**Case Study**: *Artificial Intelligence & Machine Learning: The Case of Palantir (A Proven Approach to Operational AI)*

**Overview:** *Palantir Technologies is a leading American company specializing in big data analytics. The company has developed AI-powered platforms that integrate data from multiple sources, offering a comprehensive view of complex systems. These platforms utilize machine learning to analyse data, uncover patterns, and predict future outcomes, providing organizations with actionable insights for strategic decision-making in real time. This case explores Palantir’s approach to leveraging AI and machine learning to drive data-driven decision-making.*

**Purpose of the Case Study: The purpose of this case study is to demonstrate how Palantir uses AI and machine learning to solve complex data challenges across industries. Learners will explore how the company’s platforms enable real-time, informed decision-making by integrating and analysing large datasets. This case study highlights the importance of data integration, predictive analytics, and AI-driven insights in modern organizations, helping participants understand how these technologies can be applied in real-world settings.**

**Background: Organizations today face the challenge of managing and analyzing vast amounts of data from various sources. Many struggle to derive meaningful insights that can impact operations and decision-making. Palantir’s AI-powered platforms are designed to address this issue by integrating data, using machine learning to uncover patterns and predict outcomes. These platforms support decision-makers by providing a holistic understanding of their data, enabling them to respond quickly and effectively in dynamic environments. Palantir's tools are used across diverse sectors, including government, healthcare, finance, and defense, highlighting the broad applicability of its solutions.**

**Task for Participants:**

*Learners must read the case study of Palantir Technologies Inc., details of which can be found here:* [*https://www.palantir.com/offerings/ai-ml/*](https://www.palantir.com/offerings/ai-ml/) *, and answer the following three questions:*

1. *How does Palantir utilize AI and ML technology to operationalize data and improve decision-making processes within organizations?*
2. *What is innovative about Palantir’s approach to AI and ML, particularly in its use of Micro Models and integration with organizational objectives?*
3. *How does Palantir’s AI technology enable the deployment of models in real-world settings, particularly in environments like IoT and edge computing?*