

AI from A to Z Business Leaders Cheatsheet



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Navigate the intricate world of **generative AI**, understanding its **key terms** and harnessing its power to transform customer relationships.

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Artificial intelligence (AI)

AI is the broad concept of having machines think and act like humans. Generative AI is a specific type of AI.



Artificial neural network (ANN)

An ANN is a computer program that mimics the way human brains process information. Our brains have billions of neurons connected together, and an ANN (also referred to as a “neural network”) has lots of tiny processing units working together.



Augmented intelligence

Think of augmented intelligence as a melding of people and computers to get the best of both worlds. Augmented intelligence combines these two skill sets.



CRM with generative AI

Generative AI can make personalised emails pre-written for sales teams, ecommerce product descriptions written based on images alone, marketing campaign landing pages, contextual customer service ticket replies, and more.

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Deep learning

Deep learning is an advanced form of AI that helps computers become really good at recognising complex patterns in data.



Discriminator

In a Generative Adversarial Network (GAN), the discriminator is like a detective. When it's shown pictures (or other data), it has to guess which are real and which are fake.

The discriminator's job is to get better at telling real from fake, while the generator tries to get better at creating fakes.



Ethical AI maturity model

An Ethical AI maturity model is a framework that helps organisations assess and enhance their ethical practices in using AI technologies.



Explainable AI (XAI)

Explainable AI (XAI) should provide insight into what influenced the AI's results, which will help users to interpret its outputs.



Generative AI

Generative AI is the field of artificial intelligence that focuses on creating new content based on existing data.



Generative adversarial network (GAN)

One of two deep learning models, GANs are made up of two neural networks: a generator and a discriminator. The two networks compete with each other, with the generator creating an output based on some input, and the discriminator trying to determine if the output is real or fake.



Generative pre-trained transformer

GPT, like ChatGPT, is a neural network family that is trained to generate content.



Generator

A generator is an AI-based software tool that creates new content from a request or input. It will learn from any supplied training data, then create new information that mimics those patterns and characteristics.



Hallucination

A hallucination happens when generative AI analyses the content we give it, but comes to an erroneous conclusion and produces new content that doesn't correspond to reality.



Large language model (LLM)

An LLM is a type of artificial intelligence that has been trained on a lot of text data.



Machine learning

Machine learning is how computers can learn new things without being programmed to do them.



Machine learning bias

We've all heard the phrase "garbage in, garbage out"? Machine learning bias is just a turbocharged AI version of that.



Model

This is a program that's been trained to recognise patterns in data.



Natural language processing (NLP)

NLP is a field of artificial intelligence that focuses on how computers can understand, interpret, and generate human language.



Prompt engineering

Prompt engineering means figuring out how to ask a question to get exactly the answer you need.



Sentiment analysis

Sentiment analysis involves determining the emotional tone behind words to gain an understanding of the attitudes, opinions, and emotions of a speaker or writer.



Supervised learning

Supervised learning is when a model learns from examples.



Transformer

Transformers are a type of deep learning model, and are especially useful for processing language.



Unsupervised learning

Unsupervised learning is letting AI find hidden patterns in your data without any guidance.



Validation

In machine learning, validation is a step used to check how well a model is doing during or after the training process.



Still with us? Validation

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Zone of proximal development (ZPD)

In machine learning, ZPD is when models are trained on progressively more difficult tasks, so they will improve their ability to learn.



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