

SNS COLLEGE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

23BAT615- Artificial Intelligence for Managers



Presented by:

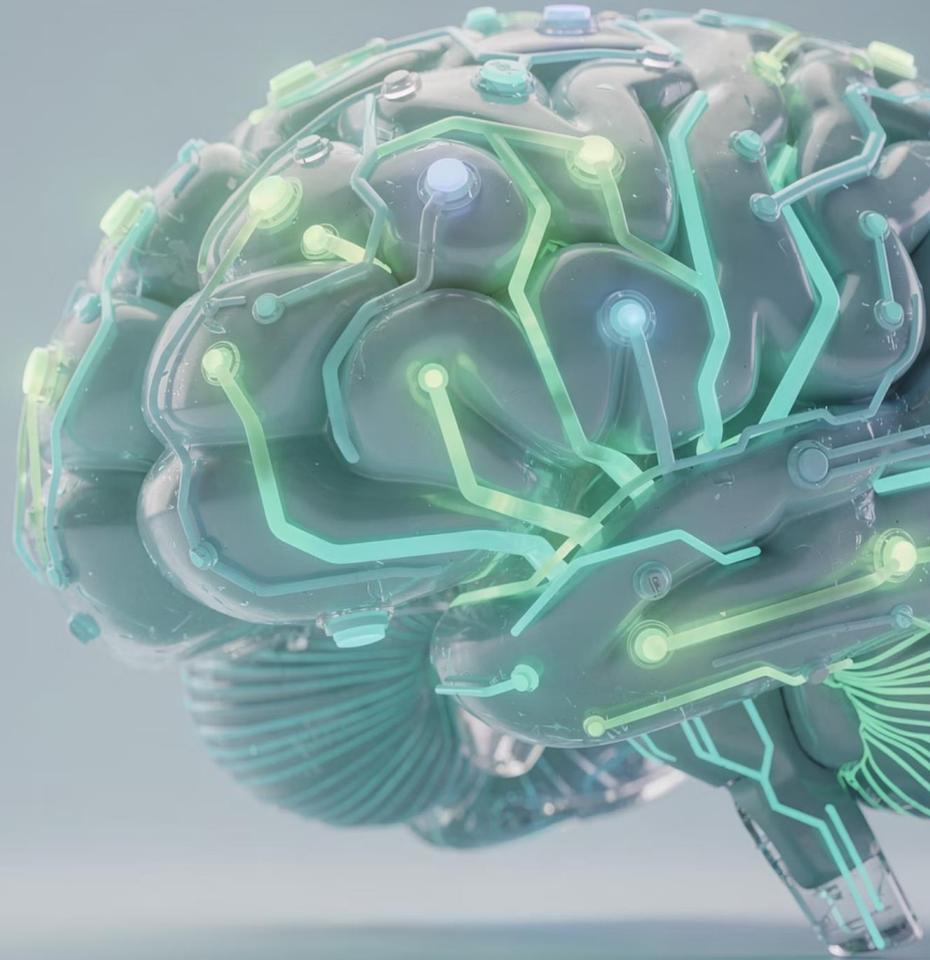
Ms.L.Abinaya AP/MBA/SNSCT

Introduction to AI & ML Technologies and Applications

Exploring intelligent systems transforming business and society

ARTIFICIAL INTELLIGENCE

MACHINE LEARNING



Quick Recap: Our Journey So Far

Key Learnings

Foundation concepts in AI and digital transformation for managers

01

Digital Revolution

Understanding the fourth industrial revolution

02

Strategic Mindset

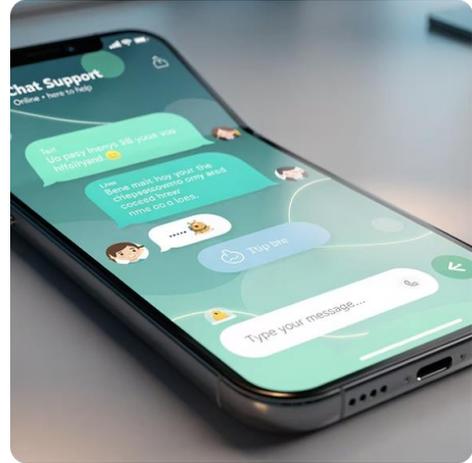
Building AI-ready organisational capabilities

03

Data Foundation

Recognising data as strategic business asset

Guess Today's Focus?



