



Role of Artificial Intelligence in Power Business Intelligence

Dr. Manjula P S¹, Niveditha P²

¹Head of MCA Dept, Community Institute Management Studies, Jayanagar 2nd Block, Bangalore-560011.

²Asst. Prof, Community Institute of Commerce and Management Studies, Jayanagar 2nd Block, Bangalore-560011.

Abstract

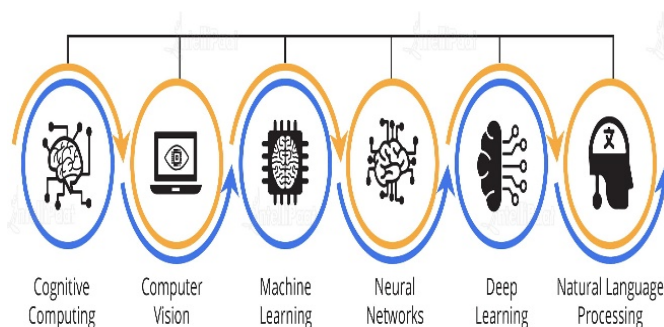
Artificial Intelligence has become a pivotal force, revolutionizing numerous sectors of society, including healthcare, finance, transportation, and entertainment. This abstract outline the present state and evolving trends in Artificial Intelligence, emphasizing its profound influence on various industries, as well as the associated challenges and ethical implications. The exponential growth in computational power, coupled with the accumulation of vast datasets, has propelled AI to unprecedented levels of sophistication. Machine learning methods, especially deep learning, have empowered AI systems to perform exceptionally in areas like image recognition, natural language processing, and recommendation algorithms. As a result, this has paved the way for innovative applications such as self-driving cars, medical diagnostics, and tailored content delivery.

The widespread impact of Artificial Intelligence on various industries is unquestionable. In healthcare, AI-powered diagnostic tools improve both the accuracy and speed of disease detection, while in finance, predictive algorithms enhance trading strategies and risk management. AI-driven autonomous vehicles offer the potential for safer, more efficient transportation systems. Additionally, AI-enabled chatbots and virtual assistants have revolutionized customer service and user interactions across multiple sectors.

Keywords: Artificial Intelligence, power BI, Machine Learning, Natural Language Processing, Deep Learning.

Working Mechanism of Artificial Intelligence

Artificial Intelligence operates by utilizing computer systems and algorithms to mimic human intelligence, allowing machines to execute tasks that usually require human cognition. These AI systems are programmed to analyze data, learn from experiences, make decisions, and adjust to changing circumstances. The core components of AI working include data input, processing, learning, reasoning, and output.

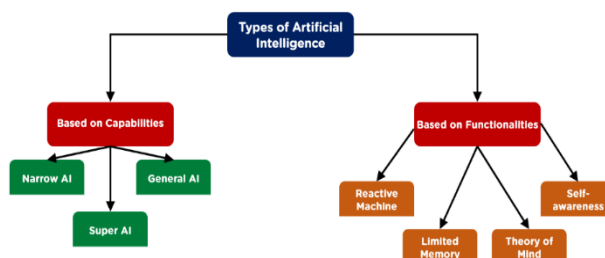


Here is a simplified overview of how AI works:

1. **Learning:** AI systems often go through a training phase where they learn from the data. While training, the system fine-tunes its internal parameters to reduce errors or maximize performance on a specific task. The learning process varies depending on the AI model and can be supervised (with labelled data), unsupervised (without labels), or reinforcement-based (reward-based learning).
2. **Decision-Making and Reasoning:** After learning the AI systems can take decisions, predictions, or classifications based on the knowledge gained during the training phase. They use logic, statistical methods, and pattern recognition to arrive at conclusions.
3. **Output:** The AI system provides an output, which can take various forms depending on the application. It could be a recommendation, a classification, a generated response, or a control action. The output is then used to influence real-world actions or provide valuable information.
4. **Feedback Loop:** Feedback loop is incorporated in many AI systems where the system continuously learns and adapts based on new data and user interactions. This feedback loop helps AI systems improve their performance over time.
5. **Deployment and Integration:** Finally, AI systems are deployed into real-world applications, integrated into software or hardware, and used to solve specific problems or enhance existing processes.

It's essential to recognize that Artificial Intelligence encompasses a vast field, and the specific functioning of AI systems can differ significantly depending on their applications, the data they process, and the algorithms they implement. Artificial Intelligence is continuously advancing through ongoing research and development, resulting in increasingly sophisticated and powerful systems.

