



**Artificial Intelligence  
the Future of  
Business Intelligence**

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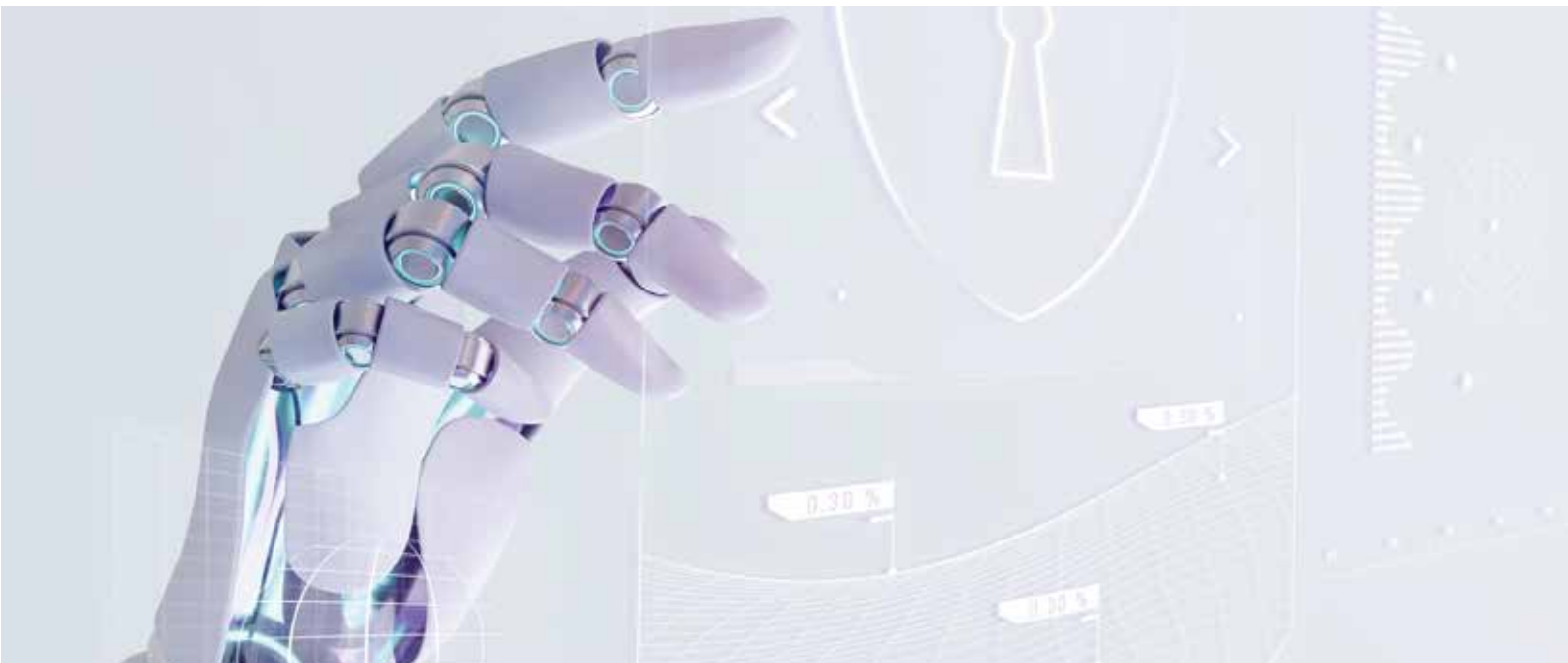
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## Introduction

Every organization produces a lot of data every day. This data is further used to enhance employee satisfaction, understand customer behavior and operations, optimize the supply chain, and a lot more.

Data plays an important role in the success of every organization. However, based on the volume, speed, and variety of data usage, expected results can be achieved only by adopting business intelligence (BI).



## BI Overview

For modern businesses, business intelligence software is becoming increasingly critical. Development efforts also increase as demand increases. As such, BI's future is likely to see an increase in functionality in the form of improved usability for non-technical users, streamlined workflow, and more powerful predictive capabilities.

## AI Overview

In today's business world, artificial intelligence is used in a variety of ways. From the use of AI-based chatbots in call centers to the use of deep learning in banks for analyzing countless data points in seconds and detecting fraud, all of this takes place.



## Surging future of Business Intelligence

There are already many BI tools on the market that are used by companies of all sizes. Think Power BI, Oracle BI, Qlik Sense, etc., Other tools like the Viewer Analytics Platform make it easier for organizations to discover, analyze, and share real-time business analytics.

Meanwhile, companies are also starting to exploit deep learning algorithms. In doing so, they can identify behavioral patterns that can lead to sales, use IoT sensor signals to optimize inventory, perform predictive maintenance, and more. But what companies are doing today is only a fraction of the opportunity.





## Direct decision making with AI

Due to the proliferation of data, many companies are at risk of data overload. AI is meant to change the very dynamics of analytics. The current generation of analytics tools enables predictive analytics or the use of the data to decipher future insights. And it can also use historical and behavioral data to predict possibilities.

In turn, organizations can use their AI-powered BI platform to make live, data-driven decisions with speed, accuracy, and foresight.



## AI Hyper-personalisation

Artificial intelligence learns from experience and improves with every transaction. That is, the next automatically prescribed decision is better than the previous one. And it's critical to BI platforms and how they impact organizational performance.

The future of business intelligence combined with AI will see the analysis of large amounts of data in a real-time context. Thus, the tool will quickly grasp the needs and priorities of the customer and do the necessary work. In addition to hyper-personalized recommendations, this BI/AI of the future will be able to automatically decipher user emotions.

AI is ready to make hyper-personalization a default service. For example, a company might collect live data from customers' interactions with the company, social media posts, etc., to understand thought processes and emotional reactions to a product. The AI-powered BI system can then implement real-time interventions to reinforce or change those perceptions.



## Conclulsion

BI helps businesses make decisions using marketers interacting with customers, how businesses compete, and global growth initiatives. The future of BI will likely be driven by artificial intelligence including systems.



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