



### SRI VENKATESWARA COLLEGE OF ENGINEERING Pennalur, Sriperumbudur- 602117

(AUTONOMOUS – AFFILIATED TO ANNA UNIVERSITY)

DEPARTMENT OF INFORMATION TECHNOLOGY

Webinar

on

**Real-time AI in Business Intelligence Applications** 

03.06.2020

### <u>A Report</u>

Submitted to the principal To: HOD- INT Noted



JAYANTHI D IT <jayanthi@svce.ac.in>

#### Fwd: Webinar on Real-time AI in Business Intelligence on 3-6-20 at 3 pm

1 message

 HOD IT <hodit@svce.ac.in>
 Tue, Jun 2, 2020 at 11:13 PM

 To: Principal SVCE <principal@svce.ac.in>, HODs Group <hod@svce.ac.in>, Faculty Group <svcefaculty@svce.ac.in>

------ Forwarded message ------From:**SUMATHI G IT** <gsumathi@svce.ac.in> Date: Tue, 2 Jun 2020, 22:59 Subject: Webinar on Real-time AI in Business Intelligence on 3-6-20 at 3 pm To: HOD IT <hodit@svce.ac.in>

Dear Sir/Madam,

We are pleased to inform you that the Department of Information Technology is organising a webinar on "Real-time AI in Business Intelligence Applications" by Mr.G. Vivek, Senior Manager-Projects, CTS, Chennai on 03-06-2020 from 3 pm to 4.30 pm.

The brochure is attached for your reference.

Registration Link: https://forms.gle/ahLW7kWPycNkcGvp8 Meeting link will be sent to your registered Email Id. E-Certificate will be provided.

Thanks & Regards, Dr.G.Sumathi, Professor, Department of Information Technology, Sri Venkateswara College of Engineering, Pennalur, Sriperumbudur-602117, Tamil Nadu.

Al Webinar FINAL.pdf 1204K



# SRI VENKATESWARA COLLEGE OF ENGINEERING

(AICTE APPROVED AND NAAC ACCREDITED) AUTONOMOUS – AFFILIATED TO ANNA UNIVERSITY PENNALUR, SRIPERUMBUDUR – 602 117, TAMIL NADU





# DEPARTMENT OF INFORMATION TECHNOLOGY

(NBA Accredited) PRESENTS

# WEBINAR ON

# REAL TIME AI IN BUSINESS INTELLIGENCE APPLICATIONS







# PATRON

Dr. S Ganesh Vaidyanathan Principal, SVCE

# **CONVENER**

Dr. V. Vidhya HOD - IT

# **CO-ORDINATORS**

Dr. G. Sumathi, Professor - IT Ms. D. Jayanthi, Assistant Professor - IT **3**<sup>rd</sup> June, 2020 Wednesday

> **3:00** pm to **4:30** pm

# FREE REGISTRATION

https://forms.gle/ah LW7kWPycNkcGvp8



# E-Certificates will be provided to all the participants





### **SRI VENKATESWARA COLLEGE OF ENGINEERING** Pennalur, Sriperumbudur Taluk - 602117

### **DEPARTMENT OF INFORMATION TECHNOLOGY**

Solicit your esteemed presence for the

**Online Webinar** 

on

"Real-time AI in Business Intelligence Applications"

by

Mr Vivek G

Senior Manager,

Projects,

Cognizant Technology Solutions Pvt ltd.

Chennai.

Date : 3<sup>rd</sup> June 2020

Time : 03.00 PM to 04.30PM

Venue : Webex link https://cognizantcorp.webex.com/meet/Vivek.Gangadharn





### **SRI VENKATESWARA COLLEGE OF ENGINEERING** Pennalur, Sriperumbudur Taluk – 602117

### AGENDA

- DATE : 03.06.2020
- TIME : 03.00 PM
- VENUE : Webex link https://cognizantcorp.webex.com/meet/Vivek.Gangadharn
- Welcome Address
- Introduction of Chief Guest
- ✤ Short note by HOD
- ✤ Lecture by Chief Guest
- Questionnaire Feedback from Participants
- Vote of Thanks

