
Deep Learning For Business With Python A Very Gentle Introduction To Deep Neural Networks For Practical Data Science

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2023-10-20

CARTER BAKER

Artificial Intelligence and Machine Learning in Business Management FT Press

MACHINE LEARNING FOR BUSINESS ANALYTICS Machine learning —also known as data mining or data analytics— is a fundamental part of data science. It is used by organizations in a wide variety of arenas to turn raw data into actionable information. Machine Learning for Business Analytics: Concepts, Techniques, and Applications in R provides a comprehensive introduction and an overview of this methodology. This best-selling textbook covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, rule mining, recommendations, clustering, text mining, experimentation, and network analytics. Along with hands-on exercises and real-life case studies, it also discusses managerial and ethical issues for responsible use of machine learning techniques. This is the second R edition of Machine Learning for Business Analytics. This edition also includes: A new co-author, Peter Gedeck, who brings over 20 years of experience in machine learning using R An expanded chapter focused on discussion of deep learning techniques A new chapter on experimental feedback techniques including A/B testing, uplift modeling, and reinforcement learning

A new chapter on responsible data science Updates and new material based on feedback from instructors teaching MBA, Masters in Business Analytics and related programs, undergraduate, diploma and executive courses, and from their students A full chapter devoted to relevant case studies with more than a dozen cases demonstrating applications for the machine learning techniques End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A companion website with more than two dozen data sets, and instructor materials including exercise solutions, slides, and case solutions This textbook is an ideal resource for upper-level undergraduate and graduate level courses in data science, predictive analytics, and business analytics. It is also an excellent reference for analysts, researchers, and data science practitioners working with quantitative data in management, finance, marketing, operations management, information systems, computer science, and information technology.

Combining Machine Learning and Business John Wiley & Sons Are you a business owner, and you want to take advantage of Artificial Intelligence to make more profit? Are you searching for new business opportunities, and you want to know how AI technologies can help you? Artificial Intelligence is the future, but it's also a great opportunity today. You can use it to create incredible products with never seen before features. Probably you are already using AI technologies in your everyday routine, and

you don't even know it! By the way, AI represents a significant opportunity if you want to grow your business or if you are searching for a new job, but it requires a solid background in terms of processes and technologies involved and, of course, you must fully understand how to implement AI in the business world. This book can assist you in understanding What is Artificial Intelligence What are the AI tools that you should be aware of How to link Artificial Intelligence with Big Data How Artificial Intelligence can help you in your marketing strategies Which niches can benefit more from AI Even if you have not a degree in computer science or math, even if you have never worked on an Artificial Intelligence project, with this book you can understand how to benefit from this set of technologies and unlock their extraordinary potential. If you want to start to do business with Artificial Intelligence, scroll up and click the buy now button! The Deep Learning Workshop Walter de Gruyter GmbH & Co KG TODAY ONLY 55% OFF for Bookstores! Are you interested in learning about the amazing capabilities of machine learning, but you're worried it will be just too complicated? Or are you a programmer looking for a solid introduction into this field? Your customers must have this guide to understand the hidden secrets of artificial intelligence! Machine learning is an incredible technology which we're only just beginning to understand. Those who break into this industry early will reap the rewards as this field grows more and more important to businesses the world over. And the good news is, it's not too late to start! This guide

breaks down the fundamentals of machine learning in a way that anyone can understand. With reference to the different kinds of machine learning models, neural networks, and the way these models learn data, you'll find everything you need to know to get started with machine learning in a concise, easy-to-understand way. Here's what you'll discover inside: What is Artificial Intelligence Really, and Why is it So Powerful? Choosing the Right Kind of Machine Learning Model for You An Introduction to Statistics Supervised and Unsupervised Learning The Power of Neural Networks Reinforcement Learning and Ensemble Modeling "Random Forests" and Decision Trees Must-Have Programming Tools And Much More! Whether you're already a programmer or if you're a complete beginner, now you can break into machine learning in no time! Covering all the basics from simple decision trees to the complex decision-making processes which mirror our own brains, *Machine Learning for Beginners* is your comprehensive introduction to this amazing field! Buy it NOW and let your customers become addicted to this incredible book!

Python Deep Learning Oxford University Press

This book teaches the full process of how to conduct machine learning in an organizational setting. It develops the problem-solving mind-set needed for machine learning and takes the reader through several exercises using an automated machine learning tool. To build experience with machine learning, the book provides access to the industry-leading AutoML tool, DataRobot, and provides several data sets designed to build deep hands-on knowledge of machine learning.

