

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:AI in Product Management

Subject Co-ordinator - Prof. Zillur Rahman

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Product management
- Lecture 2 - Role of AI in Product Management - Part 1
- Lecture 3 - Role of AI in Product Management - Part 2
- Lecture 4 - Role of AI in Product Management - Part 3
- Lecture 5 - AI-Powered Market Research
- Lecture 6 - AI-Powered Market Research Tools
- Lecture 7 - Analyzing Qualitative Data with AI
- Lecture 8 - Enhancing Quantitative Research with AI
- Lecture 9 - AI in Customer Sentiment Analysis
- Lecture 10 - Predictive Analytics in Market Research
- Lecture 11 - AI in Brainstorming and Idea Generation
- Lecture 12 - Validating Ideas using AI
- Lecture 13 - AI-Driven Prioritization
- Lecture 14 - Integrating AI into Marketing Planning
- Lecture 15 - Market And Category Analysis with AI
- Lecture 16 - AI Tools for Customer Segmentation
- Lecture 17 - Personalization Engines using AI
- Lecture 18 - AI in Omni-Channel Customer Engagement
- Lecture 19 - AI Driven Customer Journey Mapping
- Lecture 20 - Introduction to Competitor Analysis using AI
- Lecture 21 - Competitive Intelligence with AI
- Lecture 22 - Competitor Monitoring using AI
- Lecture 23 - Using AI to Predict Competitor Moves
- Lecture 24 - Case Studies on AI in Competitor Analysis
- Lecture 25 - Sales Forecasting Models using AI
- Lecture 26 - AI Tools for Demand Planning
- Lecture 27 - AI for Sales Strategy Development
- Lecture 28 - AI in Sales Training
- Lecture 29 - Risk Modeling and Scenario Analysis with AI

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- Lecture 30 - Strategic Planning with AI Insights
- Lecture 31 - Positioning and Differentiation using AI
- Lecture 32 - AI in Brand Management
- Lecture 33 - Product Lifecycle Management with AI
- Lecture 34 - Case Studies on AI in Product Strategy
- Lecture 35 - Product-Led Growth using AI
- Lecture 36 - New Product Development using AI - Part 1
- Lecture 37 - New Product Development using AI - Part 2
- Lecture 38 - Transforming New Product Development: The impact of AI - Part 1
- Lecture 39 - Transforming New Product Development: The impact of AI - Part 2
- Lecture 40 - AI in Go-To-Market Strategies
- Lecture 41 - Price Optimization using AI - Part 1
- Lecture 42 - Price Optimization using AI - Part 2
- Lecture 43 - Price Optimization using AI - Part 3
- Lecture 44 - Price Optimization using AI - Part 4
- Lecture 45 - Price Optimization using AI - Part 5
- Lecture 46 - Agile Development using AI
- Lecture 47 - Roadmap Development using AI
- Lecture 48 - AI for MVP (Minimum Viable Product) - Part 1
- Lecture 49 - AI for MVP (Minimum Viable Product) - Part 2
- Lecture 50 - AI-Powered Advertising - Part 1
- Lecture 51 - AI-Powered Advertising - Part 2
- Lecture 52 - AI in Channel Management
- Lecture 53 - Distribution Optimization using AI - Part 1
- Lecture 54 - Distribution Optimization using AI - Part 2
- Lecture 55 - AI in Performance Monitoring
- Lecture 56 - Revenue and profitability Analysis using AI
- Lecture 57 - Benchmarking and Adjustments using AI
- Lecture 58 - Customer support using AI
- Lecture 59 - Challenges and Ethical Considerations
- Lecture 60 - Future Trends in AI for Product Management