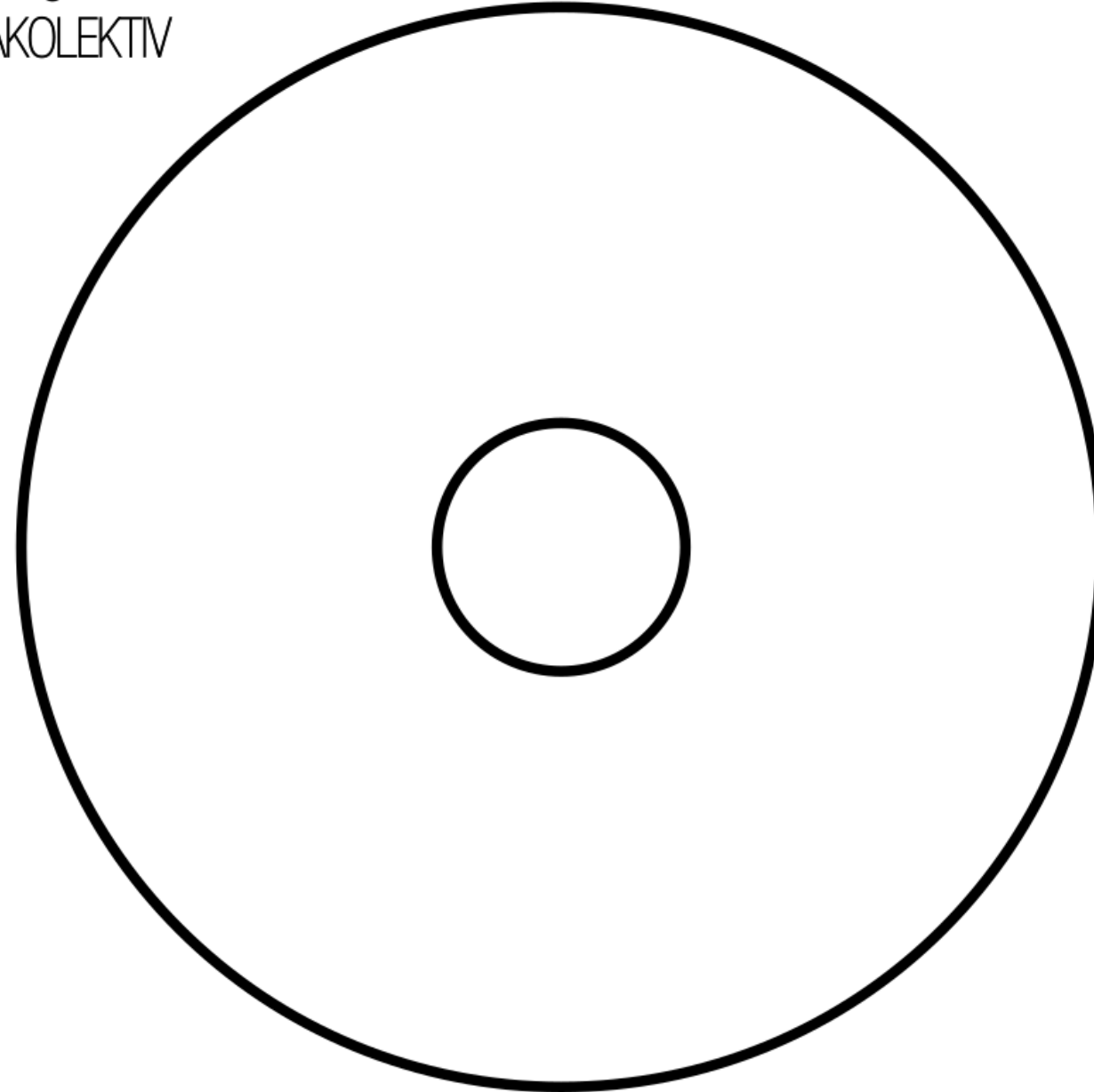




DATAKOLEKTIV



# Intro to AI

For the improvement of personal work  
and business operations

**THE AI INTRO WORKSHOP WITH DATAKOLEKTIV HAS  
BEEN TRADITIONALLY HELD SINCE 2023.**

**IT IS INTENDED FOR EVERYONE INDIVIDUALLY  
ENTERING AI TECHNOLOGIES.**



Through four two-hour sessions, organized once a week, we learn **(1)** about the basics of AI (how does it even work?), **(2)** the market, applications, key players, and regulation in AI, **(3)** systematic work with the ChatGPT system for various business cases, and **(4)** systematic work with the Anthropic Claude system for various business cases.