Introduction to Deep Learning Business Applications for Developers John Wiley & Sons

Do you want to learn about Artificial Intelligence and Machine Learning and how they are revolutionizing Life, Health Care, Business and Marketing? Do you want to modernize your business and marketing strategies to be ahead from competitors by applying Artificial Intelligence to it? Artificial intelligence technology has become so common that many people do not realize that AI is already a part of their lives. Businesses use AI in many realms, including predictive analytics, product pricing, and marketing. In healthcare, artificial intelligence can be used in medical image analysis, language processing in dictation, and automated healthcare services. Because of machine learning capabilities in AI, any data that artificial intelligence is provided

with can be used to learn and to make new, unexpected predictions and recommendations. In this book, the reader will understand not only how AI works, but will also learn how machine learning is revolutionizing the industry. Although artificial intelligence can be complex, AI technology does not have to be a daunting subject. Understanding artificial intelligence requires a basic understanding of how machines can be programmed to think like humans. It is no surprise that AI is revolutionizing most areas of industry. Big tech companies have been on the forefront of AI because of their large amounts of data and their brain power in the form of machine learning teams, but anyone can learn how to use artificial intelligence to accomplish a basic business goal. Artificial intelligence technology has progressed so fast that many business leaders find themselves faced with the task of integrating all this new tech into how they do business. This can be a challenge for leaders and others whose core business function is not directly related to artificial intelligence or computer science. Artificial intelligence can be simply applied to business marketing strategies, social media engagement, and a host of other business functions. You will learn: - How Machine Learning works - AI Models and Networks - AI applied to complicated Tasks - How apply AI to your Marketing - How AI is changing Business - The secret of Big Tech companies and much more! Even if you don't know anything about Artificial Intelligence and Machine Learning you can learn how they can improve your business. Click Buy Now button to get started! *Applying Deep Learning in Business* Oxford University Press

The next big area within the information and communication technology field is Artificial Intelligence (AI). The industry is moving to automate networks, cloud-based systems (e.g., Salesforce), databases (e.g., Oracle), AWS machine learning (e.g., Amazon Lex), and creating infrastructure that has the ability to adapt in real-time to changes and learn what to anticipate in the future. It is an area of technology that is coming faster and penetrating more areas of business than any other in our history. AI will be used from the C-suite to the distribution warehouse floor. Replete with case studies, this book provides a working knowledge of AI's current and future capabilities and the impact it will have on every business. It covers everything from healthcare to warehousing, banking, finance and education. It is essential reading for anyone involved in industry.

Artificial Intelligence and Machine Learning for Business for Non-Engineers O'Reilly Media

Harness the power of deep learning to drive productivity and efficiency using this practical guide covering techniques and best practices for the entire deep learning life cycle Key Features Interpret your models' decision-making process, ensuring transparency and trust in your AI-powered solutions Gain hands-on experience in every step of the deep learning life cycle Explore case studies and solutions for deploying DL models while addressing scalability, data drift, and ethical considerations Purchase of the print or Kindle book includes a free PDF eBook Book Description Deep learning enables previously unattainable feats in automation, but extracting real-world business value from it is a daunting task. This book will teach you how to build complex deep learning models and gain intuition for structuring your data to accomplish your deep learning objectives. This deep learning book explores every aspect of the deep learning life cycle, from planning and data preparation to model deployment and governance, using real-world scenarios that will take you through creating, deploying, and managing advanced solutions. You'll also learn how to work with image, audio, text, and video data using deep learning architectures, as well as optimize and evaluate your deep learning models objectively to address issues such as bias, fairness, adversarial attacks, and model transparency. As you progress, you'll harness the power of AI platforms to streamline the deep learning life cycle and leverage Python libraries and frameworks such as PyTorch, ONNX, Catalyst, MLFlow, Captum, Nvidia Triton, Prometheus, and Grafana to execute efficient deep learning architectures, optimize model performance, and streamline the deployment processes. You'll also discover the transformative potential of large language models (LLMs) for a wide array of applications. By the end of this book, you'll have mastered deep learning techniques to unlock its full potential for your endeavors. What you will learn Use neural architecture search (NAS) to automate the design of artificial neural networks (ANNs) Implement recurrent neural networks (RNNs), convolutional neural networks (CNNs), BERT, transformers, and more to build your model Deal with multi-modal data drift in a production environment Evaluate the quality and bias of your models Explore techniques to protect your model from adversarial attacks Get to grips with deploying a model with

DataRobot AutoML Who this book is for This book is for deep learning practitioners, data scientists, and machine learning developers who want to explore deep learning architectures to solve complex business problems. Professionals in the broader deep learning and AI space will also benefit from the insights provided, applicable across a variety of business use cases. Working knowledge of Python programming and a basic understanding of deep learning techniques is needed to get started with this book.