### Workshop Co-ordinators

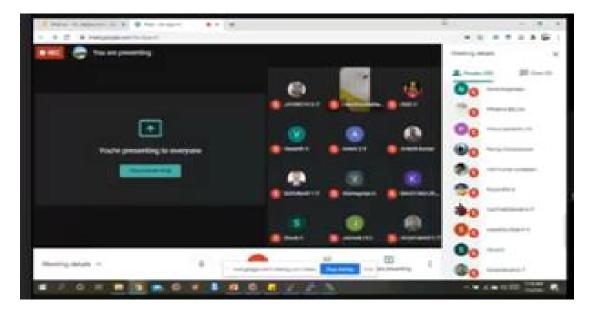
Dr.G.Sumathi, Prof/INT Ms.D.Jayanthi, AP/INT

6-1-2020 22:12:07	Email Address	Name	Occupation	Department	College/Institution Name	Mobile Number
	84jayanthi@gmail.com		oodpallon	Doparation	-	
6-2-2020 16:05:51		JAYANTHI D		Information technology	Sri Venkateswara College	
		CHITRA S			Sri Venkateswara College	
6-2-2020 16:42:41		KALA A Vaishnavi P		Information Technology Information technology	Sri Venkateswara College o Sri venkateswara college o	
		Sudha.R		Information Technology	Sri Venkateswara College	
		Janani J N		Information Technology	Sri Venkateswara College	
		D.Selva Abisha		Information technology	Sri Venkateswara College	
6-2-2020 17:01:58		Sharon Femi. P			Sri Venkateshwara College	
		Sudha.R			Sri Venkateswara College	
		Kalaiarasi N		Information technology	Sri Venkateshwara college	
	abinaya10112001@gmail.com pkdivya782@gmail.com			Information Technology Information technology(IT)	Sri venkateswara college o	
	swathilakshmielangovan@gma	Divya P.K Swathi F		Information technology(11)	Sri venkateswara college o	
	subikshasankar2000@gmail.ci				sri venkateswara college of	
6-2-2020 17:32:55		Francis Inigo Raj L			Sri Venkateswara College	
	deepikamalliga2020@gmail.cc			Information technology	Sri Venkateswara College	
6-2-2020 17:41:40		Dharshan V		Information technology	Sri Venkateswara College	
		MOHAN		IT	Sri Venkateswara College	
		Dharshan V	Student	B. Tech IT	Sri Venkateswara College	
		G. Sangeetha			Sri venkateswara College o	
	aarthikaruna06@gmail.com premavathi31597@gmail.com	AARTHI K Premavathi P		INFORMATION TECHNOL Information technology	Sri Venkateswara College	
		MEENAKSHI P		Information Technology	Sri Venkateswara College	
		D.Selva Abisha		Information technology	Sri Venkateswara College	
	sudharam6112000@gmail.con			Information Technology	Sri Venkateswara College	
	annu.arunachalam@gmail.con			Information Technology	Sri Venkateswara College	
		T Sukumar	Associate professor	IT	SVCE	9578074435
	5	vignesh B	student	IT	svce	8870748929
		D. Selva Abisha		Information technology	Sri Venkateswara College	
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	srivatsanksmcm01@gmail.con abisha066@gmail.com	Srivatsan Subramani D.Selva Abisha		Information Technology Information technology	Sri Venkateshwara College Sri Venkateswara College	
		THAMODARAN M		INFORMATION TECHNOL		
		Rithika, G		Information Technology	Sri venkateswara college o	
	0 0	Kalavathi S		Information Technology	Sri venkateswara college o	
		A. THILAKESH RAJ		Information technology	Sri venkateswara college o	
6-2-2020 19:56:25	syogalakshmi35@gmail.com	YOGALAKSHMI S	Student	Information Technology	Sri Venkateswara college o	7904956584
		Madhumitha E		Information technology	Sri venkateswara college o	
	manasatagore07@gmail.com			Information Technology	Sri Venkateswara College	
	shobanapriyams.sse@saveeth		ASSISTANT PROFESSOR		SAVEETHA SCHOOL OF	