CATEGORIES OF ARTIFICIAL INTELLIGENCE



Artificial Intelligence (AI) can be classified into various types based on its capabilities and functions. These categories reflect different stages of AI progression, from basic rule-based systems to highly advanced, self-learning technologies. The primary types of AI include the following:

1. Artificial Narrow Intelligence (ANI) / Weak AI

- ANI is designed for specific tasks or a limited set of functions.
- It operates within a fixed framework of rules and lacks consciousness or general intelligence.
- Examples include virtual assistants such as Siri and Alexa, recommendation systems on media platforms, and image recognition technology.

2. Artificial General Intelligence (AGI) / Strong AI

- AGI refers to machines that exhibit human-like cognitive abilities and can understand, learn, and execute any intellectual task that a human can.
- AGI systems have the flexibility to handle a variety of tasks without needing explicit programming for each one.
- As of September 2021, AGI remains an aspirational goal in AI research and has not yet been achieved.

3. Artificial Super intelligence (ASI)

- ASI represents a theoretical level of AI that exceeds human intelligence and capabilities across all domains.
- It would be able to tackle problems and perform tasks that are currently beyond human understanding, at an exceptionally advanced level.
- ASI remains a speculative concept and has not been realized.

4. Reactive Machines

- These AI systems are designed to execute specific functions without the ability to learn or adapt.
- They operate based on predefined rules and cannot enhance their performance through experience.
- An example of a reactive machine is IBM's Deep Blue, which plays chess.

5. Limited Memory Artificial Intelligence

- Limited memory Artificial Intelligence systems are capable of learning from past data to a certain extent but have constraints in generalizing and adapting to new situations.
- They make decisions based on historical data and previous experiences.
- Self-driving vehicles often use limited memory AI to navigate and make decisions based on both real-time data and historical driving patterns.

6. Theory of Mind Artificial Intelligence

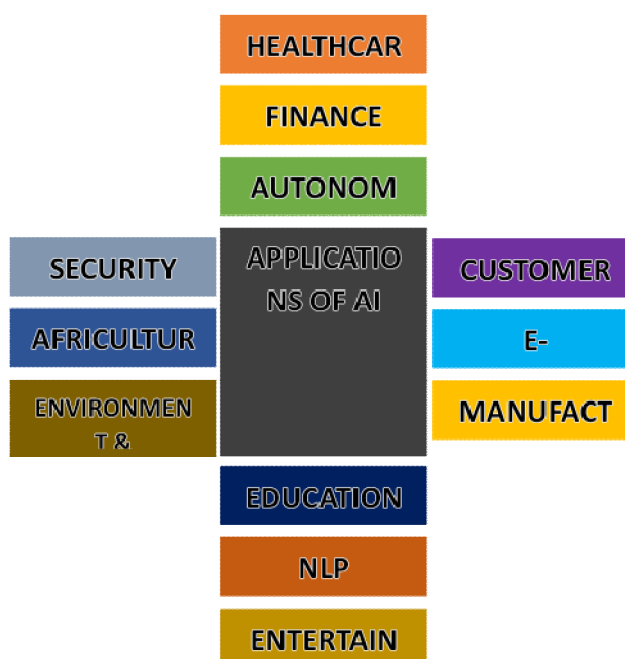
- This is a more advanced concept where Artificial Intelligence systems would have an understanding of human emotions, beliefs, intentions, and mental states.
- It enables machines to interact with humans on a deeper emotional and social level.
- Theory of mind AI is still a concept under development and is not yet realized in practice.

7. Self-aware Artificial Intelligence

- This is the most advanced and speculative type of Artificial Intelligence, where machineries would have self-awareness, consciousness, and subjective experiences.
- Self-aware AI, if achievable, would possess a sense of self and an understanding of its own existence.

It's significant to note that while there are various types of Artificial Intelligence, the majority of AI applications in use today fall under the category of Narrow AI. AGI and beyond are still areas of active research and development, and their realization poses significant scientific and ethical challenges.

Applications of AI



Artificial Intelligence (AI) has a wide range of applications across various industries and sectors, and its potential continues to grow as technology advances. Here are some of the key applications of AI:

1) Healthcare

- **Medical Diagnosis:** AI technologies can evaluate medical images (such as X-rays, MRIs, and CT scans) and patient information to support physicians in diagnosing illnesses.

- **Drug Discovery:** AI speeds up the drug discovery process by examining chemical interactions and forecasting potential drug candidates.
- **Personalized Medicine:** AI assists in customizing treatment plans based on each patient's data and genetic information.