Deep Learning for Business with R Createspace Independent Publishing Platform

Advanced Analytics and Deep Learning Models The book provides readers with an in-depth understanding of concepts and technologies related to the importance of analytics and deep learning in many useful real-world applications such as e-healthcare, transportation, agriculture, stock market, etc. Advanced analytics is a mixture of machine learning, artificial intelligence, graphs, text mining, data mining, semantic analysis. It is an approach to data analysis. Beyond the traditional business intelligence, it is a semi and autonomous analysis of data by using different techniques and tools. However, deep learning and data analysis both are high centers of data science. Almost all the private and public organizations collect heavy amounts of data, i.e., domain-specific data. Many small/large companies are exploring large amounts of data for existing and future technology. Deep learning is also exploring large amounts of unsupervised data making it beneficial and effective for big data. Deep learning can be used to deal with all kinds of problems and challenges that include collecting unlabeled and uncategorized raw data, extracting complex patterns from a large amount of data, retrieving fast information, tagging data, etc. This book contains 16 chapters on artificial intelligence, machine learning, deep learning, and their uses in many useful sectors like stock market prediction, a recommendation system for better service selection, e-healthcare, telemedicine, transportation. There are also chapters on innovations and future opportunities with fog computing/cloud computing and artificial intelligence. Audience Researchers in artificial intelligence, big data, computer science, and electronic engineering, as well as industry engineers in healthcare, telemedicine, transportation, and the financial sector. The book will also be a great source for software engineers and

advanced students who are beginners in the field of advanced analytics in deep learning.

Machine Learning for Business Analytics Springer

Leverage Deep Learning for Business Analysis - with Python! Deep Learning for Business With Python takes you on a gentle, fun and unhurried journey to building your own deep neural network models for business use in Python. It demystifies deep learning by taking a how-to approach through a series of business case studies. Using plain language, it offers a simple, intuitive, practical, non-mathematical, easy to follow guide to the most successful ideas, outstanding techniques and usable solutions available using Python. QUICK AND EASY: Deep Learning for Business With Python offers the ideal introduction to deep learning for business analysis. It is designed to be accessible. It will teach you, in simple and easy-to-understand terms, how to take advantage of deep learning to enhance business outcomes using Python. NO EXPERIENCE?: I'm assuming you never did like linear algebra, don't want to see things derived, dislike complicated computer code, and you're here because you want to see how to use deep neural networks for business problems explained in plain language, and try them out for yourself. THIS BOOK IS FOR YOU IF YOU WANT: Explanations rather than mathematical derivation Real world applications that make sense. Illustrations to deepen your understanding. Worked examples you can easily follow and immediately implement. Ideas you can actually use and try on your own data. TAKE THE SHORTCUT: Through a simple to follow process you will learn how to build deep neural network models for business problems using Python. Once you have mastered the process, it will be easy for you to translate your knowledge into your own powerful business applications. Each chapter covers, step by step, a different aspect of deep neural networks. You get your hands dirty as you work through some challenging real world business issues. YOU'LL LEARN HOW TO: Unleash the power of Deep Neural Networks for classifying Insurance Claims. Develop hands on solutions to predict product yield. Design successful applications for modeling customer churn. Master techniques for efficient classification in peer to peer marketplaces. Deploy deep neural networks to predict crash injury severity. Adopt winning solutions to forecast property value. Everything you need to get started is contained within this book. Deep Learning for Business with Python is your

very own hands on practical, tactical, easy to follow guide to mastery. Buy this book today, your next big breakthrough using deep neural networks is only a page away!

Applied Deep Learning with Pytorch Smart Creative Publishing This book teaches the full process of how to conduct machine learning in an organizational setting. It develops the problem-solving mind-set needed for machine learning and takes the reader through several exercises using an automated machine learning tool. To build experience with machine learning, the book provides access to the industry-leading AutoML tool, DataRobot, and provides several data sets designed to build deep hands-on knowledge of machine learning.

