



Business Analysis Club
Session 5

December 11th

AI in Business

[From an Analytical Perspective]

Why AI Matters NOW

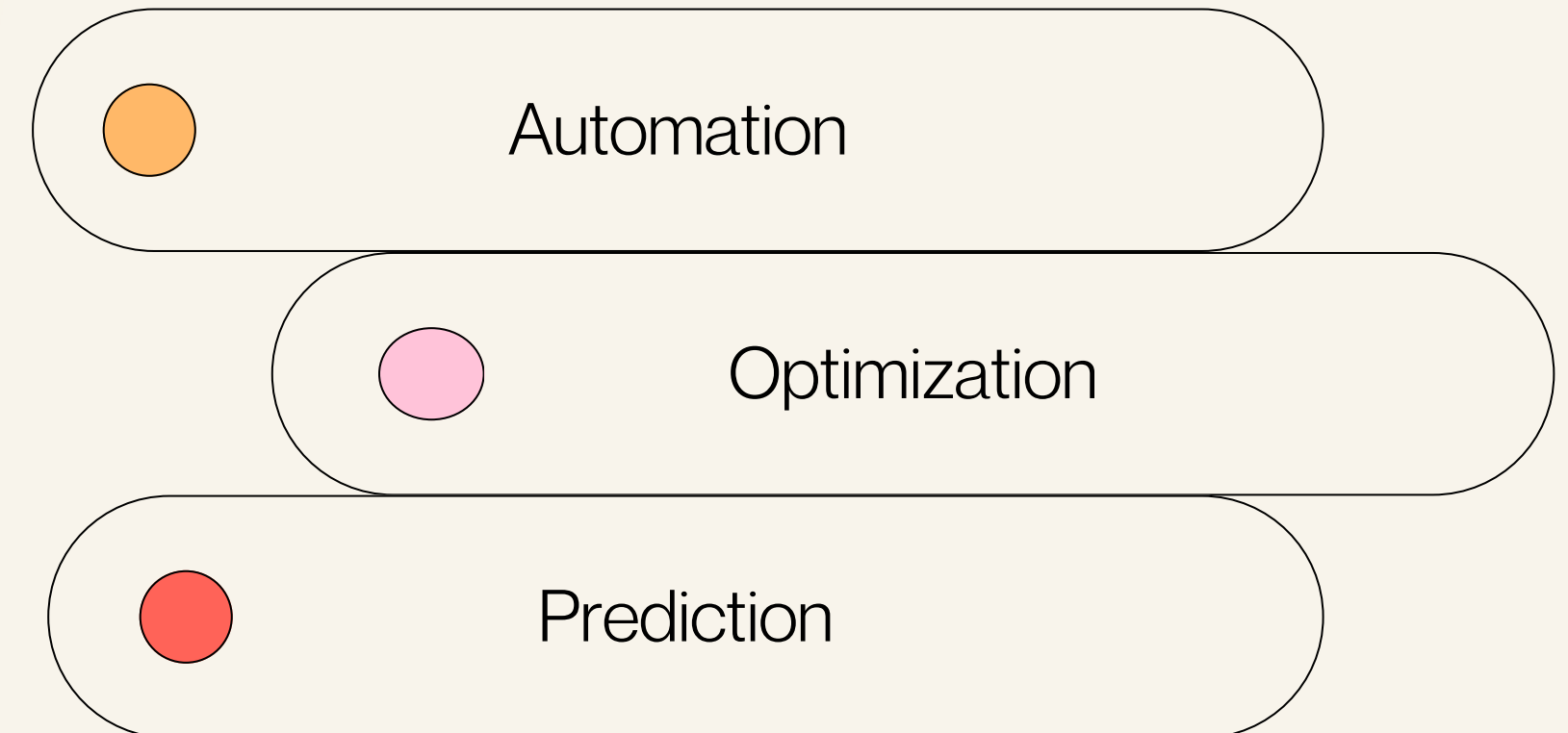
Efficiency & Cost Boost

Formerly exclusive and expensive tools are now the most affordable and accessible, streamlining tasks while cutting costs.

Competitive Pressure

A business's adoption of AI is inevitable; it only depends on when it happens. A minor competitive edge means being stuck in the past.