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**Optionally**, we provide an additional session on working with AI systems through the API using the Python programming language.

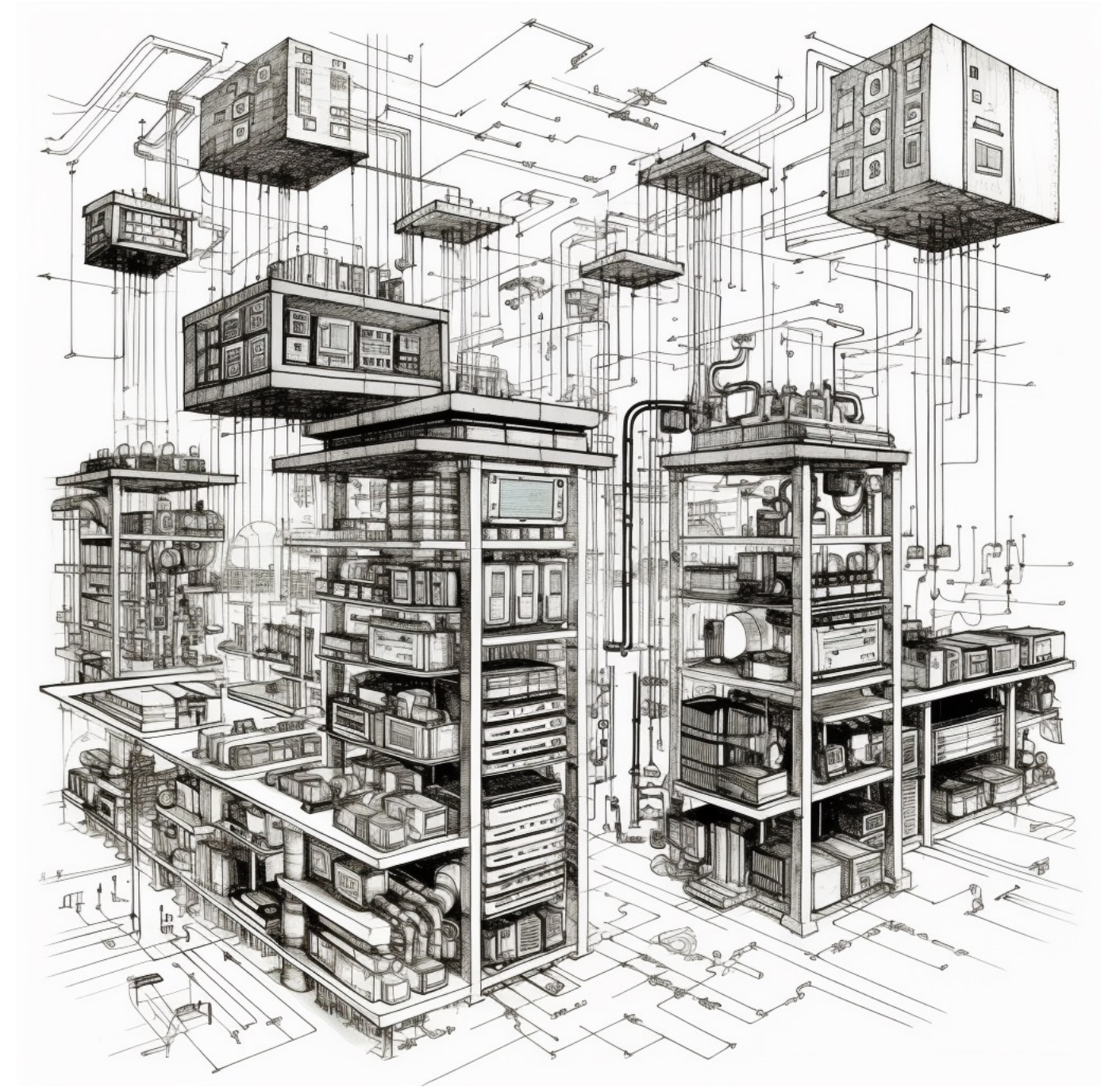


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With no prior technical knowledge, you will be shown how contemporary AI systems essentially work, **which is of utmost importance for you to understand how best to use them – what they are good for and what they are not, and how to reduce the chances of errors (hallucinations).**



