Implementing AI in Business: Strategies for a Data-Driven Enterprise (TTAI2101) Training

Duration: **1 Day**

BİLGİNÇ IT Academy
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Overview

Gain practical skills and strategic insights to implement AI initiatives that improve operational efficiency, accelerate innovation, and drive data-driven business transformation.

Implementing AI in Business: Strategies for a Data-Driven Enterprise is a comprehensive training program designed to help organizations understand, plan, and implement effective artificial intelligence strategies across multiple business functions.

This practical and engaging course explores how **Artificial Intelligence**, **Big Data**, **Data Science**, **Machine Learning**, and **Deep Learning** technologies are transforming modern enterprises. Participants gain both strategic knowledge and actionable frameworks to support successful AI adoption initiatives.

The course covers essential topics including **data collection strategies**, **cloud-based AI solutions**, **on-premise AI systems**, **AI team development**, **AI tools and frameworks**, **Generative AI applications**, and emerging trends shaping the future of intelligent enterprises.

By the end of the program, participants will have a clear roadmap for launching or scaling AI initiatives within their organizations.

Prerequisites

There are no formal prerequisites for this course. However, the following knowledge areas are recommended:

- Basic understanding of business metrics and KPIs
- Fundamental data literacy
- Basic project management knowledge
- General technology awareness

Who Should Attend

This course is ideal for:

- **C-suite executives**
- **Business unit leaders**
- **Product managers**
- **Innovation strategists**
- **Data analysts**
- **IT managers**
- **Project managers**
- Professionals involved in AI transformation initiatives

This training is especially valuable for organizations seeking to develop **AI strategies**, build **data-driven cultures**, and improve cross-functional AI collaboration.

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What You Will Learn

Participants will learn how to:

- Identify the most valuable types of business data
- Understand the relationship between **Big Data, Data Science, and AI**
- Evaluate **Machine Learning** and **Deep Learning** applications
- Compare **cloud-based** and **on-premise AI solutions**
- Select the right AI tools and technologies
- Build effective **AI and data science teams**
- Apply **Generative AI** in business operations
- Develop scalable AI implementation strategies

Outline

1. Introduction to AI in Business

- AI technologies in modern enterprises
- Why AI matters in business
- Understanding the **ROI of AI adoption**
- Real-world AI transformation case studies
- **AI ethics and regulations**
- AI applications across business units

2. Data: The Foundation of AI

- Structured vs unstructured data
- **Data collection strategies**
- Data storage solutions
- **Data security and compliance**
- Data integration approaches
- Choosing databases for AI applications

3. Big Data, Data Science, and AI

- Understanding the **Big Data ecosystem**
- Data Science methodologies
- **Machine Learning vs Deep Learning**
- AI business use cases
- Analytics and data processing tools

4. Cloud-Based vs On-Premise AI Solutions

- Platform selection criteria
- Benefits of cloud AI solutions
- Advantages of on-premise systems
- Cost considerations
- Security evaluation strategies

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5. AI Tools and Technologies

- Popular AI frameworks
- Visualization tools
- Data cleaning and preprocessing tools
- Analytical platforms
- APIs and AI libraries
- Overview of modern AI technologies

6. Building AI and Data Science Teams

- AI team structures
- Core roles and responsibilities
- Required technical skills
- Training vs hiring strategies
- Collaboration tools
- KPI and performance measurement

7. Generative AI for Business Transformation

- What is **Generative AI**
- AI in marketing and design
- AI-driven product development
- Ethical and legal concerns
- Business applications of Generative AI
- Automated content generation

8. Emerging Trends in Data and AI

- **Federated Learning**
- **Edge AI**
- AI for sustainability
- AI in cybersecurity
- Reinforcement Learning
- **Explainable AI (XAI)**

9. Next Steps and AI Action Planning

- Short-term and long-term AI goals
- Budget and resource planning
- Scaling AI initiatives
- Continuous learning strategies
- Organizational transformation roadmap