

AI and Big Data: Harnessing the Power of Data-Driven Decision Making

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Abstract: *AI and Big Data are intertwined concepts that have remarkably shifted business organizations' decision-making approaches in different fields. This paper aims to discuss the use of artificial intelligence in big data in extracting pertinent information, improving the efficacy of predictive analysis, and improving decision-making processes. It details the new techniques for developing and designing AI algorithms, the structure of Big Data systems, and their integration. The study also explores the issues related to the successful application of the method, the main ethical concerns and future trends. By way of identifying the literature, explaining the method, and presenting the result and discussion sections, this paper delineates the use of AI and Big Data in driving decisions in the future*

Keywords: Artificial Intelligence (AI), Big Data, Data-Driven Decision Making, Predictive Analytics, Machine Learning, Data Analytics, Neural Networks, Deep Learning