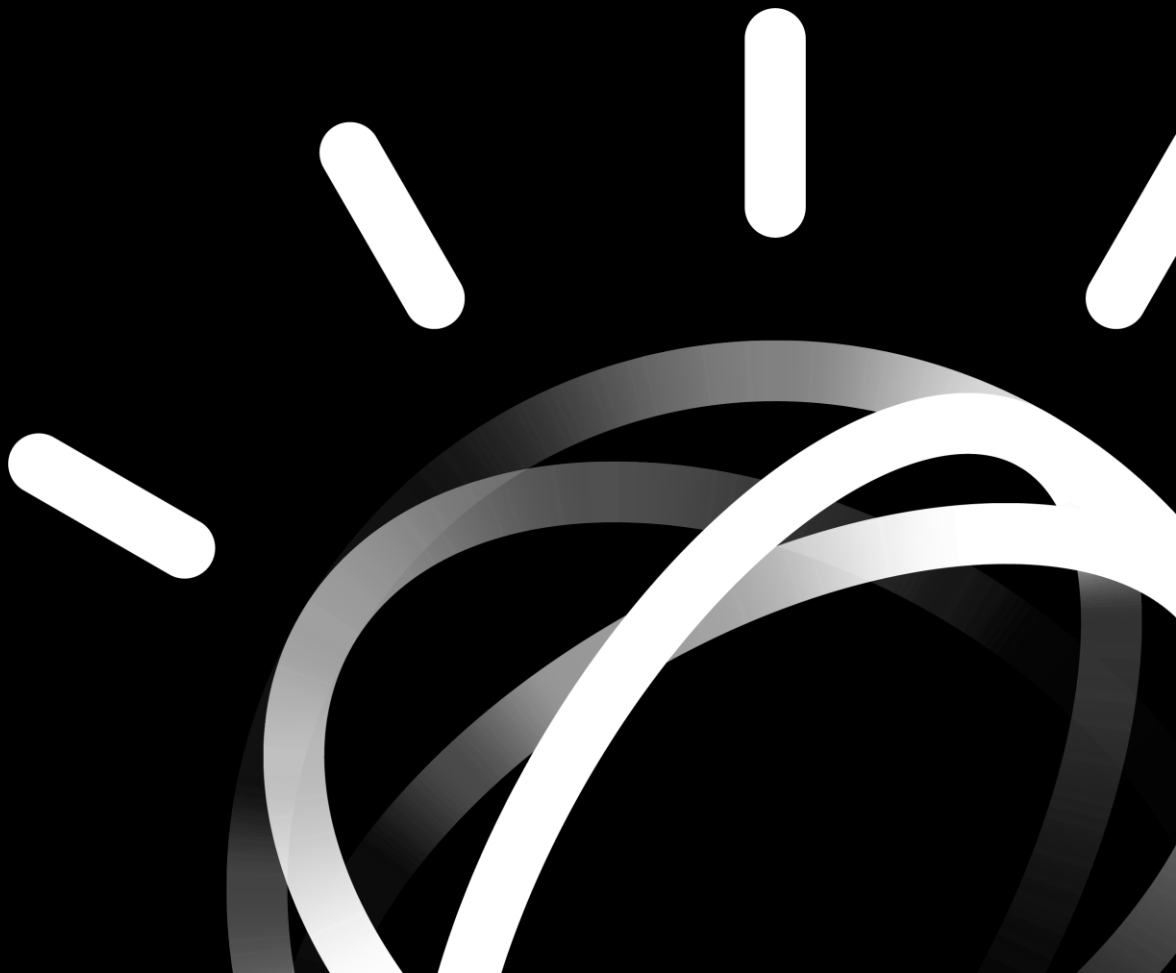


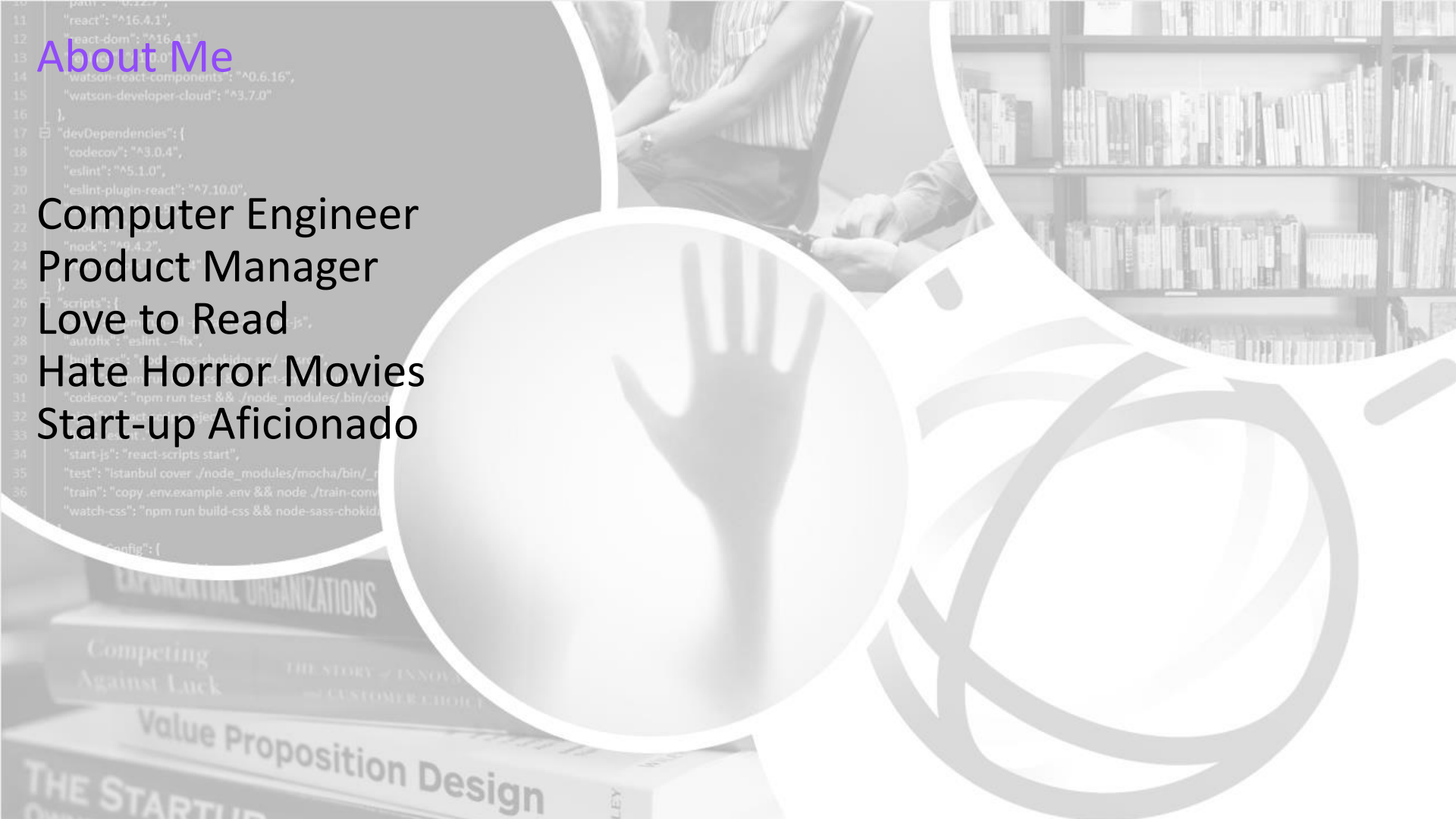
# AI for Business

Dee  
@stemdeep  
[deepstem.wordpress.com](http://deepstem.wordpress.com)



# About Me

Computer Engineer  
Product Manager  
Love to Read  
Hate Horror Movies  
Start-up Aficionado



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# Dear Tech



Disruption is upon us



The biggest taxi company  
owns no cars.



airbnb

The largest accommodation company  
owns no real estate.



The largest retailer  
carries no inventory.



The biggest media company  
owns no content.

