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USING ARTIFICIAL INTELLIGENCE IN SOLVING BUSINESS PROBLEMS

Artificial intelligence (AI) is transforming the way business is working, making it more efficient and cost-effective. AI is not just future, but a present reality, as it grows and improves areas like machine learning and decision-making that used to belong only to humans. Computers can now learn, adapt and think with algorithms that automate tasks and generate useful data. Businesses have different kinds of projects, from software and logistics to finance, and they all need planning, management and control. AI can help businesses with these aspects by providing them with tools and solutions that can optimize processes, reduce errors, improve quality, and save time and money.

Artificial intelligence (AI) offers many advantages for businesses in different sectors:

- 1.Higher productivity;
- 2.Better customer service;

3. Smarter decision-making;
4. Greater accuracy;
5. Cost reduction;
6. Improved risk management;
7. Increased innovation;
8. Competitive edge

Businesses today are working in a changing and complex environment, so they face challenges when evaluating data. That's why many businesses use artificial intelligence in business analytics to get valuable and useful information from data. This information helps improve marketing effectiveness, understand customers better, create business strategies for corporate decision-making, and use AI for recommendations that can raise customer satisfaction, loyalty, improve decision-making quality and speed, identify opportunities and risks, and contribute to innovation and creativity.

AI has many advantages, but it also has problems with its implementation. One big challenge is the cost of creating and applying AI solutions, but AI need a lot of investment, which can be an obstacle for smaller businesses. Moreover, there is a lack of skilled AI professionals, which makes it hard for businesses to find and keep qualified staff. There are also worries about the ethical consequences of AI, especially in relation to privacy and security. AI can pose risks to the privacy and security of data and users, as it can collect, process, and share sensitive information without consent or oversight. AI can also raise ethical dilemmas about the responsibility and accountability of its actions and outcomes, as well as the potential bias and discrimination that it can introduce or amplify.

AI is a new force in the market and businesses can benefit from this powerful technology. However, a lot of people worry that they will be replaced by machines and businesses will cut jobs. While AI will reduce the number of jobs that humans do now, the benefit is that humans will be free to do more important functions that a machine cannot. AI can enable humans to focus on more creative, strategic and complex tasks that require human skills and judgment, such as problem-solving, communication, collaboration and innovation. AI can also enhance human capabilities and productivity by providing assistance, guidance and feedback.