SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit III – Unboxing AI & Its Applications

Presented by

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Design Thinker

Redesigning Common Mind & Business Towards Excellence

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Guess the Topic!!!

Neural Network

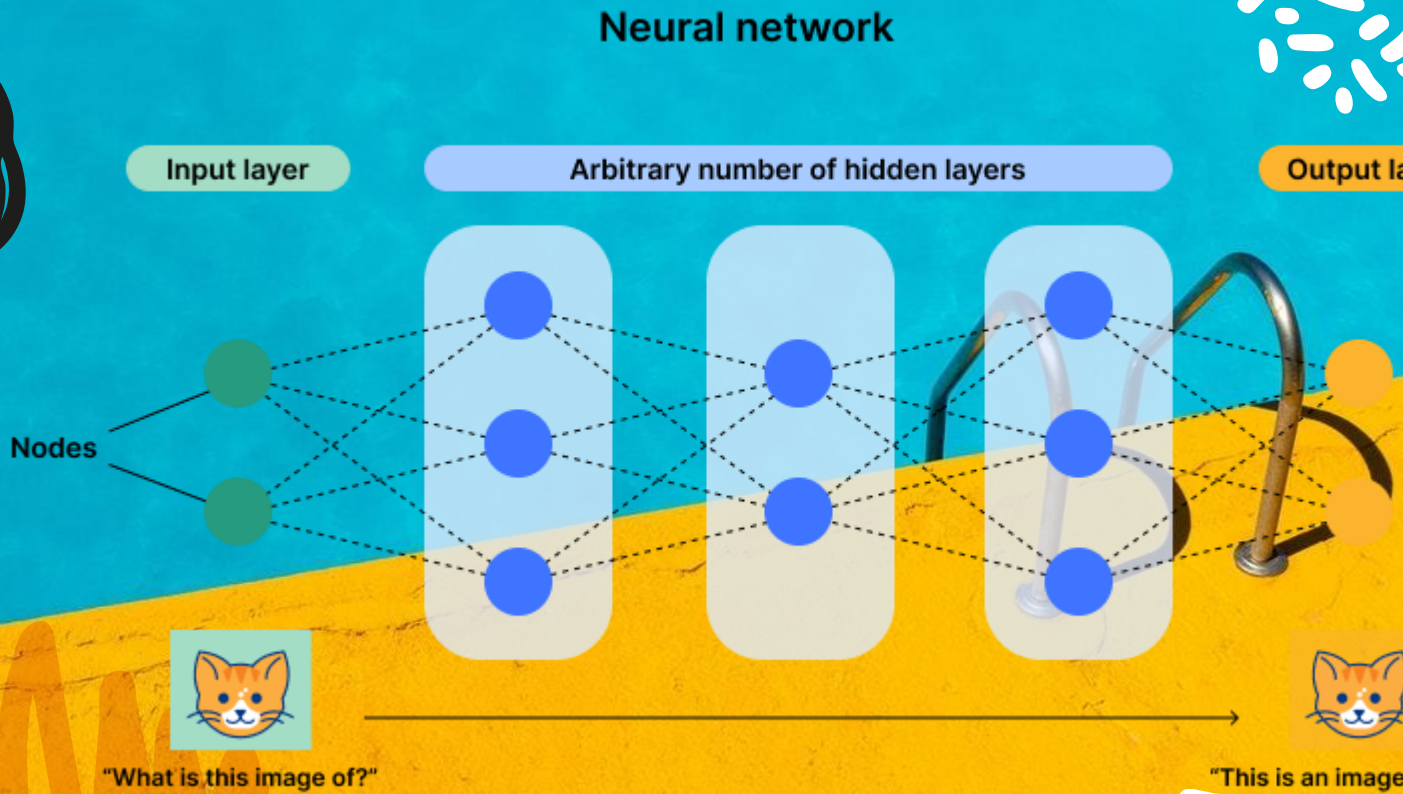
Recap

- Reason to study KNN
- KNN Algorithm
- KNN Algorithm Steps
- KNN Application
- KNN in ML

Discussion about….