	muruganwalker619@gmail.cor	Chakith		Information IT	Sri venkateswara college o Svce	6385360837 8074319844
		Tweshin Balaji		Information Technology	Sri venkateswara college o	
	msmadhankumar123@gmail.c			Information Technology	Sri Venkateswara College	
		Rahul RK		IT	SVCE	8778109200
	vishwaa.vishwaa2@gmail.com	Vishwaa VS		Information technology	Sri Venkateswara college o	
6-2-2020 21:34:23		G Sumathi	Professor	IT	Sri Venkateswara College	
		Shravan Srinivasan		Information Technology	Sri Venkateswara College	
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		Hari Prasath		Information technology	Sri Venkateshwara College	
		K.Kiruthika Devi Yashwanth Kumar		Information Technology Information Technology	Sri Venkateswara college o	
	yashyash2711@gmail.com s.badrinarayanan791@gmail.c			IT	Sri Venkateswara College Sri Venkateswara College	
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		Nilavezhil K		Information Technology	Sri Venkateswara College	
		Malini A R		Information Technology	Sri Venkateswara College	
6-2-2020 23:17:25	hemavikic@gmail.com	Hemachandran	B.E(Engineering)	CSE	Sri Venkateswara College	
6-3-2020 13:56:26	ramamoorthy.shanmugam@ci	Ram	Software	lt	Private	8220740074
	vasanthvictor333@gmail.com		student	Medical Electronics	Saveetha Engineering Coll	
		V.M.Sivagami		Information Technology	Sri venkateswara College o	
	vasanthvictor333@gmail.com		Student	Medical Electronics	Saveetha Engineering Coll	
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	josliniyda.j@rajalakshmi.edu.ir ramprasadk@svce.ac.in	JOSLIN IYDA.J Ram Prasad	Teaching Assistant Professor	Information Technology Mechanical	Sri Venkateswara College	
	ramprasadk@svce.ac.in mohammedthowfiq2@gmail.cc			Information Technology	Sri Venkateswara College	
		Ram Prasad		Mechanical	SVCE	+448248107726
		Tharun R		IT	SVCE	07358535419
	monishmoni55555@gmail.com			IT	Svce	7092803515
6-2-2020 23:29:16	0	S.Radhika	Assistant professor	ECE	SRI VENKATESWARA CO	
6-2-2020 23:39:12		bhuvanacheran@gmail.cor		CSE	SVCE	9941833038
6-2-2020 23:54:23		S.M.Mehzabeen	Assistant Professor	ECE	Sri Venkateswara College	
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6-3-2020 0:49:19		Rajalakshmi S	Assistant Professor	Computer Science and Eng		
6-3-2020 7:19:30		Manoharan. K R Solvamani	Librarian	Library	SVCE SVCE	9445261187
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6-3-2020 9:21:41		K.SRIVIDHYA	Assistant Professor	Electronics and communica		
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6-3-2020 10:15:12		JERUSHA S		Information Technology	Sri Venkateswara College	
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6-3-2020 11:07:02		Vivekanandan M		IT	Sri Venkateswara College	
		Dhanya C	Student	Information Technology	Sri Venkateswara College	
6-3-2020 11:33:13		A.Indumathi	Assistant Professor	Information Technology	Sri vekateswara college of	9994454683
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6-3-2020 11:50:07 6-3-2020 12:03:35 6-3-2020 12:05:21 6-3-2020 12:21:31						9789623092

