



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT613 – Artificial Intelligence for Managers

Unit I – TECHNOLOGY OVERVIEW AND FUNDAMENTALS



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Guess the Topic!!!

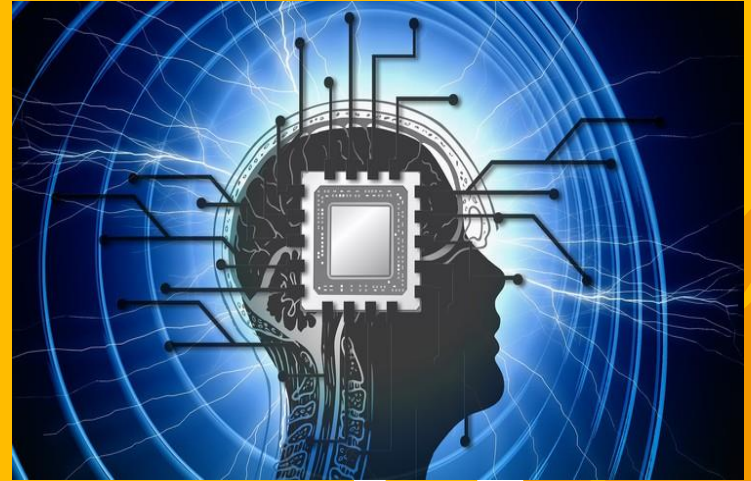


Importance of Data
(How to Manipulate and
Attribute it)



Recap

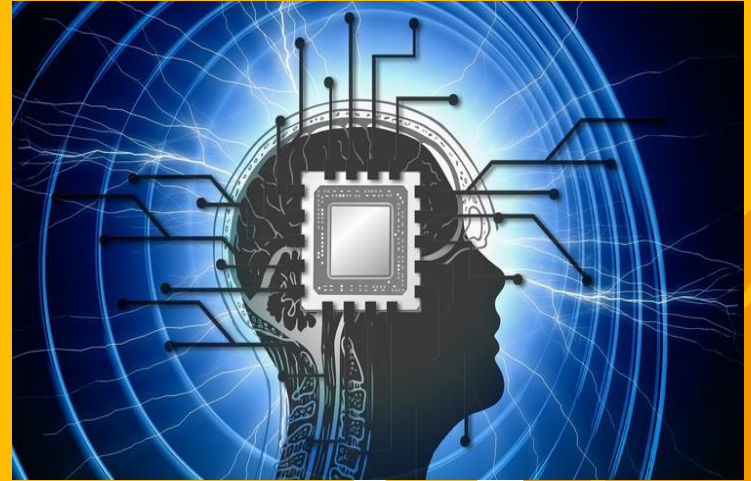
- What is Data?
- Types of Data
- Methods of Data Collection
- Steps in Data Processing





Discussion about....

- Importance to Study Data
- Importance of Data Manipulation
- Techniques for Data Manipulation
- Importance of Attributes in DBMS
- Types of Attributes
- Example





Reason to study Importance of Data





Importance of Data Manipulation



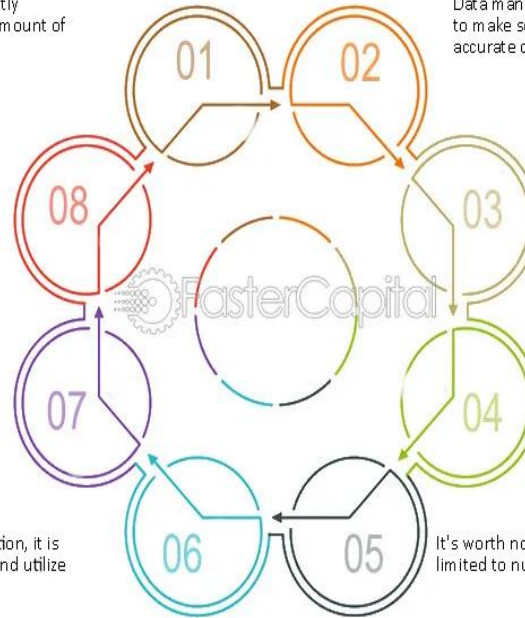
In today's digital age, we are constantly bombarded with an overwhelming amount of data

Data manipulation is crucial because it allows us to make sense of complex datasets and draw accurate conclusions

In conclusion, data manipulation plays a crucial role in extracting meaningful insights from raw data

To illustrate the importance of data manipulation, consider a case study involving fraud detection in financial transactions