**artificial  
intelligence**



# AI @ Work



Big Data

Machine Learning

Deep Learning

Natural Language Processing

Fairness & Bias Mitigation

# How AI works



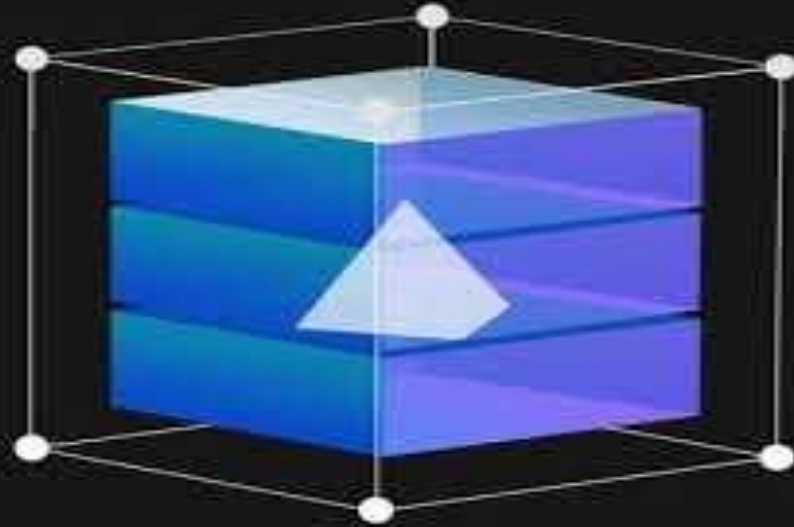


**Consumer AI**

**VS.**

**AI for Business**

# AI in Business



# IBM's Principles for Trust and Transparency

- The **purpose of AI** is to augment human intelligence
- Data and insights **belong to their creator**
- New technology, including AI systems, must be **transparent and explainable**

“Every organization that develops or uses AI, or hosts or processes data, must do so responsibly and transparently. Companies are being judged not just by how we use data, but by whether we are trusted stewards of other people’s data. Society will decide which companies it trusts.”

-Ginni Rometty, IBM Chairman, President and CEO

# Trust and Transparency



# Detect the Bias

<http://biasreduction.mybluemix.net/>

## Detect the Bias

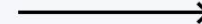
AI models are only as fair as their training data. Follow along as different AI models predict whether a defendant will commit another crime, and tell us if you think each prediction is fair or unfair. Then learn how IBM is working to reduce bias in AI by starting at the training data.



Data



Model



Decision

• Will Reoffend

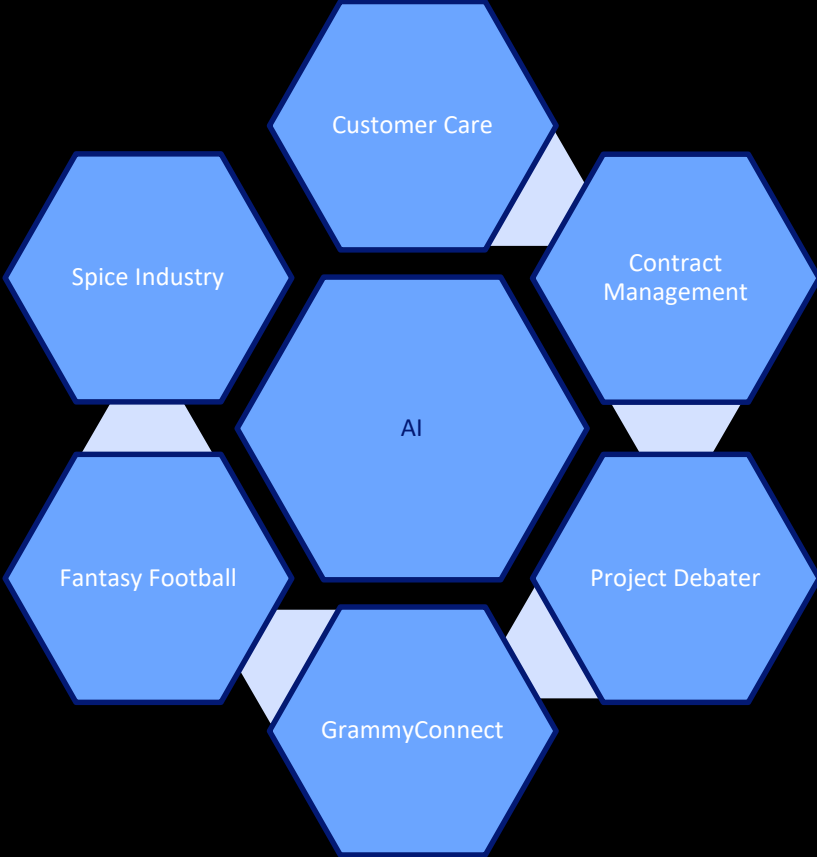
OR

• Won't Reoffend

[Get Started](#)