**Registered Participants** 

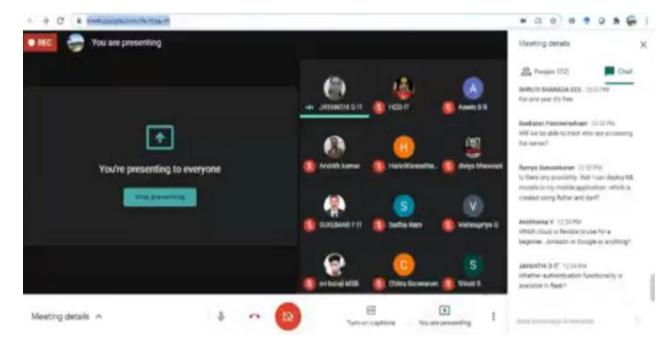
#### **MEMORIES**

Introduction to Chief Guest – 03-06-2020



Talk by Chief Guest – 03-06-2020

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#### Vote of Thanks – 03-06-2020

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Vishnupriya G	Vishnupriya G	SANTOSSH V EE	Vishnupriya G
SIVAKUMAR E IT	SHRUTI SHARADA ECE	Rahul RK	SHRUTI SHARADA ECE
sri balaji MSB	SIVAKUMAR E IT	RAJALAKSHMI S CSE	SIVAKUMAR E IT
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SHARON FEMI P IT	SANTOSSH V EE	Priya Darshini	SANTOSSH V EE
Shruti S SHRUTI SHARADA ECE	SHARON FEMI P IT Shruti S	PRIYA DARSHNI ITO	SHARON FEMI P IT Shruti S
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Rupavathy N	Ramya Gunasekaran	Mohanavalli S.	rohit kumar sundaram
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Neela Nagarajan	Mrudula Chavali	Neela Nagarajan	Neela Nagarajan NIRMALA P IT
PRABHA BELCIA PRIYA DARSHNI ITO	Neela Nagarajan PRABHA BELCIA	NIRMALA P IT KALA A IT	Priya Darshini
Proud engineer	Priya Darshini	KALAIARASI IT	Rahul RK
Ramya Gunasekaran	PRIYA DARSHNI ITO	LEELA RANI P IT	RAJALAKSHMI S CSE
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Mohammed Thowfiq Mohanavalli S.	Loganayagi S Mohammed Thowfig	Iyswarya R CSE JANANI ECE	Mohammed Thowfiq Mohanavalli S.
Mrudula Chavali	Mohanavalli S.	JERUSHA S IT	Mrudula Chavali
KAAVIYA BASKARAN ITO	Joann Nittika	Joann Nittika	Joann Nittika
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JERUSHA S IT	JANANI ECE	Goutham Sekhar	
Joann Nittika HARISH GUPTHA IT	JERUSHA S IT HariniKannathal S	GURU GOKUL AR IT HariniKannathal S	JERUSHA S IT HariniKannathal S
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HARSHA LEKHA ECE	HARSHA LEKHA ECE	diviya bhavaani	HARSHA LEKHA ECE
Heera A R	Heera A R	Divya Prakash	Heera A R
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Goutham Sekhar GURU GOKUL AR IT	GAYATHRI R CSE Gokulnath V P	BARATH IT Baskaran Panneerselvam	GAYATHRI R CSE Gokulnath V P
HariniKannathal S	Goutham Sekhar	Bharath Ganesh	Goutham Sekhar
Harish dominic	GURU GOKUL AR IT	Bush h	GURU GOKUL AR IT
Dhivya S	Bush h	Chitra Saravanan	Chitra Saravanan
	CHITRA IT	Dhivya S Arvinth kumar	Dhivya S diviva bhavaani
FRANCIS INIGO RAJ L IT GAYATHRI R CSE	Dhivya S Divya Prakash	Arvinth kumar ashokkumar it	diviya bhavaani Divya Prakash
Gokulnath V P	FRANCIS INIGO RAJ L IT	Aswin S R	FRANCIS INIGO RAJ L IT
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6-3-2020 14:00:32 vasanthvictor333@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Agree	Excellent
6-3-2020 14:02:56 vmsiva@svce.ac.in	Strongly Agree	Agree	Strongly agree	Agree	Agree	Agree	Excellent
6-3-2020 14:02:59 vasanthvictor333@gmail.com	Strongly Agree	Agree	Agree	Agree	Agree	Agree	Good
6-3-2020 14:14:37 mano@svce.ac.in	Agree	Agree	Strongly agree	Agree	Agree	Agree	Excellent
6-3-2020 14:32:20 msuppriya2002@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Strongly agree	Excellent
6-3-2020 14:47:40 josliniyda.j@rajalakshmi.edu.in	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 15:08:53 ramprasadk@svce.ac.in	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Excellent
6-3-2020 15:09:29 mohammedthowfiq2@gmail.com	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Agree	Agree	Good
6-3-2020 15:11:51 ramprasadk@svce.ac.in	Strongly Agree	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 15:12:34 tharunr22@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Agree	Agree	Excellent
6-3-2020 17:43:18 monishmoni55555@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-1-2020 22:12:07 84jayanthi@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Strongly agree	Excellent
6-1-2020 22:34:34 jayanthi@svce.ac.in	Strongly Agree	Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 16:05:51 nachachitra@gmail.com	Strongly Agree	Agree	Agree	Strongly agree	Strongly agree	Neutral	Excellent
6-3-2020 16:42:41 akala@svce.ac.in	Agree	Agree	Strongly agree	Strongly agree	Agree	Agree	Excellent
6-3-2020 16:47:22 pvaishnavi8701@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 16:57:35 sudharam611@gmail.com	Strongly agree	Neutral	Agree	Strongly agree	Agree	Agree	Excellent