AI Bubble: Overvaluation, Overinvestment, Overhype



Today's Discussion

1

Key Use Cases

Which situations require the most automation for efficiency

2

Business Workflow

Streamline business processes by integrating AI optimization

3

Risks & Limitations

Discover the downsides of AI use

4

Practice & Case

Play around with AI tools and use them to solve a case

Key Use Cases

AI can help streamline most aspects of business. From supply chain management to simple campaigning.

Automation

Repetitive Tasks

Use

Cut down costs and time by making business processes simpler with automation

Tools

N8n, ChatGPT, Google Gemini

Prediction

Forecasting

Use

Helps propose quick predictions and plans prior to deployment

Tools

IBM Analytics, AWS Forecast

Operations

Organization

Use

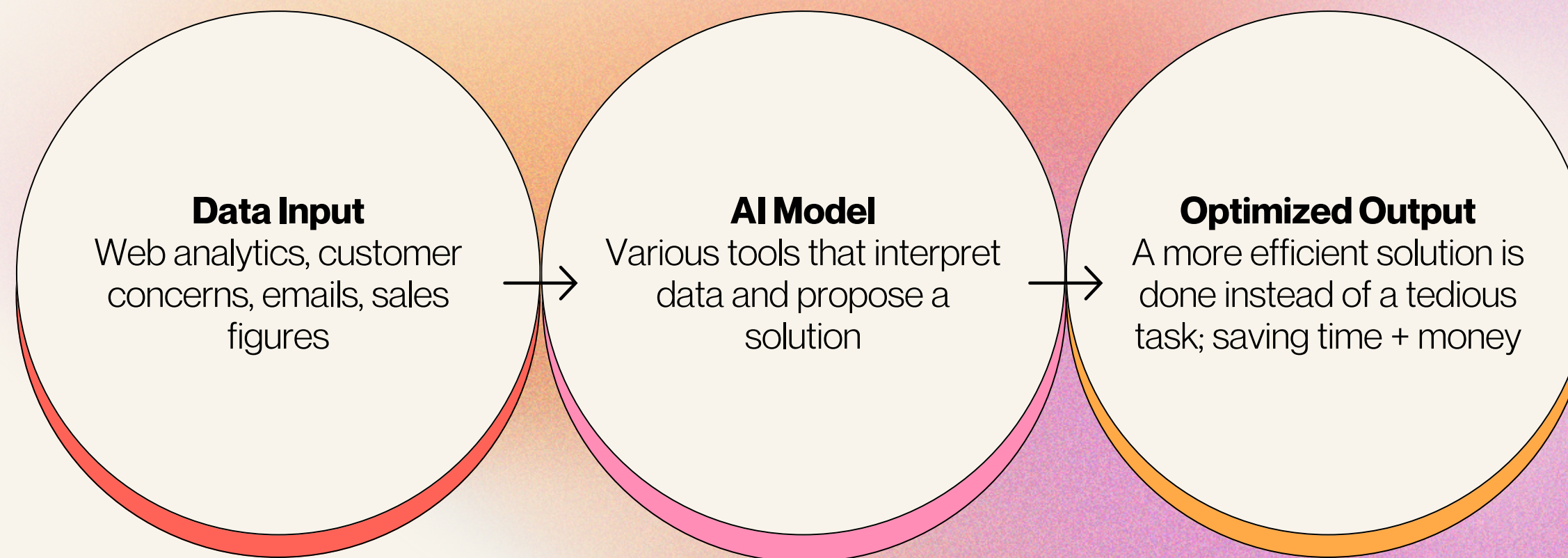
Creates workflows that streamlines supply chain processes