# AI Applications in Business



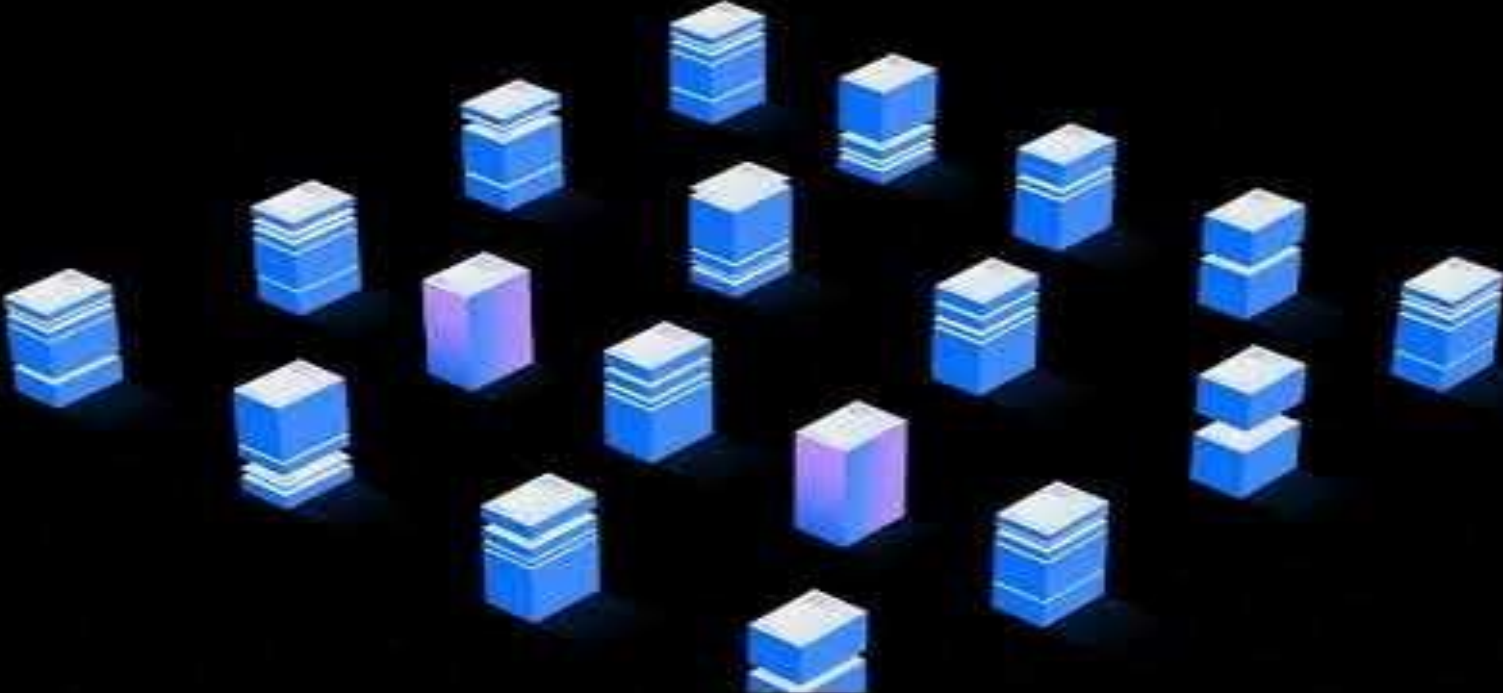
# AI in Business



# Customer Care



# Contract Management



02:35:02