The goal **(2)** of the second session is to clearly understand the context of the market for AI systems and the services based on them. **This is extremely important so that you do not waste time trying to use AI for something others are already doing, or that has been attempted but is impossible.**

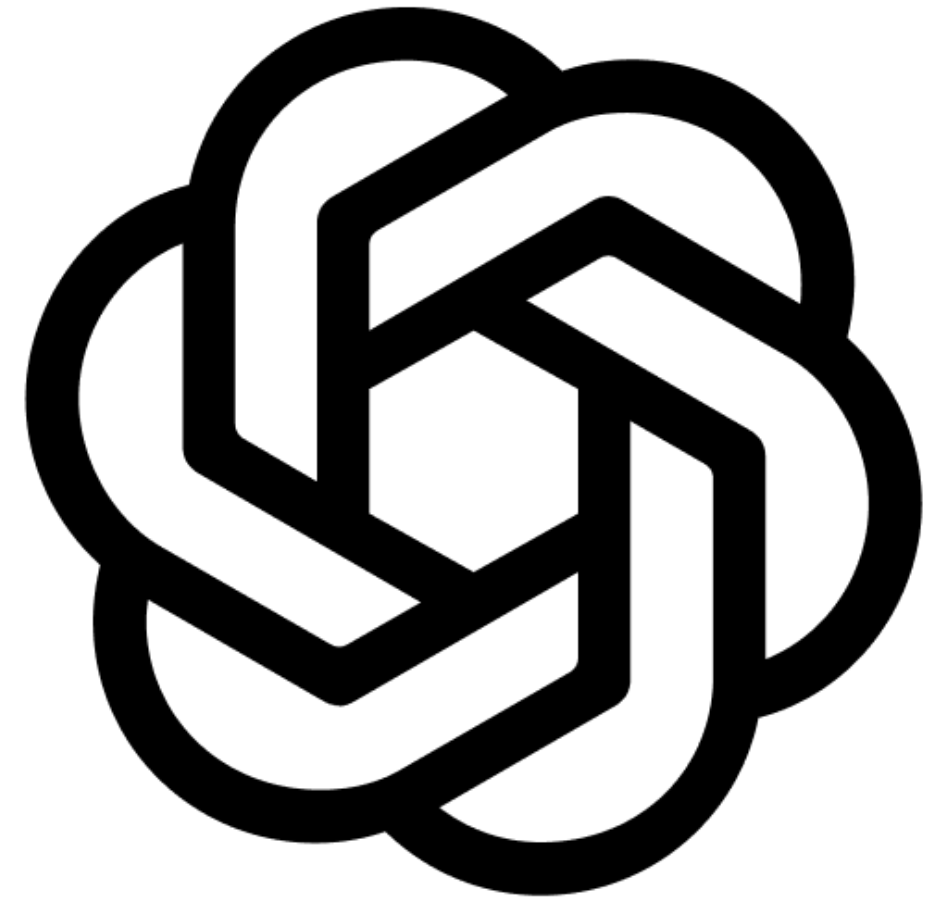


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Which business models are based on generative AI? Who are the key players and what are their relationships? Which AI applications have proven successful, and for what? Competition? Regulation? What are dreams, and what are realistic expectations, and how do you meet them?