To ensure effective data manipulation, it is essential to follow best practices and utilize appropriate tools



One key aspect of data manipulation is data aggregation

Data manipulation also enables us to transform data into a format suitable for analysis

It's worth noting that data manipulation is not limited to numerical or structured data



Techniques for Data Manipulation

1



Gather data from several sources

2



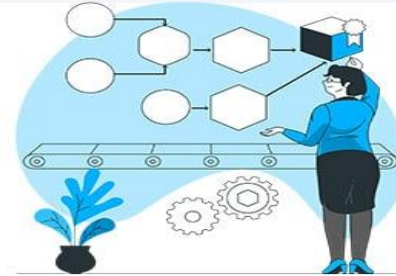
Organize and purify data.

3



Combine data and eliminate redundancies.

4

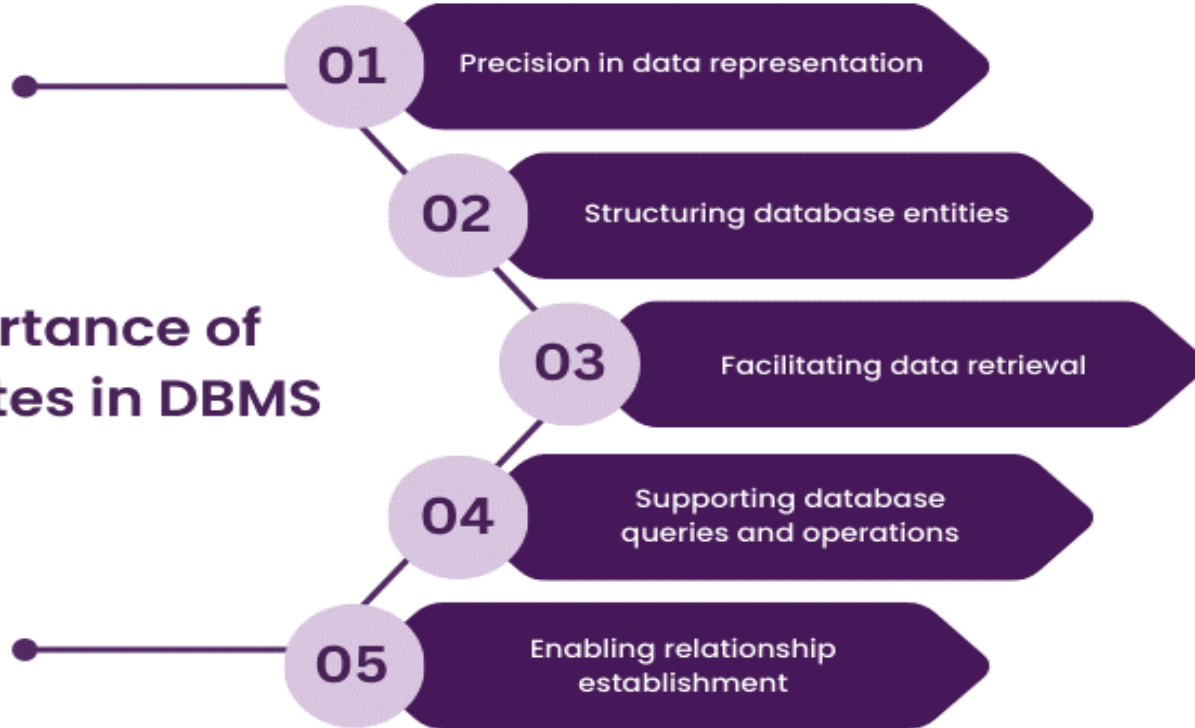


Utilize data analysis to discover important information.



