Google Cloud

Industry Use Cases for Generative AI

In this course, you explore generative AI (Gen AI) use cases across specific industries using Google Cloud. After discussing generative AI in general, you will do a deep dive into two generative AI use cases and then explore your own use case within the same framework. This course targets professionals across different roles, including business analysts, data scientists, software developers, business users, and decision-makers, who are specifically interested in leveraging generative AI for business solutions.

DURATION
3 hours

LEVEL
Introductory

FORMAT
Instructor-led

What you'll learn

- Gain insights into real-world generative AI use cases across industries such as retail, automotive, software development, and financial services.
- Participants will become familiar with the generative AI tools available on Google Cloud including Gemini and Vertex AI Agent Builder.
- How to identify and prioritize possible applications in your organization.

Overview	4 modules
Who this course is for	• Customers
Products	• Vertex AI • Vertex AI Agent Builder
Prerequisite	There are no prerequisites for this course. The workshop aims to provide both introductory and advanced insights into Gen AI, making it suitable for individuals with varying levels of AI expertise.

Module 01   Understanding Generative AI

Topics
- GenAI versus AI/ML
- GenAI Applications
- Business Impact of GenAI

Objectives
- Define generative AI as a subset of AI.
- Discuss the potential impact of AI on organizations.
- Provide examples of generative AI applications.

Module 02   Use Case: Marketing and Customer Outreach

Topics
- Challenge and use case definition
- Value to business
- Components of the solution
- Solution demo and discussion

Objectives
- Understand the business use case to be discussed.
- Discuss the business value of implementing a Gen-AI-powered solution.
- Understand the solution components and which teams would be responsible.

Module 03   Use Case: Drive Store Productivity

Topics
- Challenge and use case definition
- Value to business
- Components of the solution
- Solution demo and discussion

Objectives	• Understand the business use case to be discussed.
	• Discuss the business value of implementing a Gen-AI-powered solution.
	• Understand the solution components and which teams would be responsible.

Module 04   Ideating your Gen AI use cases

Topics	• Generative AI use cases
	• Evaluation of use cases
Objectives	• Identify possible generative AI use cases.
	• Evaluate and discuss generative AI use cases.