



# DATA & AI MONETIZATION STRATEGIES

BY ELITE INDIGO

*Enhance your engineering expertise and master the art of leveraging artificial intelligence to optimize design, analysis, and problem-solving.*

***Walk away with practical “quick wins” to integrate AI into your engineering workflows and boost efficiency immediately.***

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# Data & AI Monetization Strategies

## • Program Overview

Monetizing your artificial intelligence (AI) initiatives comes in many flavours. You can focus on using AI to improve your organization's productivity and drive down costs. You can also create new revenue opportunities with AI by making actionable insights available to clients. This masterclass shows you how multiple aspects of the organization need to come together – from creating a data-driven culture and conceiving new datasets, to governing its data and knowing how to build data-powered products – to create a money-making factory powered by AI.

## • Course Objectives

By the end of this program, participants will be able to:

- Understand the basics of artificial intelligence (AI)
- Monetize their data assets using advanced analytics and AI
- Walk away with a list of monetization “quick wins” – industry use cases they can start right away in their organization

## • Methodology

Interactive group discussions, lectures, exercises, case studies and sharing of real-world experiences.



## • Duration

2-day Full Workshop.



# Data & AI Monetization Strategies

## • Course Outline & Schedule (Day 1)

Duration	Details
1 Hour	The Artificial Intelligence landscape: An introduction to AI technology and applications
1 Hour	Organizational big data analytics and AI maturity: The stages of analytics and AI maturity and how they are related to business strategy, culture, people, process, and technologies
1 Hour	The AI ecosystem: Understanding the AI-powered analytics environment from Data Ingestion, ETL and Analytics, to Reports, Actionable Insights, and Organizational Transformation
1 Hour	<b>Lunch Break</b>
1 Hour	The operations and money-making data scientist: The roles of different data scientists, what they do and the value they create for the organization.
1 Hour	AI and data monetization: Driving value from raw data to insights.
1 Hour	Data collection, management, and governance
1 Hour	Wrap-up of all modules for the day



## Data & AI Monetization Strategies

### • Course Outline & Schedule (Day 2)

Duration	Details
1 Hour	Data analytics and insights for operational excellence
1 Hour	Introduction of Machine Learning and use cases in manufacturing environment for product quality control.
1 Hour	Deep learning approach in manufacturing environment to improve operational efficiency.
1 Hour	<b>Lunch Break</b>
1 Hour	A systematic approach to starting an AI-driven project: Introduction to the CRISP-DM Methodology
1 Hour	AI-driven industry use cases: Examining specific AI monetization use cases and success stories that are relevant to the participants.
1 Hour	Group activity: AI-driven monetization business case brainstorming and prioritization
1 Hour	Wrap-up of all modules for the day

## ABOUT ELITE INDIGO

We are dedicated to empowering businesses to achieve their full potential. With a team of seasoned professionals and a wealth of industry experience, we offer tailored consulting services to help organizations overcome challenges and seize opportunities.

## WHY CHOOSE US?

98% Customer Satisfaction  
based on Google Reviews



4.9 ★★★★★ 600 Google reviews

All our courses are 100% HRDF  
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## OUR COURSES



### ARTIFICIAL INTELLIGENCE (AI)

Dive into the cutting-edge world of AI, exploring algorithms, data analysis and more.



### TECHNICAL SKILL

Sharpen your technical prowess from programming, software and more.



### SOFT SKILL

Develop essential interpersonal skills to excel in any professional setting.



### LEADERSHIP SKILL

Unleash your leadership potential with our Leadership Skills course



### TEAMBUILDING

Understand the dynamics of teamwork, communication, and synergy



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