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# Role of Artificial Intelligence in Big Data Analytics

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**Abstract:** *The integration of Artificial Intelligence (AI) in data analytics to enhance efficiency and insights. We discuss how AI techniques, such as machine learning and automation, simplify the analytics process, enabling organizations to extract valuable information from data quickly and effectively. The paper highlights the practical impact of AI in various industries and emphasizes the potential for streamlined decision-making and trend prediction. Overall, the focus is on the simplicity and effectiveness of incorporating AI into data analytics workflows for improved outcomes.*

**Keywords:** Artificial Intelligence, Big Data Analytics, Predictive Analytics, Narrow AI

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