

Artificial Intelligence in Business

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Abstract

In this chapter we discuss the core concept of Artificial Intelligence. We define the term of Artificial Intelligence and its interconnected terms such as Machine learning, deep learning, Neural Networks. We describe the concept with the perspective of its usage in the area of business. We further analyze various applications and case studies which can be achieved using Artificial Intelligence and its sub fields. In the area of business already numerous Artificial Intelligence applications are being utilized and will be expected to be utilized more in the future where machines will improve the Artificial Intelligence, Natural language processing, Machine learning abilities of humans in various zones.

Keywords Artificial Intelligence, Natural language processing, Machine Learning, Neural Network, Deep Learning, Business Models

A. Introduction

Artificial intelligence is the broad branch of Computer Science which is the most powerful and important technology innovation of all times. During the nineteenth century,

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To capitalize on AI technology, businesses will need to hire people with AI experience or the skills to analyze and use the data to encapsulate need of human supervision with AI. Businesses also need the computing power and system infrastructure to support AI-enabled products and services, and they need platforms to organize and integrate their data. Getting this infrastructure in place can be expensive.

Moreover, the data collected by AI offers another big challenge. How do businesses guarantee the validity of data collected in terms of correctness and reliability? What limits do they need to put on its use? Confirmation of the fact, that machine will carry out human orders as intended?

There are concerns that unintentional biases may find their way into AI algorithms or decision-making models. Businesses need to establish robust controls to prevent this from happening and monitor the systems that learn through AI. Letting stakeholders know about the business's oversight can help establish trust with stakeholders that businesses are using AI reliably.

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