


Model Drift


 AI needs constant updates—otherwise, its predictions become outdated.

 Think of it like GPS directions that never update.

 Model Drift happens when AI uses old data while the real world changes.

Why Model Drift is a Business Risk

 **Scenario:** Patrick's company uses AI to predict customer demand.

 **The problem:** Sales trends have changed, but AI is **still using old data**.

 **Solution:** AI must be **monitored & retrained** to reflect new patterns.

 **Lesson:** AI isn't a one-time setup—it requires ongoing updates.

How to Prevent Model Drift in AI

 **3 Ways to Keep AI Models Accurate:**

- ① **Monitor AI Model Accuracy** – Regularly check prediction quality.
- ② **Retrain AI with New Data** – AI must learn from fresh, real-world data.
- ③ **Set AI Drift Alerts** – Use automatic monitoring tools for performance drops.


 **Good AI is maintained over time, not just built once.**

Real-World Example: AI in Fraud Detection

 **Scenario:** A bank uses AI to detect fraud.

 **Without updates:** AI **only catches old fraud techniques**.

 **With updates:** AI learns **new tactics** and stays ahead of fraudsters.

 **Lesson:** AI must evolve—or it becomes ineffective.

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