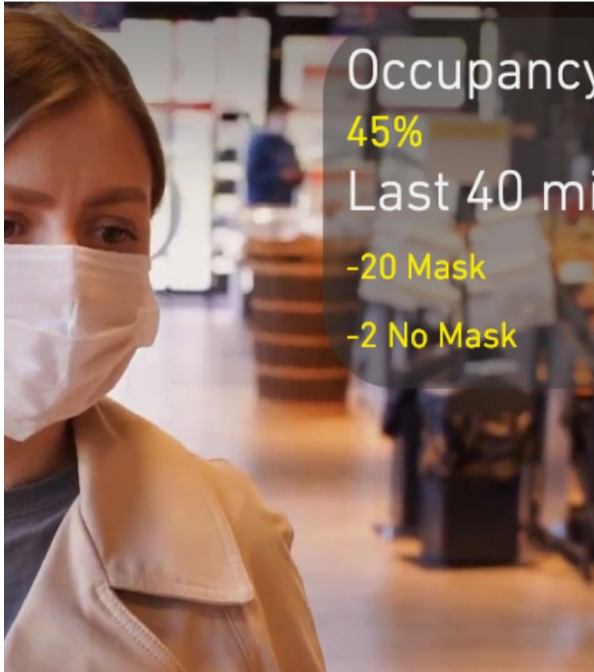
Figure 1: Only a small fraction of real-world ML systems is composed of the ML code, as shown by the small black box in the middle. The required surrounding infrastructure is vast and complex.

Image, borrowed from "Hidden Technical Debt in Machine Learning Systems", highlights how a multitude of systems and processes are needed to build and run ML based systems within an organization.

...Co-source a multi-functional team



...Quick example - visual intelligence platform



EUVS VIRUS

Won the European commission prize to fight COVID-19 and enable business continuity.



EUROREGION

Won the prize to inform citizens and tourists of crowded venues and discover other less-busy places.



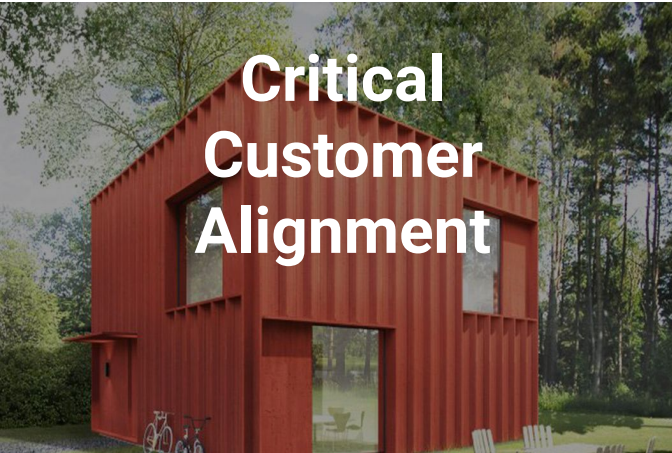
NASDAQ Entrepreneurial Center

We have been selected to join the NASDAQ Milestone Program Makers

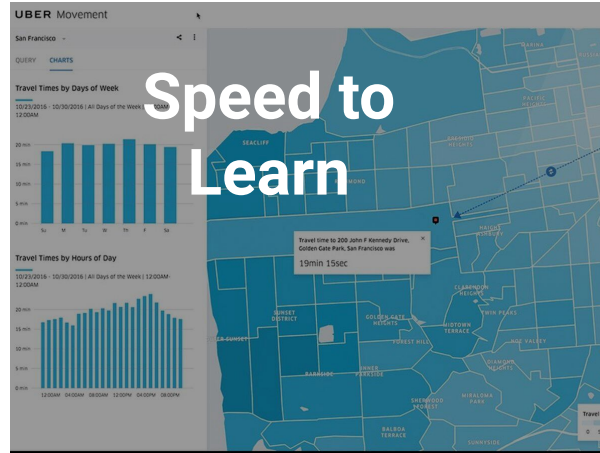
Try this safely at work (after this webinar)....

Initiative	Detect face masks by looking at images of human faces
Data	Build a training tool to categorize 500K+ images. Make sure that the tool can take increasing volumes of data.
Infrastructure	We are hosting the tool (images, labels, inferences) on a popular cloud platform.
People	Our data-science team is working with a robotics university in France to refine the tool and add more features as needed.
Change Management	Our data-science team is going to take this new data and retrain our existing algorithms. The way we train data will change and there will be objective measurements.
Ethics	We are making sure that the data set is balanced and reflects all communities (gender, color, race, etc).

...Stay ethical: Gain customer trust and permissions to their data



<https://vimeo.com/141663270>

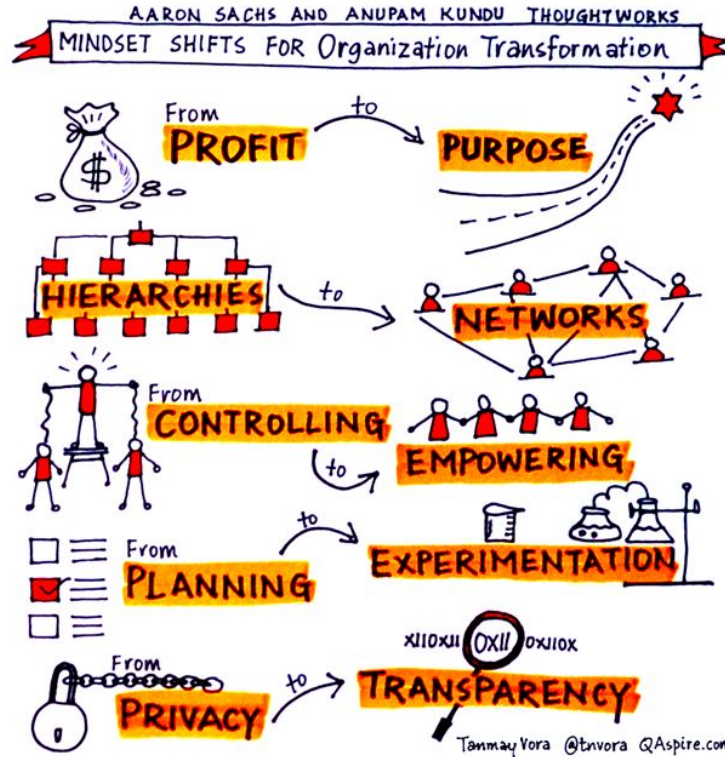


<https://movement.uber.com/>



<https://www.theguardian.com/technology/2016/mar/26/microsoft-deeply-sorry-for-offensive-tweets-by-ai-chatbot>

...Transformation is an unfinished business



Q&A

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*"Machines are for answers.
Humans are for questions."*

Kevin Kelly

REALVALUE