Importance of Attributes in DBMS

Importance of Attributes in DBMS



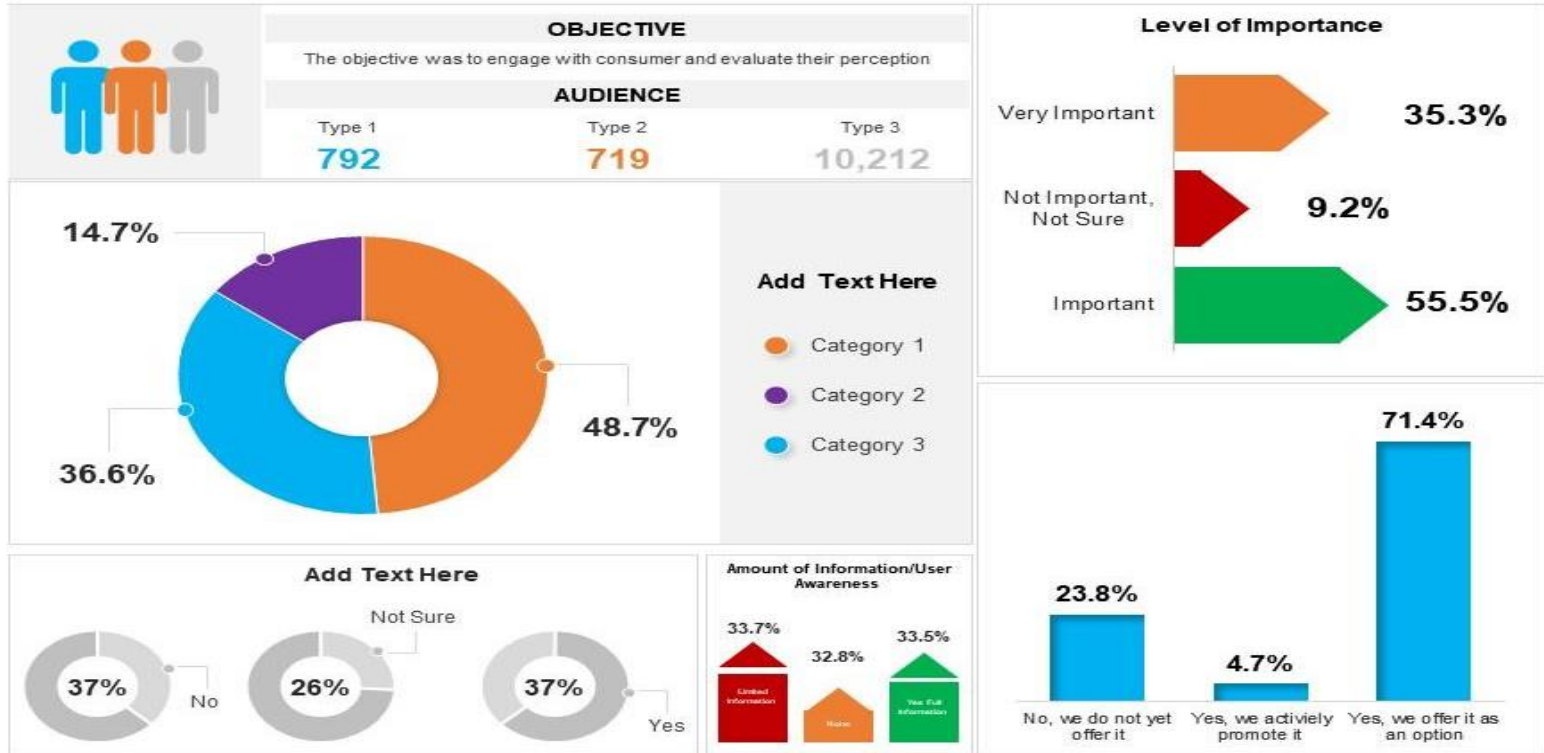


Types of Attributes

Attribute Type	Description	Examples
Nominal / Binary	The values are just different names that provide only enough information to distinguish one object from another. ($=$, \neq)	zip codes, employee ID numbers, eye color, gender
Ordinal	The values provide enough information to order objects. ($<$, $>$)	pain level, rating, grades, street numbers
Interval	The differences between values are meaningful, i.e., a unit of measurement exists ($+$, $-$)	calendar dates, temperature in Celsius or Fahrenheit
Ratio	Both differences and ratios are meaningful. ($*$, $/$)	temperature in Kelvin, monetary quantities, counts, age, mass, length



Consumer Data Insight for Product Attributes



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".



Knowledge Check

What role does data play in the success of AI and machine learning projects?

- X A) Data is irrelevant in AI and ML projects.
- X B) Data helps in defining the project's budget.
- X C) Data is the fuel that drives model training and performance.
- X D) Data is only necessary for visualization purposes.
- X **.Answer: Data is the fuel that drives model training and performance.**



Summary

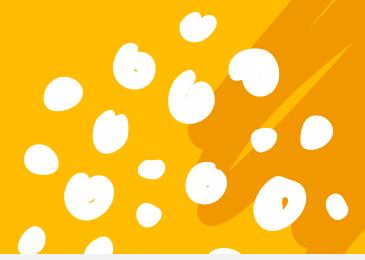
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References

- <https://www.relyservices.com/blog/importance-data-processing-in-machine-learning>





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Thanks!