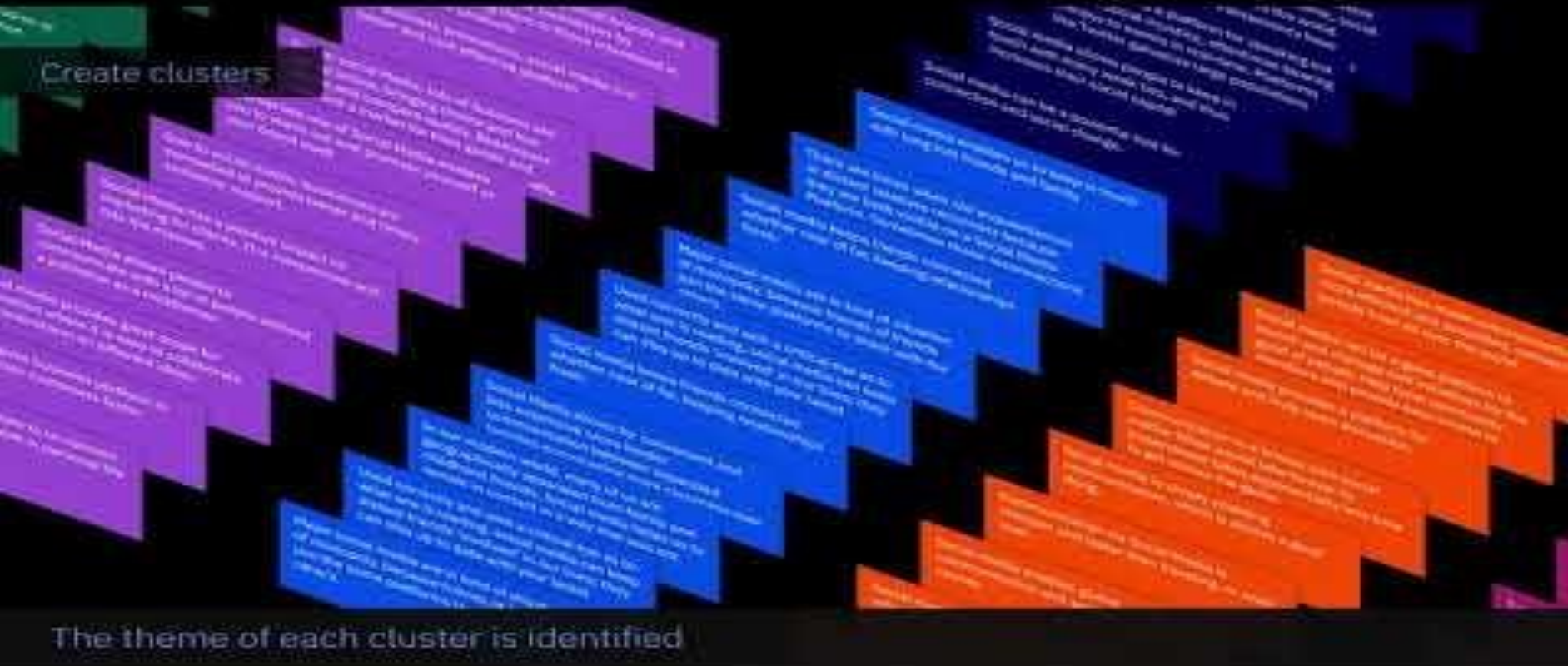
# Project Debater

The next step is to listen to  
the opponent's response,  
digest it and build a rebuttal.