- Reason to study Neural Network
- Neural Network Types
- Application of Neural Network in Business and Finance
- Application of Neural Network

Reason to study Neural Network



Neural Network

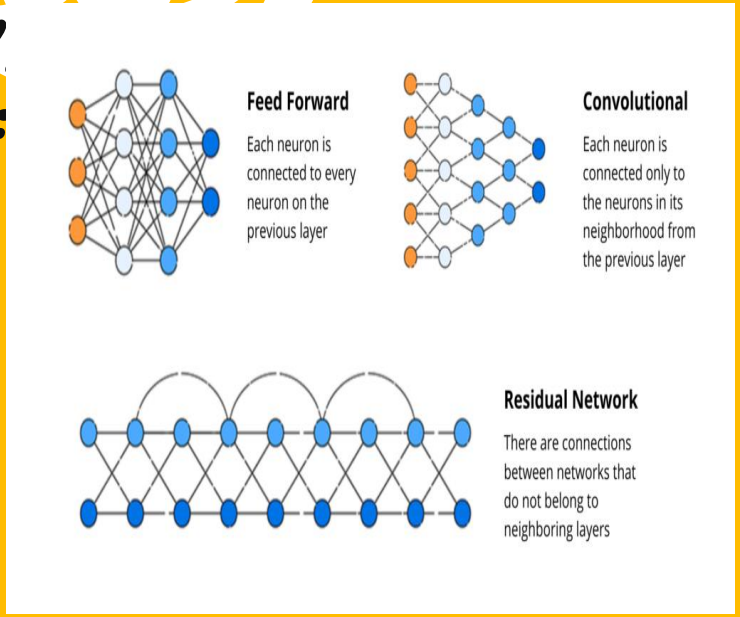
Similar to humans in that a nueral network constantly adjusts based on changing inputs or situations.

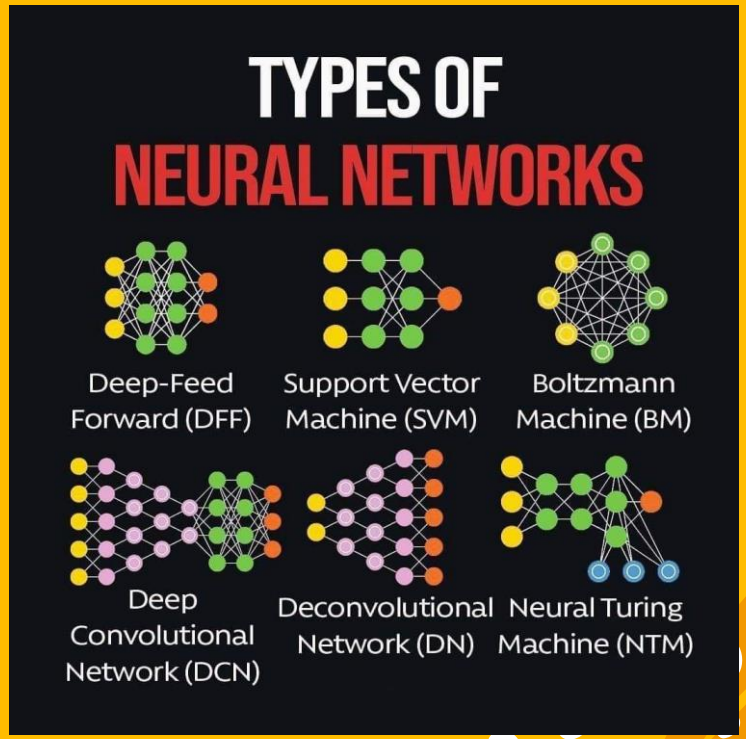
Hidden layer that processes the data

Constantly changing input data

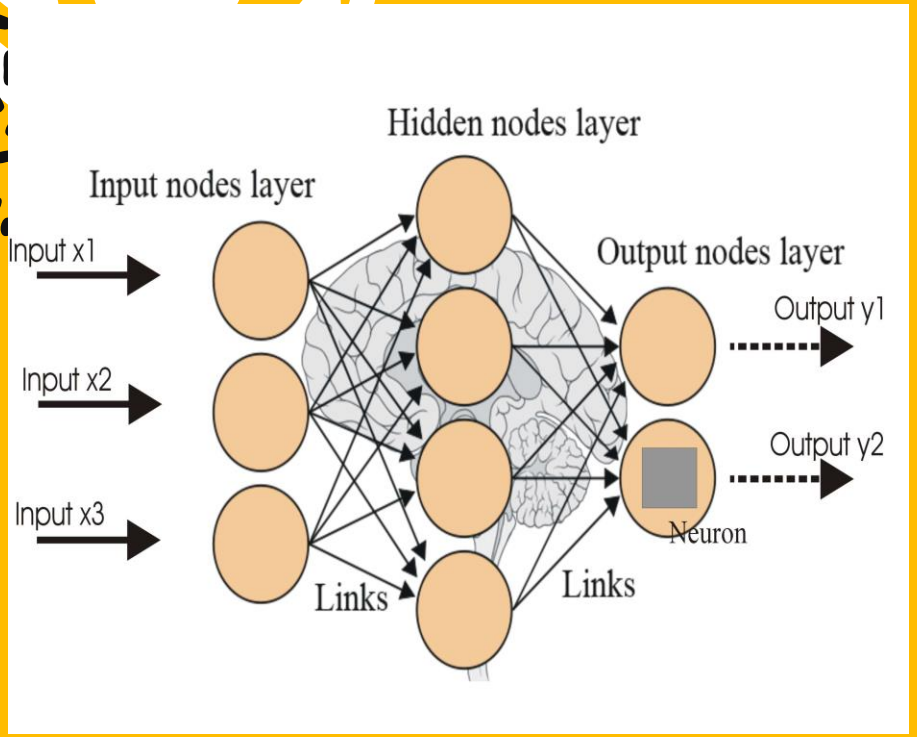
Consistent output data used for analysis