Machine Learning for Beginners John Wiley & Sons

According to a recent poll conducted by O'Reilly Media, most data scientists already know what AI technologies, such as deep learning, can do. Now they want to learn how to implement neural networks and deep learning to address their unique business objective. They're looking for business use cases, real-world examples, and tutorials and tips for overcoming challenges with these projects. And they're seeking a Cloud-based service so they can spin up a service in matter of minutes and only pay for what they use. With tools such as Deep Learning as a Service within IBM Watson Studio, building and deploying deep learning models in the enterprise is getting easier. This practical report provides enterprise application developers with specific use cases and steps for implementation, data scientist Federico Castanedo provides readers with a foundational understanding of deep learning and demonstrates how companies are using it in their business today. You'll learn two approaches to implementing deep learning in your organization: build and train your own deep learning models, or leverage pre-trained models. Learn what deep learning can do in the enterprise Understand the general process of building and training neural networks in-house for deep learning projects Contrast building your own solution with using and deploying pre-built models Design deep learning models in the cloud with IBM Watson Studio and popular frameworks such as TensorFlow, Caffe, PyTorch and Keras.

Deep Learning Applications, Volume 2 Simon and Schuster

Are you excited by the possibilities of machine learning? Do you want to optimize your business using machine learning? Then read below. If you are an active user of statistics to examine

trends in your business, then using machine learning is your next best step. It uses advanced predictive algorithms of different aspects of your business; and also of different trends in your industry; to help you make the best possible decision. If you are new to business or thinking about starting a new business, this will also help you lay the groundwork and get ahead of others who are at your same level. It is a fascinating read recommended by everyone; as it also looks at how machine learning and AI can impact society as a whole. Here's What's Included In this Text: What are Machine Learning and Artificial Intelligence? What is a Predictive Model? Using a Predictive Model to Make Decisions What are Decision Trees? How to Use Decision Trees How to Use Neural Networks How to Use Big Data for Business New Technologies in Machine Learning Ethical Use of Machine Learning for Business Scroll up and download now.

Machine Learning for Beginners Packt Publishing Ltd
Every few years, there is a technological trend that leads to the creation of thousands of startups and/or new businesses. At present, we can say without any doubt that one of these trends is Machine Learning (Artificial Intelligence). There is a very powerful reason that this is happening. Currently, we are transitioning from the industrial economy born in the late nineteenth century to a new digital economy centered on data. In this data economy, the success of an organization depends to a large extent on how it uses data to make better decisions. Therefore, leading companies are starting to use their data and Machine Learning algorithms to improve their business processes and, consequently, their results. To put it in context, McKinsey (one of the leading Management Consulting companies worldwide) tells us that "Tech giants including Baidu and Google are spending between \$20B to \$30B on AI, with 90% of this spent on R&D and deployment, and 10% on AI acquisitions". Amazing, right? Can you imagine capturing one-thousandth of these investments with a new startup or a new business model? Well, that is the main objective of this course: explaining the key concepts of Machine Learning in a very practical way, along with the methods needed for creating disruptive Business Models based on said Tech Trend. That way, you can take advantage of this tremendous opportunity and become a successful businessperson or entrepreneur.
[The Deep Learning Architect's Handbook](#) CRC Press
Learn advanced state-of-the-art deep learning techniques and

their applications using popular Python libraries Key Features Build a strong foundation in neural networks and deep learning with Python libraries Explore advanced deep learning techniques and their applications across computer vision and NLP Learn how a computer can navigate in complex environments with reinforcement learning Book Description With the surge in artificial intelligence in applications catering to both business and consumer needs, deep learning is more important than ever for meeting current and future market demands. With this book, you'll explore deep learning, and learn how to put machine learning to use in your projects. This second edition of Python Deep Learning will get you up to speed with deep learning, deep neural networks, and how to train them with high-performance algorithms and popular Python frameworks. You'll uncover different neural network architectures, such as convolutional networks, recurrent neural networks, long short-term memory (LSTM) networks, and capsule networks. You'll also learn how to solve problems in the fields of computer vision, natural language processing (NLP), and speech recognition. You'll study generative model approaches such as variational autoencoders and Generative Adversarial Networks (GANs) to generate images. As you delve into newly evolved areas of reinforcement learning, you'll gain an understanding of state-of-the-art algorithms that are the main components behind popular games Go, Atari, and Dota. By the end of the book, you will be well-versed with the theory of deep learning along with its real-world applications. What you will learn Grasp the mathematical theory behind neural networks and deep learning processes Investigate and resolve computer vision challenges using convolutional networks and capsule networks Solve generative tasks using variational autoencoders and Generative Adversarial Networks Implement complex NLP tasks using recurrent networks (LSTM and GRU) and attention models Explore reinforcement learning and understand how agents behave in a complex environment Get up to date with applications of deep learning in autonomous vehicles Who this book is for This book is for data science practitioners, machine learning engineers, and those interested in deep learning who have a basic foundation in machine learning and some Python programming experience. A background in mathematics and conceptual understanding of calculus and statistics will help you gain maximum benefit from this book.

