Xavier Institute of Engineering
Mahim, Mumbai 400016
Department of Computer Engineering
(Affiliated to University of Mumbai)

ACTIVITY REPORT on NLP : How AI & NLP are Transforming the search engine ecosystem

Organized By:	S. Beatrice
Date of the Event:	October 27, 2023
Venue:	Computer Center, X.I.E.
Name of the Speaker(s):	Mr. Aditya Krishnan
Designation and Organization of the Speaker(s) :	Digital Strategist & Consultant
Participants Details:	BE COMP
Number of Participants:	47

OBJECTIVE(s):
- To understand the trends on search ecosystems powered by AI technologies / NLP.
- To highlight the importance of digital transformation.

EVENT OUTCOME(s):
- Students are able to illustrate digital transformation.
- Students are able to understand the importance of digital transformation.

KEY POINTS:
On Friday, October 27, 2023, Department of Computer Engineering, Xavier Institute of Engineering hosted a guest lecture on digital transformation, featuring Mr. Aditya Krishnan as the esteemed speaker. The event focused on highlighting the significance of digital transformation and how businesses utilizes this trends for growth such as search & chatbots

In Aditya Krishnan's compelling presentation on Digital Transformation, he extensively covered the Evolution of the Search Ecosystem, illustrating the seismic shift in information accessibility and processing. His focus on the Role of AI in Semantic Search provided a comprehensive understanding of how Artificial Intelligence revolutionizes search queries by interpreting context and intent. He also emphasized the impact of Algorithm Updates and Rollouts, highlighting their continuous redefinition of the digital landscape and urging businesses to adapt for visibility and relevance.
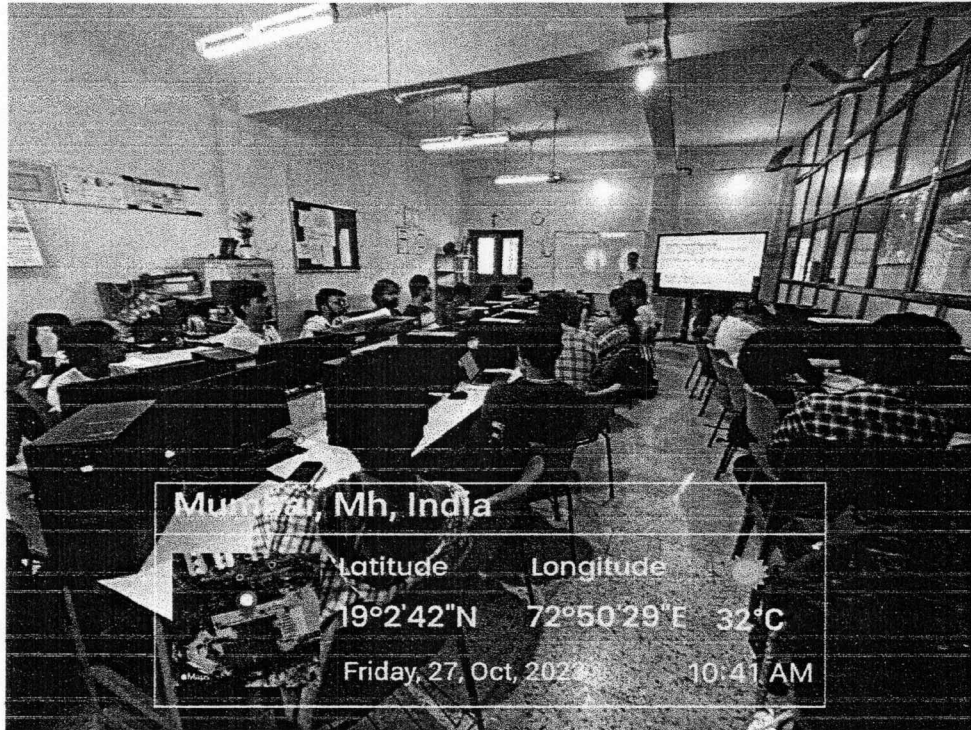
The succinct overview of Voice Search highlighted its rising significance in search functionalities, offering insights into users' growing preference for voice-activated search. Krishnan's forward-looking perspective on Next Gen AI anticipated a transformative future, suggesting that the next wave of AI innovations will offer more personalized, predictive, and intuitive search experiences. The presentation also outlined the importance of adapting to Current Trends, especially optimizing for voice search and enhancing user experiences to remain competitive. The ensuing Q&A and discussion sessions further emphasized the dynamic nature of digital strategies, stressing the need for continuous adaptation in response to transformative trends.

PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
Event Outcome	2	2	2	2	2	2		3		3		3	2	2

GALLERY:

Mumbai, Mh, India
Latitude   Longitude
19°2'42"N   72°50'29"E   32°C
Friday, 27, Oct, 2023   10:41 AM

Event Coordinator
S. Beatrice
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Computer Engineering Department