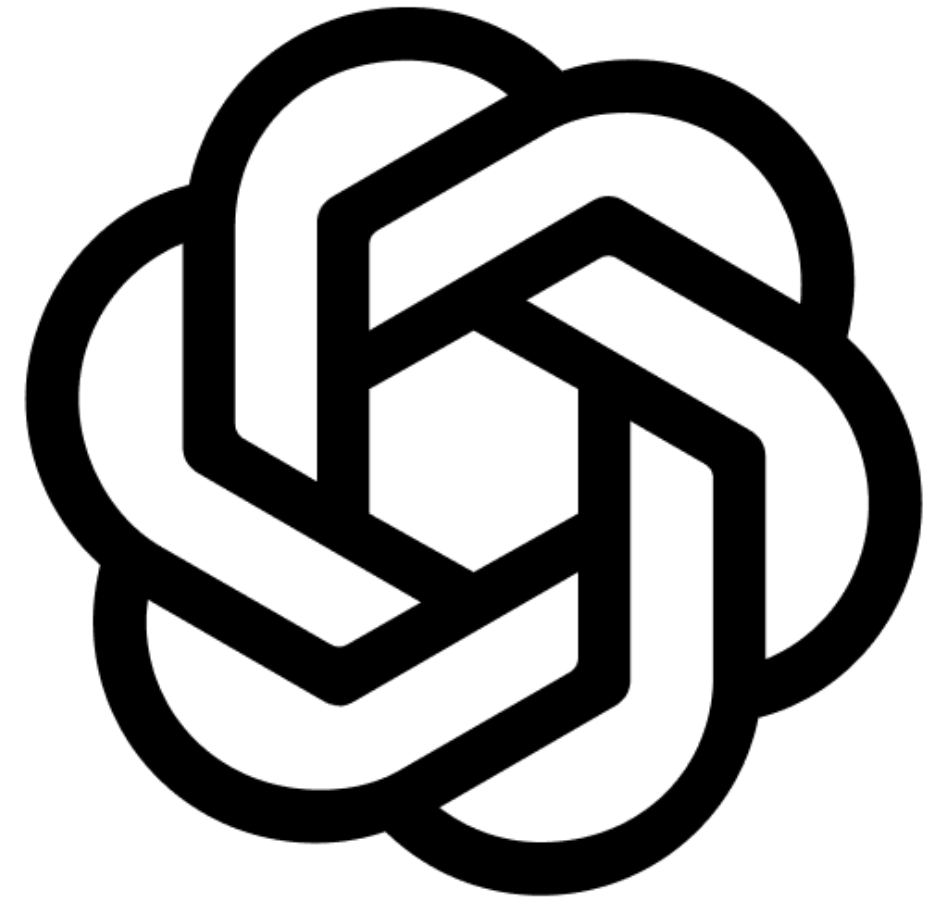


The goal **(3)** of the third session is the development of a systematic approach to Prompt Engineering for OpenAI ChatGPT. Contemporary AI systems have long ceased to be mere "text interfaces" but are complex tools with multiple options whose choice determines the quality of the results you can achieve with them.



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We will systematically examine ChatGPT through several business cases, learn how best to do prompt engineering for this system, and discuss its strengths and weaknesses.



The goal (4) of the fourth session is the development of a systematic approach to Prompt Engineering for Anthropic Claude.

More and more practitioners agree in their assessment that the Anthropic Claude family of AI systems has, in quality, surpassed the ChatGPT models, and for business applications it is increasingly Claude that is being chosen.

# AA



The goal (4) of the fourth session is the development of a systematic approach to Prompt Engineering for Anthropic Claude. More and more practitioners agree in their assessment that the Anthropic Claude family of AI systems has, in quality, surpassed the ChatGPT models, and for business applications it is increasingly Claude that is being chosen.

# AA

We will study the Anthropic Claude system in detail, discuss some specifics of the prompt engineering approach that this model "prefers", and demonstrate its power on several business cases.





