

UTILIZING ARTIFICIAL INTELLIGENCE IN BUSINESS

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Анотація

Огляд використання штучного інтелекту в області бізнесу, зосереджуючись на ключових напрямках та технологіях, які переважають в цій галузі. Досліджуються такі аспекти, як автоматизація бізнес-процесів, аналіз великих обсягів даних, персоналізація послуг, прогнозування та стратегічне прийняття рішень та вдосконалення продуктів. Також розглядаються потенційні виклики та можливості, пов'язані із впровадженням ШІ. Висвітлюються приклади успішних використань штучного інтелекту у практиці, що демонструють потенціал цієї технології для досягнення цілей.

Ключові слова: штучний інтелект, вплив, галузь, розвиток, бізнес.

Abstract

An overview of the use of artificial intelligence in business, focusing on the key areas and technologies that prevail in this industry. It explores aspects such as business process automation, big data analytics, service personalization, forecasting, and strategic decision-making, as well as product improvement. The potential challenges and opportunities associated with the implementation of AI are also considered. Examples of successful applications of artificial intelligence in practice are highlighted, demonstrating the potential of this technology to achieve goals.

Keywords: Artificial Intelligence, impact, industry, development, business.

Introduction

Artificial Intelligence (AI) is a cutting-edge technology with the potential to transform human consciousness. It stands as an incredibly significant invention, driving advancements in our daily lives. Today, people cannot imagine life without this technology. In recent years, artificial intelligence has been widely adopted across different areas. This current trend is closely linked to the advancements in software and technical support for AI development, as well as the ever-growing volumes of Big Data. Addressing these challenges calls for innovative solutions.

For integrating AI into business, it is necessary to determine the purpose and usage strategies. The next step is collection and processing of data for training artificial intelligence models, followed by implementing algorithms and integrating AI into the production process. Finally, evaluating the quality of the using according to the results. It was the general scheme for the integration of artificial intelligence.

Research results

The results of the study demonstrate that artificial intelligence plays a significant role in the development of the business industry. This field was among the first industries to adopt artificial intelligence and is now actively leveraging it to enhance the quality of work. For instance, Google utilizes AI to enhance search results, Amazon employs AI to manage supply chains, instruct robots, and predict optimal employees, while Apple supports a voice assistant, among many other examples.

Why does business need automation of business processes? The answer is quite simple. Firstly, it increases efficiency and saves the company time. Secondly, it enables better control of all processes, facilitating quick and accurate decision-making. The automation of business processes with AI is a complex endeavour, involving several key steps:

- Initial architecture construction
- Software development and testing
- Process analysis
- Selection of AI technologies
- Development and adjustment of AI models
- Integration with existing systems

Through these actions, businesses can achieve fully automated processes.

Artificial intelligence is very useful for the financial sector of business. Particularly in the fight against fraud and money laundering, reducing risks and solving important issues. Perhaps most importantly, it excels in analysing vast volumes of data. Additionally, AI holds the potential to greatly enhance personalization by enabling the development of personal assistants that can prompt important payments and warn users about potentially dangerous transactions.

For example, the Ukrainian technology company Roosh, which specializes in artificial intelligence, implements it in various Ukrainian enterprises, fostering a local community dedicated to advancing AI development.

Conclusion

The leading countries of the world are on the cusp of revolutionary changes across numerous sectors of the economy, driven by the intensive development of intellectual technologies and artificial intelligence. The world's most influential companies are actively investing with the aim of increasing the economic and social benefits derived from technology implementation across the key areas of artificial intelligence development. These advancements are likely to happen in the coming years, driven by the continuous progression of technology. [6]

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