

Artificial intelligence in business refers to the application of AI techniques such as machine learning, natural language processing, and computer vision to improve business processes, increase staff productivity, and produce commercial value. AI systems fuel a variety of corporate automation, including enterprise automation and process automation, which helps to eliminate human error and free up human labor for higher-level tasks. Organizations utilize artificial intelligence to improve data analysis and decision-making, enhance customer experience, develop content, optimize IT operations, sales, marketing, and cybersecurity procedures, and so on. As AI technology advances and evolves, new commercial applications arise. These improvements are achieved in a variety of methods, including the use of artificial intelligence to automate repetitive processes, produce knowledge using machine learning algorithms, swiftly analyze massive volumes of data sets and extract useful insights, and forecast future events using data analysis. Artificial intelligence is used to help humans optimize workflows and improve corporate operations.