

Cognitive BI and Decision Making

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Abstract: *Artificial Intelligence (AI) transforms business operations by changing how organizations handle data as well as extract insights and execute decision-making processes. The traditional role of Business Intelligence tools as main KPI monitoring interfaces for management response has started to fade away in present times. The traditional method of business operation is quickly losing its validity. The human ability to understand Business Intelligence data is diminishing because artificial intelligence systems now operate autonomously for analysis and action. The current form of Business Intelligence has begun to disintegrate into artificial intelligence control. Cognitive BI enables AI systems to bypass human visual representation of data and perform direct operations with the information. The transformation has multiple significant consequences that affect managerial operations while changing organizational definitions of intelligence and requiring human workers to acquire new capabilities to stay effective. The paper examines the development of AI workers and explains how human staff need to adjust when machines join forces with people in merged work systems.*

Keywords: Artificial Intelligence (AI), Business Intelligence (BI), Cognitive BI, AI-driven Decision Making, Human-Machine Collaboration