Tools

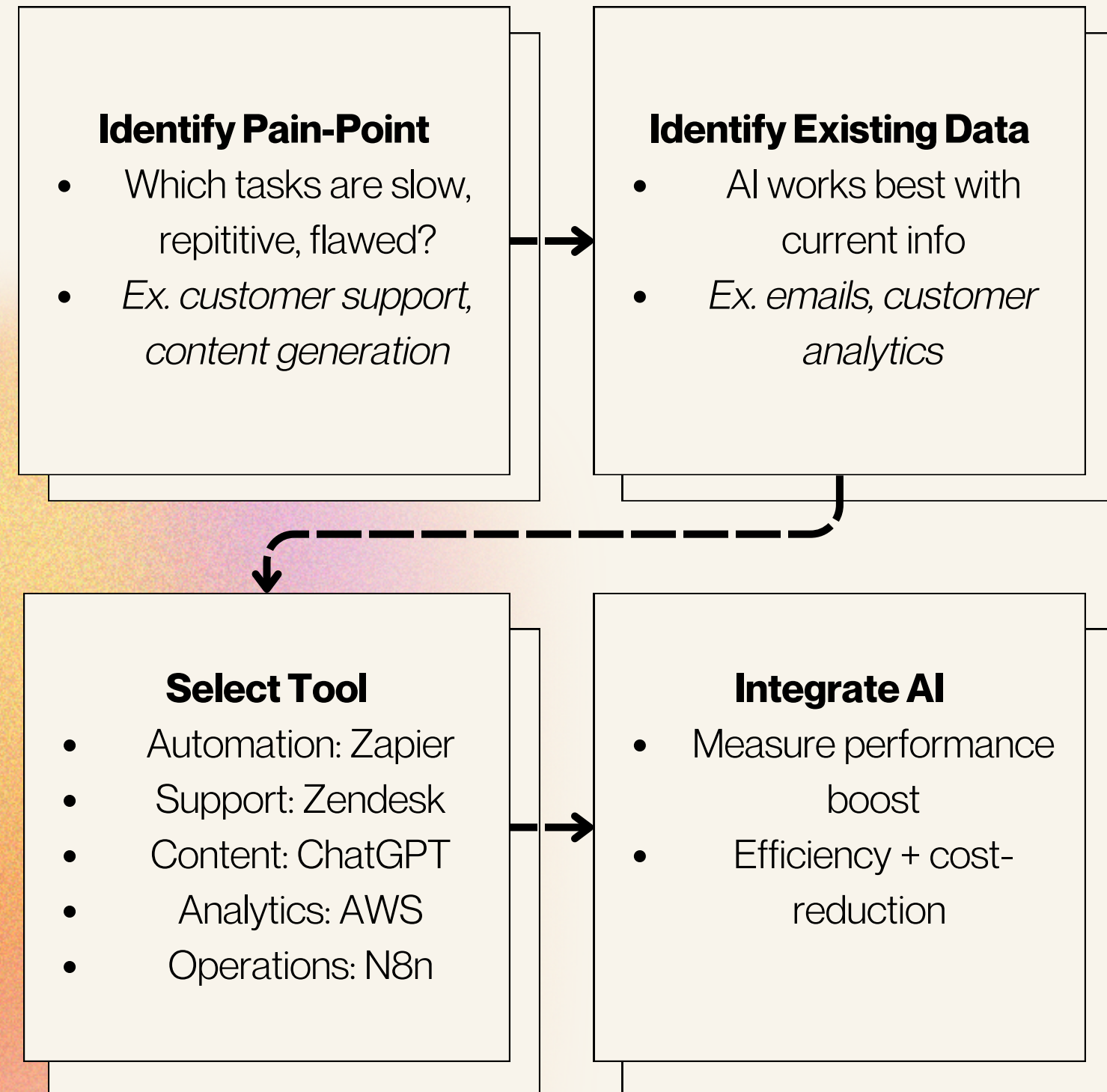
Zapier, Slack, N8n

Business Workflow

The sequence of steps where data is collected, processed, and used by AI models to generate insights or actions that improve decisions and operations.



Leveraging AI in a Startup



Important for today's activity

Risks & Limitations

AI can't do everything

Overuse/Overautomation →

Bias

Bad Data = Bad Output

Inaccuracy

AI Use: Supporting vs. Replacing



A lack of human review can lead to a decline in quality, poor decisions, or subpar customer experiences

Practice Case

SwiftServe is a 6-person meal-prep startup that delivers customized weekly meal boxes.

Demand is growing, but the team is overwhelmed: planning portions, predicting ingredient needs, responding to customer questions, and routing deliveries all take too much manual work.

They want to use AI to scale without hiring more staff.



Case

With your partner of choice, present a solution to the given case in any appropriate format. Make sure to include **all the elements** of the practice case.

Attach your **submission to the assignment** on our Google Classroom.

We are happy to answer any questions and inquiries.

BrightBind Prints®

BrightBind Prints is a small startup that sells custom stickers, posters, and digital art prints.

They operate entirely online and work with a mix of student artists and local creators.

Orders have been growing steadily, and the 5-person team is beginning to feel the pressure.

They want to optimize with AI.

This activity is for marks and will contribute to your final grade; prizes up to \$25 in gift cards.

Thank You!

Have a great winter break and see you in January for session 6.