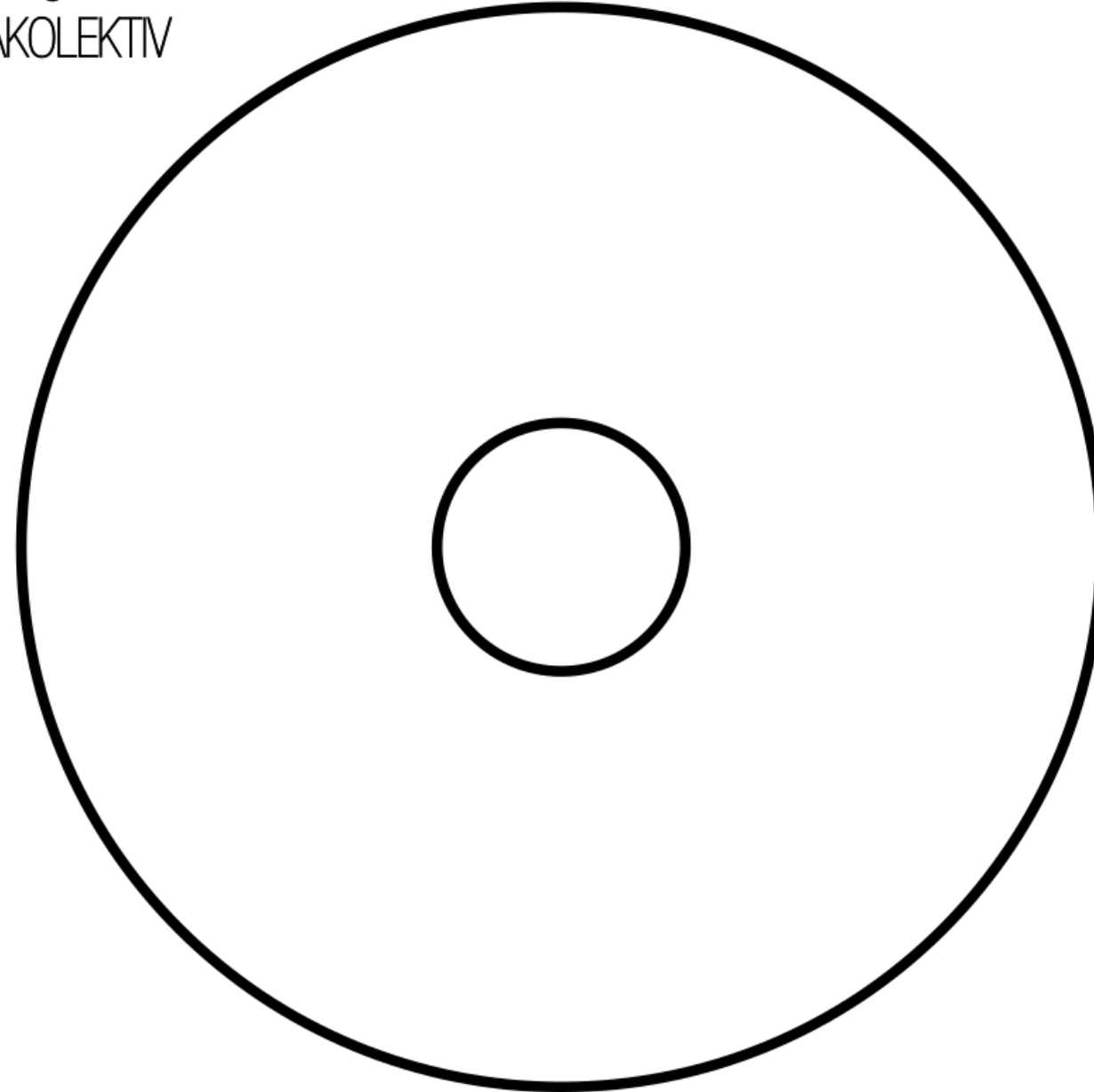
## Lecturer:

**Dr Goran S. Milovanović**, Cognitive and Data Scientist, founder of DataKolektiv (2017), which has educated hundreds of students and trainees in various areas of **Data Science and Machine Learning** both at home and abroad, founder of the "MACHINERY" association of professionals in these fields, *keynote speaker* at international and local conferences, former **Chief AI Officer** of a startup in media analytics, and a longtime Data Scientist for Wikidata, **one of the largest and most complex data systems in the world.**





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