

Role of Artificial Intelligence in Financial Decision Making

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Abstract: *AI in Finance, The role of AI in decision-making by financial firms is gradually increasing. Financial institutions today are faced with large volumes of data, and human evaluation alone can no longer provide adequate speed and accuracy of data analysis. With the use of AI, firms can analyze large amounts of data, forecast results, and assist lower-quality decisions with improved outcomes regarding investments, risk, credit, and fraud detection. The purpose of this research is to identify how AI can assist in financial decision-making clearly and practically. The research collected primary data through surveys and interviews of individuals studying or working within the finance sector, as well as by reviewing secondary data from reports. The results of this study indicate that AI increases the speed and accuracy of financial decisions, but that these outcomes should always be complemented by the judgment of humans.*

Keywords: Artificial Intelligence, Financial Decision-Making, Data Analytics, Risk Management