2) Finance

- **Algorithmic Trading:** AI-driven algorithms facilitate high-frequency trading and investment decision-making.
- **Fraud Detection:** AI scrutinizes transactions and user behaviors to detect and prevent fraudulent activities.
- **Credit Scoring:** AI evaluates creditworthiness by analyzing credit histories and other pertinent data.

3) Autonomous Vehicles

- **Self-Driving Cars:** AI systems use sensors and data processing to control and navigate vehicles autonomously.
- **Drones:** AI manages drones for various functions, including surveillance, delivery, and mapping.

4) Customer Service

- **Chatbots:** AI-powered chatbots offer automated customer support and respond to queries through text or voice.
- **Virtual Assistants:** AI virtual assistants, such as Siri and Alexa, perform tasks and answer user questions.

5) E-commerce

- **Recommendation Systems:** AI algorithms analyze user preferences and behaviours to suggest products and content.
- **Supply Chain Optimization:** AI improves inventory management, demand forecasting, and logistics.

6) Manufacturing

- **Predictive Maintenance:** AI tracks industrial machinery to predict maintenance needs and minimize downtime.
- **Quality Control:** AI systems inspect products during manufacturing to identify and correct defects.

7) Education

- **Personalized Learning:** AI customizes educational materials and assessments to fit individual student needs and progress.
- **Intelligent Tutoring Systems:** AI-based tutors offer personalized guidance and support to learners.

8) Natural Language Processing (NLP)

- **Language Translation:** NLP algorithms translate text and speech between different languages.
- **Sentiment Analysis:** AI evaluates text data to gauge sentiment and opinions in reviews and social media.

9) Entertainment

- **Content Generation:** AI creates music, art, and written content.
- **Video Game AI:** AI controls non-player characters (NPCs) in video games, enhancing their dynamism and challenge.

10) Security

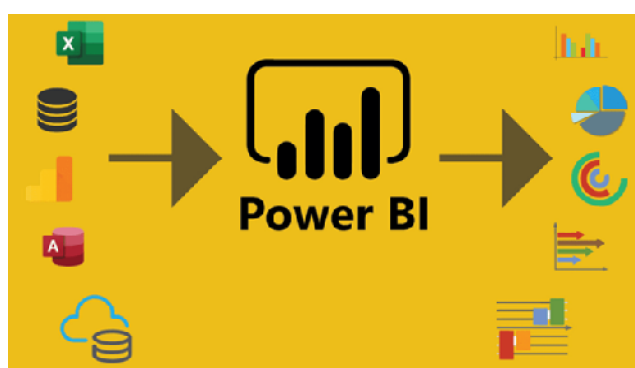
- **Cybersecurity:** AI helps detect and mitigate cybersecurity threats by monitoring network traffic and identifying anomalies.
- **Facial Recognition:** AI systems identify individuals in images and videos, used for access control and surveillance.

11) Environmental Conservation

- **Wildlife Monitoring:** AI-powered cameras and sensors track and analyze wildlife movements for conservation efforts.
- **Climate Modeling:** AI assists in climate research and prediction.

These are just a few examples of AI applications, and the list continues to expand as AI technology matures and new possibilities are explored. AI is increasingly integrated into various aspects of modern life, offering opportunities for efficiency, automation, and innovation across diverse fields.

Study on Power BI



Power BI is a powerful business analytics tool developed by Microsoft. It is widely used for data visualization, business intelligence, and reporting purposes. Power BI enables users to connect to various data sources, transform and model data, create interactive reports and dashboards, and share insights with others in an organization. Here are some key features and components of Power BI:

1. **Power BI Desktop:** This Windows application is used for designing and creating reports and dashboards. It allows users to connect to various data sources, transform and shape data with a query editor, and build data models using Power Query and Power Pivot.
2. **Power BI Service (Power BI Online):** A cloud-based platform that enables users to publish, share, collaborate on, and access reports and dashboards created in Power BI Desktop. It also supports data governance, sharing with external users, and managing data refresh schedules.
3. **Power Query:** Embedded in Power BI, this tool facilitates data transformation and shaping. It connects to multiple data sources, cleans and transforms data, and creates reusable data queries.
4. **Power Pivot:** An in-memory data modeling engine that allows users to create relationships between tables, define calculated columns and measures, and develop complex data models within Power BI Desktop.
5. **Data Visualization:** Power BI provides a diverse array of visualization options, such as charts, graphs, maps, tables, and custom visuals, enabling users to build interactive and dynamic reports and dashboards by dragging and dropping visuals onto the canvas.
6. **DAX (Data Analysis Expressions):** A formula language used in Power BI for creating custom calculations and measures, enabling advanced data calculations and aggregations within Power Pivot models.
7. **Power BI Mobile:** Available on various platforms (iOS, Android, Windows), these apps allow users to access and interact with reports and dashboards from mobile devices.
8. **Data Connectivity:** Power BI supports connections to a wide range of data sources, including databases, cloud services, Excel spreadsheets, and web services. It provides built-in connectors and the ability to create custom connectors.
9. **Data Refresh:** Users can schedule automatic data refreshes to ensure that reports and dashboards reflect the latest information from source systems.
10. **Security and Governance:** Features for data security and governance include role-based access control, row-level security, and data encryption.
11. **Natural Language Q&A:** Users can input questions in natural language, and Power BI's natural language processing capabilities will generate visualizations and answers based on the data.
12. **Integration:** Power BI integrates smoothly with other Microsoft products, such as Azure, SharePoint, and Office 365, as well as third-party applications and services through APIs and connectors.

