

# AI News Digest

11/24/2025 - 11/30/2025

WEEKLY DIGEST: BUSINESS & ENTREPRENEURSHIP

## Weekly Summary of Top AI Articles

This week's articles delve into the complexities of key performance indicators (KPIs) in big data, the role of AI in promoting sustainability, and the ongoing discourse surrounding the potential AI bubble. The first article warns of 'semantic drift' in KPIs, where misleading metrics can mask underlying failures. The second article explores how AI can facilitate better communication of sustainability efforts in retail. Lastly, the discussion on the AI bubble raises questions about the sustainability of current valuations in the tech sector.

### KEY FINDINGS

- ✓ KPIs can become misleading over time due to semantic drift, obscuring true performance.
- ✓ AI can enhance communication strategies for sustainability initiatives, particularly in retail.
- ✓ Concerns about the AI bubble mirror historical tech bubbles, with high valuations raising skepticism.

### IMPLICATIONS

- Businesses must critically evaluate their KPIs to ensure they reflect true performance.
- Effective communication of sustainability through AI can lead to better adoption of green practices.
- Investors and stakeholders should approach AI company valuations with caution, considering historical precedents.

Key Metrics: Valuation of Thinking Machines Lab at \$12 billion; NVIDIA's market position in the AI sector; Trends in CO2 emissions reduction in retail operations

## 1. Metric Deception: When Your Best KPIs Hide Your Worst Failures

**Category:** Business

**Departments:** Accounting & Information Systems, Marketing, Management & Supply Chain, Political Science & Public Administration

**Topics:** AI Ethics & Safety, Semantic Drift, Misleading KPIs, Data Relevance, Performance Metrics

**Impact Score:** 23.0

**Rubric Scores**

Research Relevance: 3

Educational Value: 4

Innovation / Novelty: 3

Practical Impact: 4

Interdisciplinary Potential: 4

Ethical / Policy Implications: 5

The article discusses the phenomenon of "semantic drift" in key performance indicators (KPIs) within big data systems, highlighting how metrics can become misleading over time. It illustrates this with examples where KPIs, despite showing positive trends, fail to accurately reflect business value or user engagement due to overfitting to superficial behaviors. The author argues that as metrics are optimized, they can lose their relevance and meaning, leading to a disconnect between reported performance and actual user experience. This misalignment can persist unnoticed, influencing organizational decisions and strategies based on outdated or irrelevant data.

<https://towardsdatascience.com/metric-deception-when-your-best-kpis-hide-your-worst-failures/>

## 2. How I Use AI to Convince Companies to Adopt Sustainability

**Category:** Applications

**Departments:** Computer Science, Industrial, Manufacturing & Systems Engineering, Marketing, Management & Supply Chain

**Topics:** Healthcare AI, Green Inventory Management, FastAPI Microservice, CO2 Emission Reduction, Simulation Tool for Supply Chain

**Impact Score:** 23.0

**Rubric Scores**

Research Relevance: 3

Educational Value: 4

Innovation / Novelty: 4

Practical Impact: 5

Interdisciplinary Potential: 4

Ethical / Policy Implications: 3

The article discusses the challenges faced by data science and sustainability experts in effectively communicating complex concepts, specifically in the context of Green Inventory Management aimed at reducing CO2 emissions in retail operations. The author reflects on the limited impact of a previous case study and describes a new approach that involves creating a FastAPI microservice, allowing customers to interact with a simulation tool connected to their data. This setup enables users to run their own scenarios and adjust parameters to visualize the potential reductions in CO2 emissions resulting from optimized inventory policies. Feedback from a Supply Chain Director in the Asia Pacific region is also shared, highlighting the practical implications of the tool.

<https://towardsdatascience.com/how-i-use-ai-to-convince-companies-to-adopt-sustainability/>

### 3. Water Cooler Small Talk, Ep. 10: So, What About the AI Bubble?

**Category:** Business

**Departments:** Political Science & Public Administration, Economics & Finance, Computer Science

**Topics:** AI Policy & Regulation, AI Market Valuation, Sustainable AI Business Models, Operational Costs in AI

**Impact Score:** 17.0

**Rubric Scores**

Research Relevance: 2

Educational Value: 3

Innovation / Novelty: 2

Practical Impact: 4

Interdisciplinary Potential: 3

Ethical / Policy Implications: 3

The article discusses the perception of artificial intelligence (AI) as a potential bubble, drawing parallels with the dot-com bubble of the late 1990s. It highlights the high valuations of AI companies, such as Thinking Machines Lab at \$12 billion and NVIDIA at \$5 trillion, despite the lack of immediate returns on investment and the high operational costs associated with AI models. Unlike the dot-com era, many current AI companies possess structured business models and a more established understanding of online payment systems, suggesting a different landscape for sustainability. The article emphasizes the need to differentiate between historical tech bubbles and the current AI market, which may have more viable foundations.

<https://towardsdatascience.com/water-cooler-small-talk-ep-10-so-what-about-the-ai-bubble/>