[Advanced Analytics for Business](#) "O'Reilly Media, Inc."

Intelligent business analytics is an emerging technology that has become a mainstream market adopted broadly across industries, organizations, and geographic regions. Intelligent business analytics is a current focus for research and development across academia and industries and must be examined and considered thoroughly so businesses can apply the technology appropriately. The Handbook of Research on Foundations and Applications of Intelligent Business Analytics examines the technologies and applications of intelligent business analytics and discusses the foundations of intelligent analytics such as intelligent mining, intelligent statistical modeling, and machine learning. Covering topics such as augmented analytics and artificial intelligence systems, this major reference work is ideal for scholars, engineers, professors, practitioners, researchers, industry professionals, academicians, and students.

Artificial Intelligence and Machine Learning for Business Apress
The Easy Introduction to Machine Learning (ML) for Nontechnical People--In Business and Beyond Artificial Intelligence for Business is your plain-English guide to Artificial Intelligence (AI) and Machine Learning (ML): how they work, what they can and cannot do, and how to start profiting from them. Writing for nontechnical executives and professionals, Doug Rose demystifies AI/ML technology with intuitive analogies and explanations honed through years of teaching and consulting. Rose explains everything from early "expert systems" to advanced deep learning networks. First, Rose explains how AI and ML emerged, exploring pivotal early ideas that continue to influence the field. Next, he deepens your understanding of key ML concepts, showing how machines can create strategies and learn from mistakes. Then, Rose introduces current powerful neural networks: systems inspired by the structure and function of the human brain. He concludes by introducing leading AI applications, from automated customer interactions to event prediction. Throughout, Rose stays focused on business: applying these technologies to leverage new opportunities and solve real problems. Compare the ways a machine can learn, and explore current leading ML algorithms Start with the right problems, and avoid common AI/ML project mistakes Use neural networks to automate decision-making and identify unexpected patterns Help neural networks learn more quickly and effectively Harness AI

chatbots, virtual assistants, virtual agents, and conversational AI applications

[Artificial Intelligence for Business](#) Packt Publishing Ltd

Are you a new business owner? Or an entrepreneur looking to catch up to the big companies in your industrial sector? If you want to understand and master the fundamentals and importance of data science technologies to kick start your business or take it to the next level, then keep reading. Thanks to the smart and savvy customer of today, the competition to gain new customers while retaining the existing customers is fierce. As a result, companies are increasingly relying upon cutting edge technologies such as big data analytics, data mining technology, machine learning, and artificial intelligence technology to gain an edge over the competition. Today, machine learning and artificial intelligence have given rise to sophisticated machines that can study human behavior and activity to identify underlying human behavioral patterns and precisely predict what products and services consumers are interested in. Businesses with an eye on the future are gradually turning into technology companies under the façade of their intended business model. It is getting increasingly challenging for traditional businesses to retain their customers without adopting one or more of the cutting-edge technology explained in this book. Those entrepreneurs and business executives who have a sound understanding of the current challenges and status of their business will be primed to make informed decisions to meet the challenges head-on and improve their bottom line. Receive overarching guidance on how you can adopt any and all of the Data Science technologies in your business model to accelerate your growth rate. Learn how researchers are breaking the boundaries of data science to mimic human intelligence in machines. Learn the data science lifecycle in such extensive detail that you will be fully prepared to initiate and complete a data science implementation project in your business. Learn all about the historical development to the current explosion in this field of Big Data Analytics and how it differs data visualization techniques. Dig deep into the data mining process, the benefits of using data mining technology, the challenges facing the data mining technology and learn about some data mining tools that you can leverage for your business. Gain an in-depth understanding of various machine learning algorithms do assess the best Machine learning algorithm