6-3-2020 16:59:55 janani.jn2001@gmail.com	Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 17:01:06 abisha066@gmail.com	Agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Strongly agree	Excellent
6-3-2020 17:01:58 sharon@svce.ac.in	Agree	Agree	Agree	Strongly agree	Strongly agree	Strongly agree	Excellent
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6-3-2020 17:15:59 abinaya10112001@gmail.com	Agree	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 17:20:05 pkdivya782@gmail.com	Agree	Strongly agree	Strongly agree	Strongly agree	Agree	Agree	Excellent
6-3-2020 17:24:06 swathilakshmielangovan@gmail.com	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Strongly agree	Excellent
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6-3-2020 18:17:40 aarthikaruna06@gmail.com		Strongly Disagree	Strongly agree	Strongly agree	Strongly agree	Strongly Disagree	Strongly agree
6-3-2020 18:28:48 premavathi31597@gmail.com	Strongly agree	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Strongly agree
6-3-2020 18:30:14 meenakship@svce.ac.in	Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree
6-3-2020 18:30:51 abisha066@gmail.com	Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Agree
6-3-2020 18:36:21 sudharam6112000@gmail.com	Agree	Agree	Agree	Strongly Agree	Agree	Agree	Strongly agree
6-3-2020 18:47:42 annu.arunachalam@gmail.com	Agree	Strongly agree	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly Disage
6-3-2020 18:57:34 sukumart@svce.ac.in	Strongly Agree	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Excellent
6-3-2020 19:03:55 vignesh9601@gmail.com	Strongly Agree	Agree	Strongly agree	Strongly Agree	Strongly agree	Strongly Disagree	Excellent
6-3-2020 19:12:03 abisha066@gmail.com	Strongly Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Good
6-3-2020 19:16:45 abisha066@gmail.com	Agree	Agree	Strongly agree	Strongly Agree	Strongly agree	Strongly Disagree	Excellent
6-3-2020 19:18:36 tejaswibhuma4@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 19:25:50 malini25092000@gmail.com	Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 19:29:29 srivatsanksmcm01@gmail.com	Strongly agree	Neutral	Agree	Strongly Agree	Strongly agree	Strongly Disagree	Excellent
6-3-2020 19:34:36 abisha066@gmail.com	Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Good
6-3-2020 19:36:30 mthamodass@gmail.com	Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly Disagree	Excellent
6-3-2020 19:44:28 rithika.g6800@gmail.com	Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 19:44:53 kalavathi@svce.ac.in	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 19:54:46 Thilakeshtech@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Excellent
6-3-2020 19:56:25 syogalakshmi35@gmail.com	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Agree	Agree	Good
6-3-2020 20:04:20 mitha161299@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Agree	Strongly agree	Strongly agree	Excellent
6-3-2020 20:12:58 manasatagore07@gmail.com	Strongly Agree	Agree	Agree	Strongly agree	Agree	Agree	Excellent
6-3-2020 20:13:54 shobanapriyams.sse@saveetha.com	Agree	Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Excellent
6-3-2020 20:15:09 muruganwalker619@gmail.com	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 20:18:28 chakith4447@gmail.com	Strongly agree	Neutral	Agree	Strongly Disagree	Strongly agree	Agree	Excellent
6-3-2020 20:37:09 tweshin1114@gmail.com	Agree	Agree	Agree	Strongly agree	Agree	Strongly agree	Excellent
6-3-2020 20:50:04 msmadhankumar123@gmail.com	Agree	Agree	Agree	Strongly Disagree	Strongly agree	Strongly agree	Excellent
6-3-2020 20:51:33 rahulrk.2303@gmail.com	Agree	Agree	Agree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 21:32:06 vishwaa.vishwaa2@gmail.com	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Strongly agree	Strongly agree	Excellent
6-3-2020 21:34:23 gsumathi@svce.ac.in	Strongly Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Neutral	Excellent
6-3-2020 21:43:12 shravanity@gmail.com	Strongly Agree	Strongly agree	Strongly Disagree	Strongly agree	Agree	Agree	Good