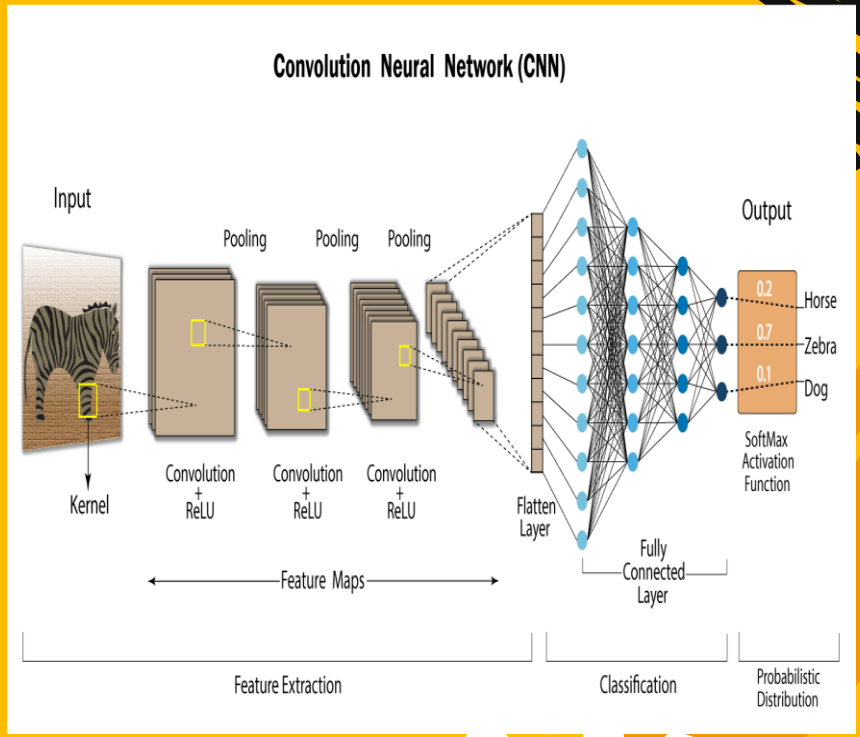
Neural Network Types



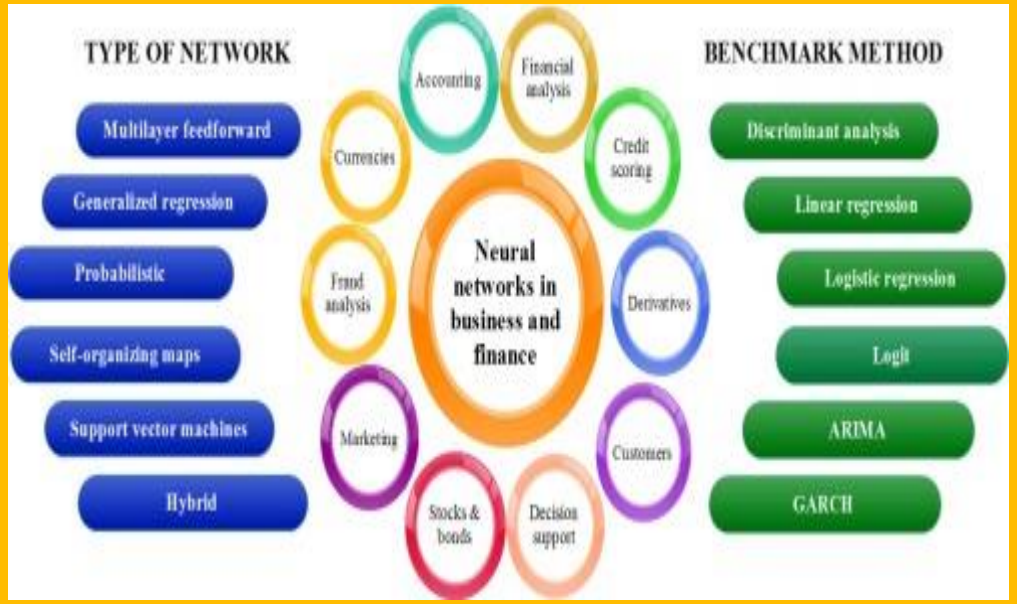


Neural Network

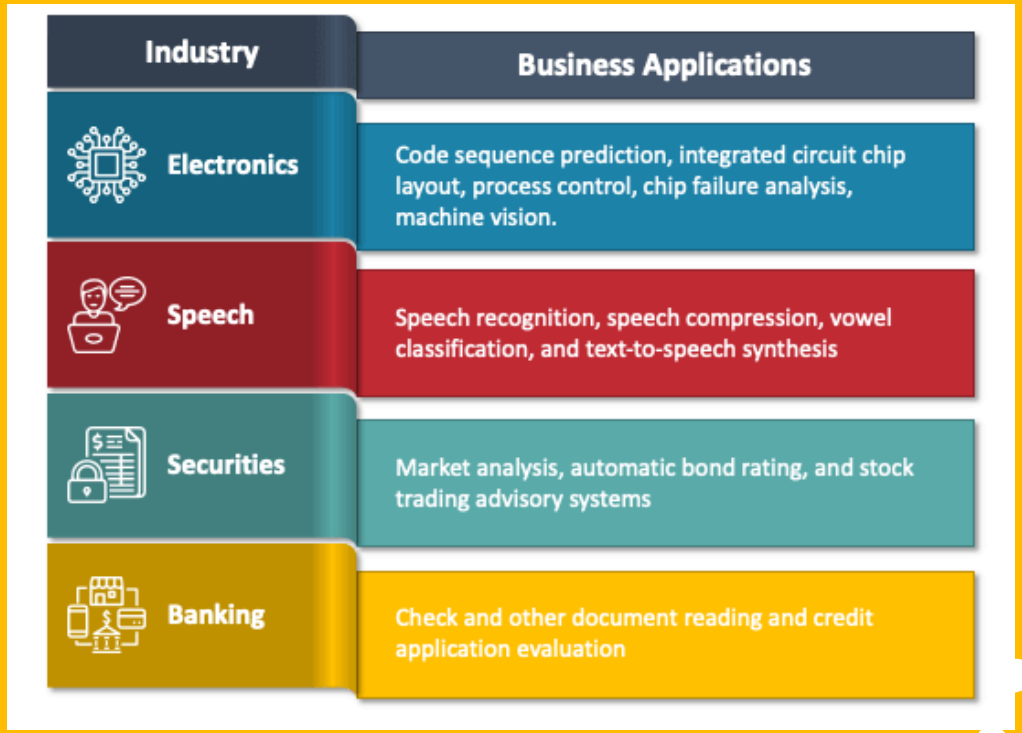




Application of Neural Network in Business and Finance



Application of Neural Network



Industry	Business Applications
Electronics	Code sequence prediction, integrated circuit chip layout, process control, chip failure analysis, machine vision.
Speech	Speech recognition, speech compression, vowel classification, and text-to-speech synthesis
Securities	Market analysis, automatic bond rating, and stock trading advisory systems
Banking	Check and other document reading and credit application evaluation

Knowledge Check

A retail company is using a neural network to predict sales based on various factors such as marketing spend, seasonality, and economic indicators. Which of the following is a primary advantage of using neural networks for this prediction task?

- ✗ A) Neural networks require less data compared to traditional regression methods.
- ✗ B) Neural networks can automatically detect and learn complex non-linear relationships in the data.
- ✗ C) Neural networks always provide interpretable models that are easy to understand.
- ✗ D) Training neural networks is always faster than training other machine learning models.
- ✗ **Answer: B) Neural networks can automatically detect and learn complex non-linear relationships in the data.**

Summary

- Reason to study Neural Network
- Neural Network Types
- Application of Neural Network in Business and Finance
- Application of Neural Network

References

- https://www.investopedia.com/terms/n/neuralnetwork.asp#:~:text=Application%20of%20Neural%20Networks&text=Specific%20to%20finance%2C%20neural%20networks,volatility%20expectations%20for%20certain%20investments.

Thanks!

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