applicable to your business model. Learn the very important concept of data science and machine learning Decision Trees, applicable to small and large businesses across the industrial spectrum, explained thoroughly using real-life examples for ease of understanding. Master the concept of sales and marketing funnel along with the tools available for sales funnel analytics in the market today. Deep dive into the concept of personalized marketing, predictive analytics, customer analytics, and exploratory data analysis presented with details on how you can make sense out of all your customer behavioral data. This book is filled with real-life examples to help you understand the nitty-gritty of all the concepts as well as names and description of multiple tools that you can further explore and selectively implement in your business to reap the benefits of these cutting-edge technologies. Would You Like to Know More? Get This Book Today to get access to Artificial Intelligence and Machine Learning power.

[Machine Learning for Business](#) Walter de Gruyter GmbH & Co KG "Business executives and entrepreneurs keen on cutting through the hype surrounding deep learning will benefit from this course detailing how top players across a variety of industries deploy deep learning for real world purposes and real world revenues. Concrete examples provide practical guidance on strategy, business models, implementation considerations, privacy and ethics, and evolving trends related to Big Data, data analytics, machine learning, artificial intelligence, and more. With the information included in this course, the strategic decision maker will be able to connect deep learning with their particular industry and business."--Resource description page.

[Advanced Analytics and Deep Learning Models](#) IGI Global Summary Imagine predicting which customers are thinking about switching to a competitor or flagging potential process failures before they happen Think about the benefits of forecasting tedious business processes and back-office tasks Envision quickly gauging customer sentiment from social media content (even large volumes of it). Consider the competitive advantage of making decisions when you know the most likely future events Machine learning can deliver these and other advantages to your business, and it's never been easier to get started! Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Machine

learning can deliver huge benefits for everyday business tasks. With some guidance, you can get those big wins yourself without complex math or highly paid consultants! If you can crunch numbers in Excel, you can use modern ML services to efficiently direct marketing dollars, identify and keep your best customers, and optimize back office processes. This book shows you how. About the book Machine Learning for Business teaches business-oriented machine learning techniques you can do yourself. Concentrating on practical topics like customer retention, forecasting, and back office processes, you'll work through six projects that help you form an ML-for-business mindset. To guarantee your success, you'll use the Amazon SageMaker ML service, which makes it a snap to turn your questions into results. What's inside Identifying tasks suited to machine learning Automating back office processes Using open source and cloud-based tools Relevant case studies About the reader For technically inclined business professionals or business application developers. About the author Doug Hudgeon and Richard Nichol specialize in maximizing the value of business data through AI and machine learning for companies of any size. Table of Contents: PART 1 MACHINE LEARNING FOR BUSINESS 1 | How machine learning applies to your business PART 2 SIX SCENARIOS: MACHINE LEARNING FOR BUSINESS 2 | Should you send a purchase order to a technical approver? 3 | Should you call a customer because they are at risk of churning? 4 | Should an incident be escalated to your support team? 5 | Should you question an invoice sent by a supplier? 6 | Forecasting your company's monthly power usage 7 | Improving your company's monthly power usage forecast PART 3 MOVING MACHINE LEARNING INTO PRODUCTION 8 | Serving predictions over the web 9 | Case studies

[Artificial Intelligence and Machine Learning for Business](#) Innovation

Most economists agree that AI is a general purpose technology (GPT) like the steam engine, electricity, and the computer. AI will drive innovation in all sectors of the economy for the foreseeable future. Practical AI for Business Leaders, Product Managers, and Entrepreneurs is a technical guidebook for the business leader or anyone responsible for leading AI-related initiatives in their organization. The book can also be used as a foundation to explore the ethical implications of AI. Authors Alfred Essa and

Shirin Mojarad provide a gentle introduction to foundational topics in AI. Each topic is framed as a triad: concept, theory, and practice. The concept chapters develop the intuition, culminating in a practical case study. The theory chapters reveal the underlying technical machinery. The practice chapters provide

code in Python to implement the models discussed in the case study. With this book, readers will learn: The technical foundations of machine learning and deep learning How to apply the core technical concepts to solve business problems The different methods used to evaluate AI models How to understand

model development as a tradeoff between accuracy and generalization How to represent the computational aspects of AI using vectors and matrices How to express the models in Python by using machine learning libraries such as scikit-learn, statsmodels, and keras