

AI GUIDES MBA ASPIRANTS ACROSS 50+ SPECIALIZATIONS

SSFINDER BOT: CAREER-DRIVEN RECOMMENDATIONS FOR MBA ASPIRANTS

AI-Powered Career Guidance | Global MBA Test-Prep Platform



INFLECTION POINT

- Overabundance of 50+ MBA specializations spanning traditional and emerging fields | Candidates were overwhelmed and unable to make confident, informed choices
- No intelligent tools to align individual preferences with career outcomes | Decisions were subjective, driven by peer opinion and anecdote rather than objective analysis
- Disparate data sources, such as survey responses and market trend data, could not be integrated into a unified structure for effective AI model training

EXIQO™ ENGINEERED FIX

OptimaAI Platform: SSFinder Bot, an AI-powered conversational chatbot delivering real-time, personalized MBA specialization recommendations through an engaging interactive interface

Context Engineering: MBA graduate survey data and market trend information unified into structured model features, mapping individual interests, academic scores, and career goals to generate contextually relevant predictions

AI SDLC Playbook: Random Forest classifier fine-tuned with hyperparameter optimization across 15+ distinct specialization classes, delivering high-precision recommendations validated against real career outcome data

AI-EV Program: Primary research initiative with MBA graduates established ground-truth training data, ensuring recommendations stay grounded in real-world career trajectories and current market demand

50+

MBA specializations covered; traditional and emerging streams unified in one platform

15+

classification classes modeled by Random Forest with hyperparameter optimization

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unified AI bot replacing fragmented, peer-driven specialization guidance