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## SRI VENKATESWARA COLLEGE OF ENGINEERING



(Autonomous - Affiliated to Anna University) Pennalur, Sriperumbudur TK- 602117

# **CERTIFICATE OF PARTICIPATION**

## Bhuvaneswari R

For attending the webinar on Real Time Al In Business Intelligence Applications Presented by Mr. G.Vivek, Senior Manager-Projects, CTS, Chennai

> held on 3rd JUNE 2020 Organized by **Department of Information Technology**

CONVENER

### SRI VENKATESWARA COLLEGE OF ENGINEERING (AUTONOMOUS – AFFILIATED TO ANNA UNIVERSITY) DEPARTMENT OF INFORMATION TECHNOLOGY

#### Webinar

#### On "Real-time AI in Business Intelligence Applications"

#### A Report

Date: 03.06.2020	<b>Time: 3</b> .00 pm to 4.30 pm			
<b>Resource Person:</b>	Mr. G Vivek			
	Senior Manager, Projects,			
	Cognizant Technology Solutions Ltd., Chennai.			

#### **Objectives:**

- To understand the basics of AI in business.
- To discover Use Cases applied to various industries.
- To automate business communication with the customers.
- To know the applications of AI in business intelligence.
- To Demonstrate Thoughtspot, AI driven analytics.
- To explore few real-world examples.

The Department of Information Technology organized a Webinar on "Real-time AI in Business Intelligence Applications" on 3<sup>rd</sup> June, 2020. The event started with a prayer song by III year IT student, followed by the welcome address by Dr.G.Sumathi, Prof/INT & Coordinator. The profile of the chief guest was given by Ms D. Jayanthi, AP/INT & Coordinator. Dr V.Vidhya, HoD/INT addressed the gathering and gave an introductory talk emphasizing the importance of business intelligence applications in industry perspective. She highlighted the purpose of conducting such webinars and motivated the participants to interact on the topic.

Mr. G Vivek, Senior Manager, Projects, CTS, Chennai. The main objective of webinar is to understand impact of Artificial intelligence (AI) in today's business corporations and how to automate business communication with customers without the need of human agents. Also, to know how AI provides solutions to business challenges for automated decision making and provide value to customers.

The programme highlights how the businesses can avail the benefits of AI with personalized experience based on AI-driven data insights derived from customer behavior and online purchasing patterns. Also, about how real-time help can be provided to the customers where companies can use AI-powered mobile apps to communicate with large number of customers on a real-time basis and to provide personalized services to individual customers. Different applications of artificial intelligence in business such as work automation, sales and marketing and customer services were demonstrated with case studies. Churn prediction, retail services etc. were also demonstrated with real life examples. The webinar focused on how the global business world is witnessing increasing volumes of connected devices and business data. With the massive increase in business data, corporations can no longer depend on traditional business analytics or business intelligence tools to analyze data and derive valuable business insights for better decision making and business strategies. Also, Thoughspot, a search and AI-driven analytics was demonstrated where company data can be processed in seconds and automated insights can be delivered from the tool.

#### **Outcome of the Program:**

- Knowledge on industry oriented test cases using AI in business. •
- Sound understanding of AI in business intelligence with real-world examples. ٠
- Ability to work with Thoughspot, an AI driven analytics tool.

#### No. of Participants

Total Number of participants - 64

Coordinators

Dr.G.Sumathi, Professor, Department of Information Technology

HoD/INT