



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT615 – Artificial Intelligence for Managers

Unit IV – AI & ML for Business Excellence

Redesigning Common Mind & Business Towards Excellence



Presented by

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Design Thinker

1st Indian
Institution
to Implement
& Patent
Design
Thinking
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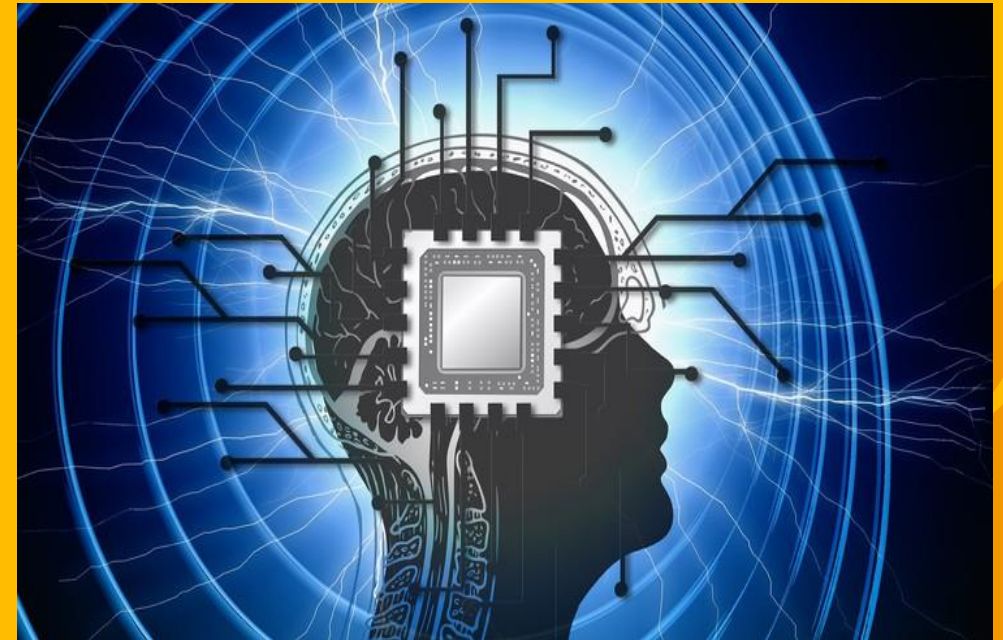
**Application of AI & ML in
FINANCE AND
OPERATIONAL**





Recap

- Application of AI in Marketing and Sales





Implementation of AI & ML in Finance and Operational AI



Introduction to AI & ML



Artificial Intelligence (AI) and Machine Learning (ML) are revolutionizing the finance and operations industries by leveraging algorithms and data analysis to automate processes, predict trends, and optimize decision-making.



AI & ML in Finance



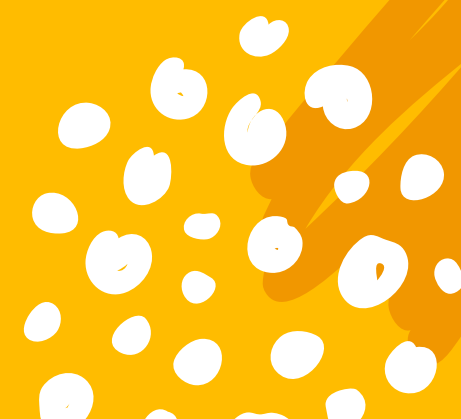
x In finance, AI and ML technologies are being utilized for tasks such as fraud detection, algorithmic trading, risk management, credit scoring, and personalized customer services. These technologies enable financial institutions to analyze vast amounts of data in real-time, identify patterns, and make informed decisions swiftly.



Operational AI



Operational AI involves the integration of AI and ML algorithms into various operational processes within organizations. This includes optimizing supply chain management, predictive maintenance, resource allocation, and workflow automation. By implementing operational AI, businesses can enhance efficiency, reduce costs, and improve overall productivity.



Conclusion

The implementation of AI & ML in finance and operational AI represents a paradigm shift in how businesses operate and make decisions. By harnessing the power of data-driven insights and automation, organizations can gain a competitive edge, drive innovation, and achieve sustainable growth in today's dynamic business landscape.



Summary

- Introduction to AI and ML
- AI & ML in Finance
- Operational AI





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Thanks!

