

Slide 1:

Title - Self-Explanatory

Slide 2-3:

Self-Explanatory

Slide 4:

Some concepts argues that Sensitivity Analysis is the same with What If Analysis

Slide 5:

Yes, the term of this analysis sounds like we are searching for the goal, but actually Not. We are looking for the reason/input

So Goal Seeking is basically your monthly target given by your marketing manager (if you are salesperson). You know how much is the target, but you have to figure out how to achieve that. You have to analyze how to achieve that

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Slide 7:

Decision making at the strategic level requires both business intelligence and knowledge to support the uncertainty and complexity associated with business strategies. An **executive information system (EIS)** is a specialized DSS that supports senior-level executives and unstructured, long-term, nonroutine decisions requiring judgment, evaluation, and insight. These decisions do not have a right or wrong answer, only efficient and effective answers. (Baltzan, 2020)

A DSS differs from an EIS in that an EIS requires data from external sources to support unstructured decisions

(see Figure 2.15). This is not to say that DSS never use data from external sources, but typically DSS semi structured decisions rely on internal data only.

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Moving up through the organizational pyramid, managers deal less with the details ("finer" information) and more with meaningful aggregations of information ("coarser" information). (Baltzan, 2020)

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Warming Up question

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AI is a piece of software that simulates the behaviour, thinking, and judgement of a human or an organization such as the ability to reason and learn (Baltzan, 2020) and <https://www.geeksforgeeks.org/expert-systems/>

AI's ultimate goal is to build a system that can mimic human intelligence. Is A buzzword "kata ikut2an" (Viral, new Normal, Kids Jaman Now,..)

Entrepreneurs believe AI will soon be integrated with every product and service.

AI / Expert System (is a software)

- Human experts are perishable, but an expert system is permanent.
- It helps to distribute the expertise of a human.
- One expert system may contain knowledge from more than one human experts thus making the solutions more efficient.
- It decreases the cost of consulting an expert for various domains such as medical diagnosis.

Specific applications of AI include expert systems, natural language processing (Which we'll be discussing abit after now), speech recognition and machine vision.

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These are the form of AI in the branch of NLP and Voice Recognition, we have

Something that is really interesting to me is Cortana (based on Game Halo made into reality into Windows PC and Phone to help human life better) why it can be happened because they are together under Microsoft

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Slide 14:

Fun Fact: Fiction AI from video game to become Reality.

How amazing is that some technology that is initially from fiction and brought into reality and used by people

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Then, how is it applied to modern business?

Cerita tentang helping Pak Mark urus paket. "This call may be recorded for quality and training purposes" when we call the company's call centres for required services. Memang mungkin kebanyakan untuk training purposes ya (bahkan di Google Assitan pun kita ada train the voice model) tapi rekaman kita itu juga untuk mengembangkan algoritma NLP (natural Language Procesing). Jadi melalui informasi yang didapatkan suatu perusahaan business dapat lebih mengerti pemahaman customer (<https://marutitech.com/how-is-natural-language-processing-applied-in-business/#:~:text=Organisations%20are%20turning%20to%20Natural,meaning%20from%20the%20human%20languages.>)

Selain dari percakapan customer service dengan pelanggan, bisa juga diambil dari comment / kata pencarian di Socmed atau SEO (search engine optimization) kata yang sering kalian google akan masuk algoritme dan jadi personalized utk akun kalian.

Business Organizations are turning to Natural Language Processing (NLP) technology to obtain understanding from the countless unstructured data available online and in call logs.

In short, Natural Language Processing gives machines or software the ability to read, understand and derive meaning from the human languages and at the end of the day is to help making decision.

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Practice to install your Google Assistant:

Setting Gear Logo

Search box : Assistant Setting

Hey Google Voice Match

“Are you human?” “Are you boy/girl” “can you help me name my pet?” “do you love yourself” “What is your favorite movie?” “can you speak Bahasa Indonesia”

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Tesla : Self-Drive

AWS (Amazon Web Service) DeepRacer: RC car with AI : can better its auto drive time to time by trial and error

Vacuum cleaner robot di rumah Tim, First Thought at Xiaomi Store this robot just running all corner, but turned out we can input our floor plan.

Slide 18-19

Video Material:

Tentang Membuat warna cat Baru, AI hanya meniru kombinasi huruf dan kata2, AI did not understand the meaning of the word, because there's not datasets given about words meaning

Slide 20

Black Hole advance radiation

Hawking Radiation

The great and brilliant Stephen Hawking was a major voice in the debate over how humanity can benefit from or be hindered by artificial intelligence. Hawking himself depended on AI to help him communicate from his wheelchair. Hawking made no secret of his fears that thinking machines could one day take charge.

Slide 21

Closing

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End of Note