A Study on Artificial Intelligence in Business Practices

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Abstract: *Applications of artificial intelligence (AI) in business are numerous and include education, medical diagnostics, science, technology, business, and more. The use of artificial intelligence techniques in business has increased in recent years. However, the majority of business managers are still unsure of when and how to apply AI techniques effectively. As a result, the purpose of this paper is to describe the fundamental AI methods (neural networks, fuzzy logic), the primary business problems they can solve, and the various business domains in which they can be used.*

Keywords: intelligence artificial; brain organizations; hazy reasoning; neuro-fluffy frameworks; forecasting for business; marketing; finance

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