

# Review on the Application of Artificial Intelligence in Business Operations

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**Abstract:** *Artificial intelligence (AI) finds extensive applications in several sectors of business, such as education, medical diagnostics, science, technology, and more. In recent years, there has been a notable rise in the utilization of artificial intelligence approaches in the commercial sector. Nevertheless, a significant number of corporate managers remain uncertain about the appropriate timing and methods for implementing AI approaches with efficacy. The objective of this article is to provide a comprehensive description of the fundamental artificial intelligence techniques, such as neural networks and fuzzy logic. It will also outline the important business challenges that these approaches can address, as well as the diverse business sectors in which they can be applied.*

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