Intelligent Assistants



Computer Vision



Predictive Systems



Autonomous Systems

Today's exploration: Understanding AI and ML technologies powering real-world applications

What Is Artificial Intelligence?



Definition

Machines simulating human intelligence: learning, reasoning, problem-solving

Machine Learning

Subset enabling systems to learn from data without explicit programming

Deep Learning

Advanced ML using neural networks for complex pattern recognition



AI Technologies Landscape

Natural Language Processing

Understanding and generating human language

Computer Vision

Interpreting visual information from images and videos

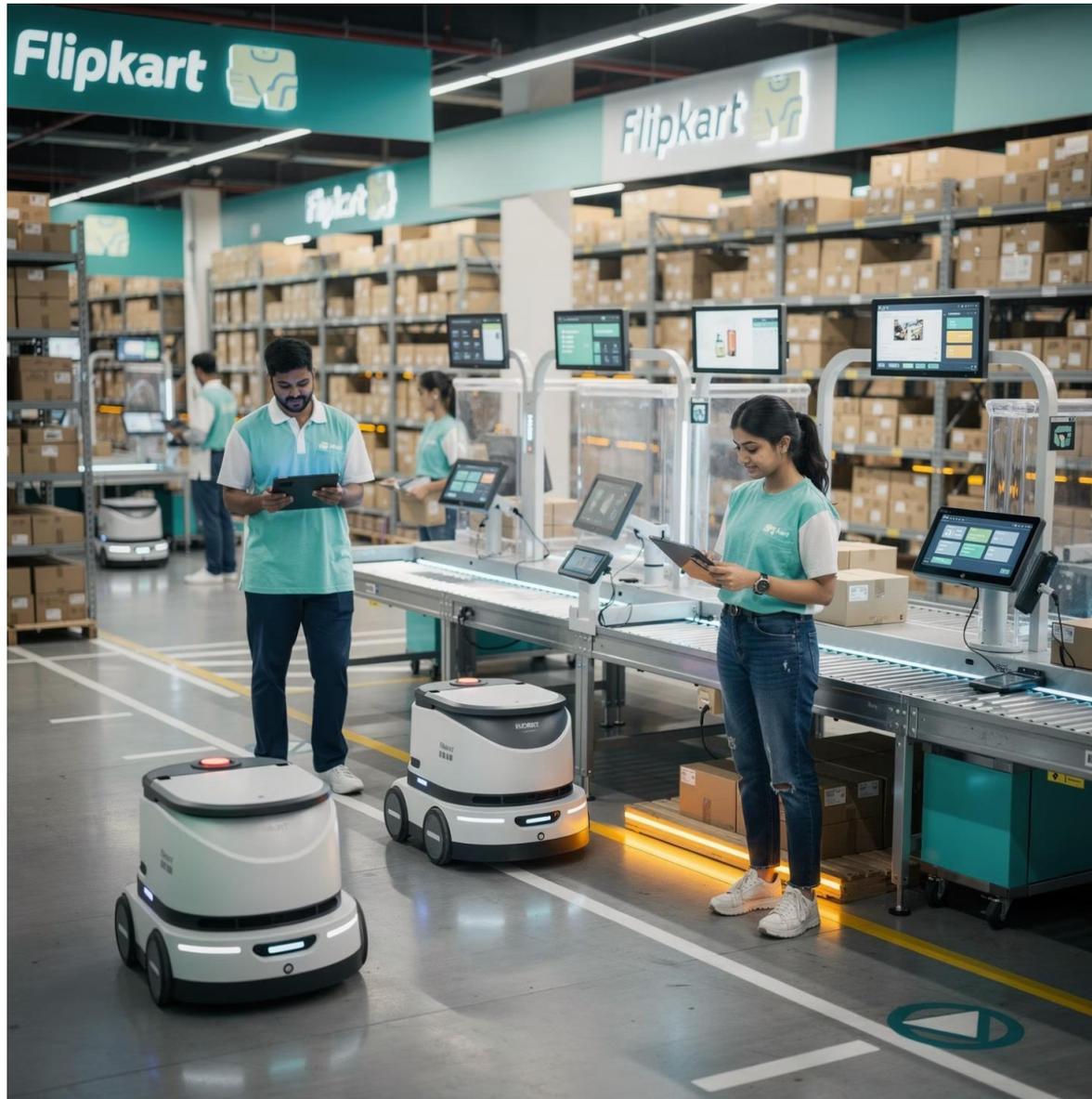
Robotics & Automation

Physical systems performing tasks autonomously

Predictive Analytics

Forecasting outcomes using historical data patterns

Indian Case Study: Flipkart's AI Revolution



Transforming E-Commerce Experience

Personalised Recommendations

ML algorithms analyse browsing patterns, increasing conversions by 30%

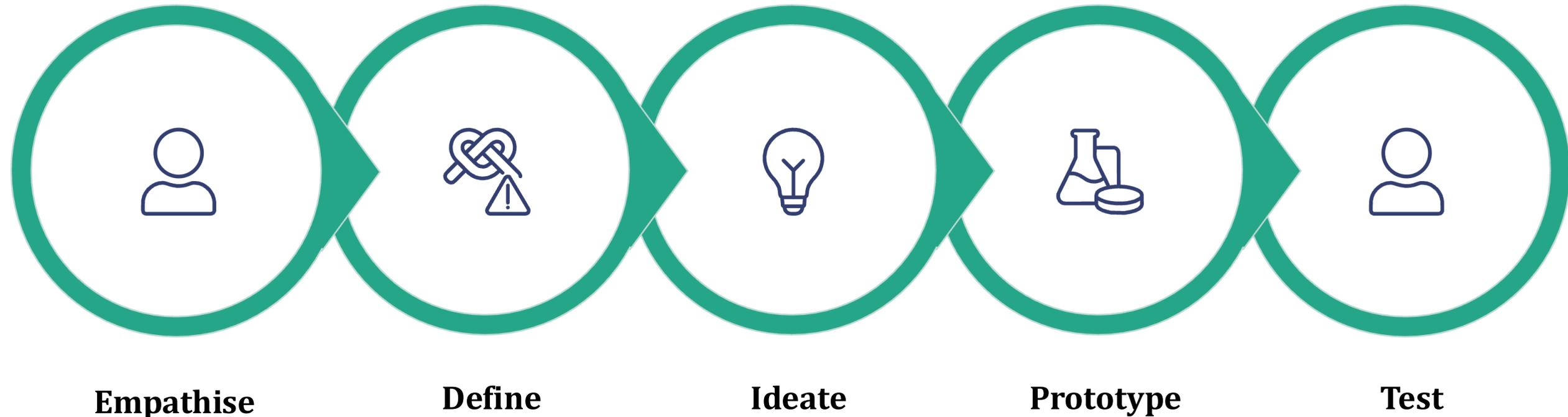
Voice Shopping

Regional language support reaching 200M+ vernacular users

Supply Chain Optimisation

Predictive analytics reducing delivery times across 19,000+ pin codes

Design Thinking Meets AI Implementation



Managerial insight: Successful AI projects require human-centred design thinking. Technology serves people, not vice versa.

❑ **Key principle:** Empathy drives AI adoption. Start with business problems, not technological possibilities.

AI Across Industries in India



Banking: HDFC & ICICI

Chatbots
handling 80%
of routine
queries, fraud
detection
systems saving
₹500+ crores
annually



Healthcare: Apollo

AI-powered
diagnostics
improving
accuracy in
radiology, early
disease
detection



Agriculture: CropIn

Predictive
analytics
optimising
yields for
7.5M+ acres,
supporting
smallholder
farmers



Retail: Reliance

Computer
vision enabling
checkout-free
stores,
inventory
management
using ML

Key Takeaways for Managers



Strategic Focus

Identify high-impact use cases aligned with business objectives



Build Capabilities

Invest in talent, infrastructure, and change management



Ethical AI

Ensure fairness, transparency, privacy in all implementations



Start Small, Scale Fast

Pilot projects, measure ROI, expand proven solutions



Thank You

Questions? Let's discuss your AI journey

Continue exploring, keep questioning, and lead with purpose