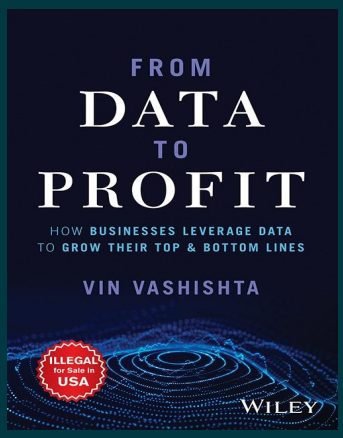
WILEY



From Data To Profit: How Businesses Leverage Data to Grow Their Top and Bottom Lines

By Vin Vashishta

Paperback 9789373326559 **₹746.00**

Pages: 352

Description

Businesses need to rethink their relationship with technology in order to remain competitive. The transformation to technology is only accelerating and we will never see a pace of change as slow in the future as we have the last few years. As a result, businesses are in a state of "adapt or die". Companies such as Apple and Amazon are leveraging innovative tools and investments to become market leaders. Microsoft and OpenAI have developed new technologies, such as GPT-4, which have generated a lot of public attention. However, the data science field is still jaded due to past false starts. To unlock the value trapped in data, businesses need to form a partnership between the executive level, strategists, and technical experts, and develop a new top-level technology model. With the new user-technology relationship paradigm, businesses are handing over more autonomy to models for intelligent processes. This book explains how to go from a legacy business to a competitive and profitable business using data and AI.
It covers the three pillars of success for data and AI initiatives: frameworks, roadmaps, and technical implementations. To be successful, businesses must align their teams, strategies, and technology, and develop the necessary roles, such as data product managers and data strategists.

About the Author

Vin Vashishta

Vin Vashishta has built data and AI strategies for SMEs and Fortune 500 clients. His current focus is monetizing machine learning by unlocking the value trapped in data teams. Vin runs the datascience.vin website with a popular series of courses including his Value Centric Data Professional course. He is a 2 time LinkedIn Top Voice and a 2022 Top 25 Data Science Influencer to Follow (Data Science Salon).

Table of Contents

Introduction

Chapter 1 Overview of the Frameworks

Chapter 2 There Is No Finish Line

Chapter 3 Why Is Transformation So Hard?

Chapter 4 Final vs. Evolutionary Decision Culture

Chapter 5 The Disruptor's Mindset

Chapter 6 A Data- Driven Definition of Strategy

Chapter 7 The Monolith--Technical Strategy

Chapter 8 Who Survives Disruption?

Chapter 9 Data--The Business's Hidden Giant

Chapter 10 The AI Maturity Model

Chapter 11 The Human-Machine Maturity Model

Chapter 12 A Vision for AI Opportunities

Chapter 13 Discovering AI Treasure

Chapter 14 Large Model Monetization Strategies--Quick Wins

Chapter 15 Large Model Monetization Strategies--The Bigger Picture

Chapter 16 Assessing the Business's AI Maturity

Chapter 17 Building the Data and AI Strategy

Chapter 18 Building the Center of Excellence

Chapter 19 Data and AI Product Strategy

Index

To purchase this product, please visit:
https://www.wileyindia.com/from-data-to-profit-how-businesses-leverage-data-to-grow-their-top-and-bottom-lines.html

Scan to buy