

The Secret Ingredient to successfully implementing Artificial Intelligence at your Organization



KEY TAKE AWAYS

- UNDERSTAND INFORMATION ARCHITECTURE (IA) AND HOW TO APPLY IT TO PERFORM CONTENT CURATION.
- LEARN THE IMPORTANCE OF DATA/CONTENT CURATION IN THE SUCCESSFUL DEVELOPMENT AND EXECUTION OF MACHINE LEARNING ALGORITHMS
- UNDERSTAND THE LANDSCAPE OF THE VARIOUS TOOLS AVAILABLE TO PERFORM DATA/CONTENT CURATION
- UNDERSTAND THE PRINCIPLES AND PROCESSES TO SUCCESSFULLY EXECUTE DATA/CONTENT CURATION PROJECTS.

LEARN HOW TO SUCCESSFULLY LEVERAGE AI/MACHINE LEARNING FOR OPTIMAL RESULTS!

Most of the discussion around Artificial Intelligence (AI) is focused on Machine Learning, Cognitive Computing, and Big Data Analytics. However, you must prepare your organization's data in order to properly take advantage of AI tools that are focused on Big Data Analytics. To properly prepare your data you will need to apply Information Architecture.

Information Architecture (IA) is AI's secret ingredient. IA provides the process, procedures and methods to perform Content (semi-structured and unstructured data) Curation.

IA being applied to perform content curation focuses on the semi-structured and unstructured data that comprises over 90% of the data being analyzed by big data analytics. Semi-structured data is a form of data that is not in a database or data tables and contains tags to separate elements and enforce hierarchies within the data (i.e., spreadsheets, XML files). Unstructured data is a form of data (also not in a database or data table) with no tagging, metadata or inherent structured associated with it (i.e., image, text, voice, and video).



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