Power BI is widely used by organizations of all sizes to gain insights from their data, make data-driven decisions, and share information across the organization. It has become a popular tool in the field of business intelligence and data analytics due to its user-friendly interface and robust capabilities.

Advantages of Power BI

1. **User-Friendly Interface:** Power BI features an intuitive, drag-and-drop interface, making it accessible for users with varying levels of technical expertise. This simplicity enables non-technical users to easily create and interact with reports and dashboards.

2. **Data Connectivity:** With a broad array of built-in connectors and the option to create custom connectors, Power BI facilitates connections to various data sources, including databases, cloud services, and online platforms.
3. **Data Transformation:** Power Query, a powerful data transformation tool within Power BI, enables users to clean, reshape, and integrate data from multiple sources.
4. **Data Modeling:** Power BI's Power Pivot data modeling engine allows users to establish relationships between tables, define calculated columns and measures, and develop intricate data models.
5. **Visualization:** Power BI offers an extensive range of visualization options, making it simple to create interactive and insightful reports and dashboards. Users can also customize existing visuals and create new ones.
6. **Real-Time Data Updates:** Users can schedule automatic data refreshes in Power BI, ensuring that reports and dashboards are always up to date with the latest information from source systems.
7. **Integration:** Power BI integrates seamlessly with other Microsoft products like Azure, SharePoint, and Office 365, and it also supports connections with third-party applications and services via connectors and APIs.
8. **Security and Governance:** Power BI provides strong security features, including role-based access control, row-level security, and data encryption, along with capabilities for auditing and monitoring.
9. **Collaboration:** Power BI supports sharing of reports and dashboards within and outside the organization, promoting collaboration and effective knowledge sharing.

Disadvantages of Power BI

1. **Cost:** Although Power BI offers a free version (Power BI Desktop), advanced features and enhanced collaboration capabilities often necessitate a paid subscription, which can be expensive for larger organizations.
2. **Data Volume Limitations:** Power BI imposes restrictions on the volume of data that can be loaded into a report, especially in the free version. Handling large datasets may require premium licenses or alternative solutions.
3. **Learning Curve:** Despite its user-friendly interface, mastering advanced features such as DAX (Data Analysis Expressions) and complex data modeling can be challenging and may require additional training.
4. **Limited Customization:** While Power BI offers various customization options, some users may find it restrictive when it comes to meeting highly specialized or unique reporting needs.
5. **Offline Access:** Power BI primarily relies on an internet connection to access reports and dashboards. Offline access to reports may be limited.
6. **Resource Intensive:** Complex reports and dashboards with a large number of visuals and calculations can be resource-intensive, impacting performance, especially in the Power BI Service.
7. **Data Privacy and Compliance:** Organizations with strict data privacy and compliance requirements may need to carefully configure Power BI to meet these standards.

8. **Lack of Native ETL:** While Power Query is a robust data transformation tool, it may not have all the features and capabilities of dedicated ETL (Extract, Transform, Load) tools for very complex data integration scenarios.

Conclusion

In summary, Power BI is a versatile and powerful business intelligence tool that offers many advantages, particularly in terms of ease of use and data connectivity. However, organizations should also consider its limitations and potential costs when evaluating it for their business intelligence needs. In conclusion, AI stands as a revolutionary force that is reshaping the way we live and work. While its capabilities continue to expand, it is essential to navigate the challenges and ethical considerations that accompany this transformation, ensuring that AI remains a powerful tool for improving our world.

The future of AI holds promises and uncertainties. Continued research in AI ethics, interpretability, and explain ability will contribute to building trustworthy AI systems. Collaborations between governments, industries, and academia will be crucial in establishing regulations that strike a balance between innovation and ethics. As AI evolves, the integration of human judgment and oversight will remain vital to harness its potential for the benefit of humanity.

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