# Project Debater: Speech by Crowd





GRAMMYConnect



<https://www.grammyconnect.com/>

# Fantasy Football



# Spices

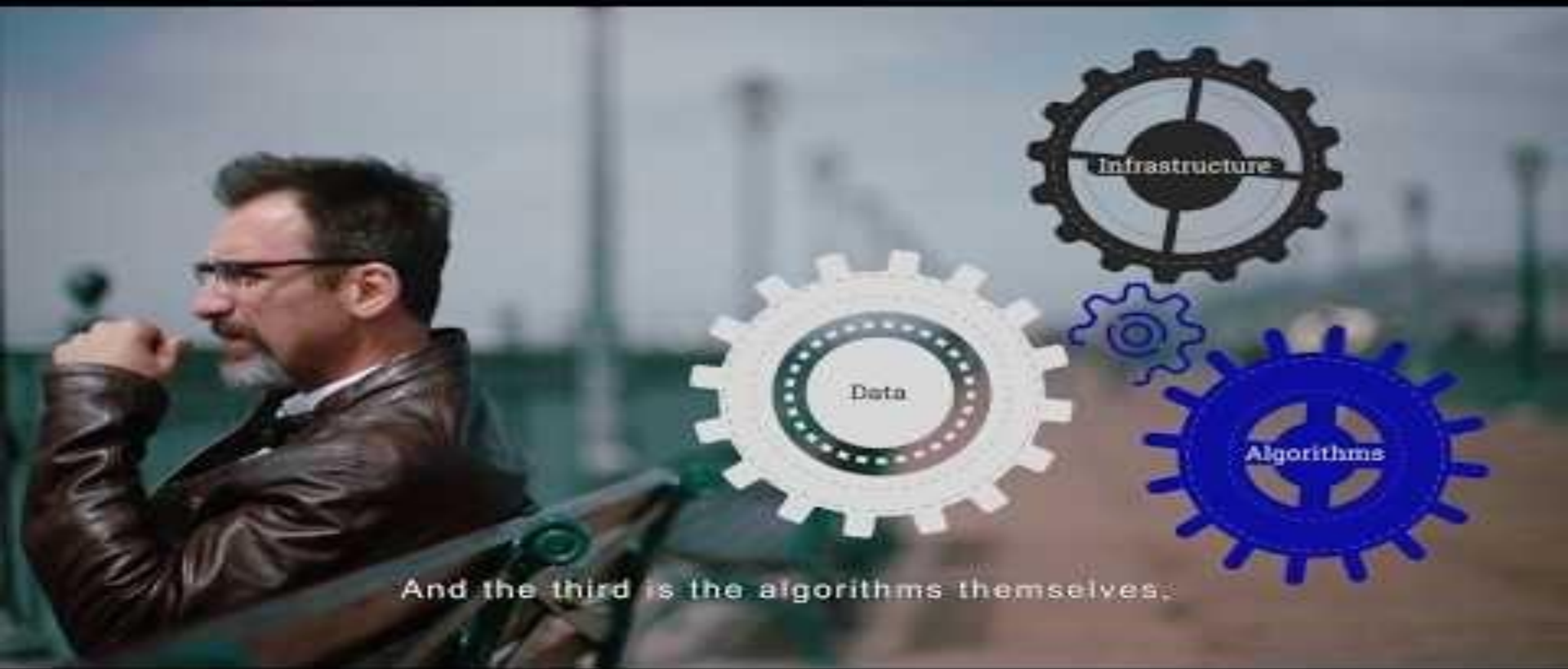
A woman with dark hair, wearing a white lab coat, is shown in a kitchen or laboratory setting. She is looking slightly to her left and appears to be speaking. The background is blurred, showing shelves with various items.

the better suggestions and better information

# Fragrance



# The Promise of Man and Machine



And the third is the algorithms themselves:

# What's Next?



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## Data Science, AI, Blockchain and Cloud Computing Courses

Build Data Science and Cognitive Computing skills  
for free today.

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Support

## What are the benefits?



**IT'S  
FREE**

Our courses are free so  
you have nothing to lose!



**EARN  
BADGES**

Earn badges for your  
portfolio



**EXPAND YOUR  
KNOWLEDGE**

We have courses for all  
skill levels





# Earn badges as you learn

<https://cognitiveclass.ai/>

## COURSES



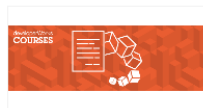
**Introduction to Machine Learning with Sound**  
IBM Developer Skills Network  
DW0101EN

Beginner



**Python for Data Science**  
PY0101EN

Beginner



**Blockchain Essentials**  
developerWorks BC0101EN

Beginner



**Build an IoT Blockchain Network for a Supply Chain**  
IBM Developer Skills Network  
BC0202EN

Intermediate



**Build Swift Mobile Apps with Watson AI Services**  
IBM Developer Skills Network  
SW0101EN

Beginner



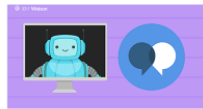
**Robots are coming! Build IoT apps with Watson AI, Swift, and Node-RED**  
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ML0201EN

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**Machine Learning with Python**  
Cognitive Class ML0101ENV3

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IBM Skills Network BC0201EN

Intermediate

## Badges



Lightbend Reactive Architecture: Advanced



Reactive Architecture Foundations



Reactive Architecture: Building Scalable Systems



Introduction to Machine Learning with Sound



Applied Data Science with R



IBM Cloud Essentials



Node-RED: basics to bots



Machine Learning with Python



Robots are coming! Build IoT apps with Watson AI, Swift, and Node-RED

