



Impact of Artificial Intelligence in the Business Environment

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ABSTRACT: Artificial intelligence (AI) involves the mental ability of humans, the decision-making power of humans, and its ability to work through solving problems and bringing up the solutions for the same. It helps in making the robot, or computer or software that acts like a human. Business analytics is a process where it involves the real-time process without the predictions but artificial intelligence brought up business analytics with the help of future predictions.

KEYWORDS: Artificial Intelligence (AI), business analytics, software, human, predictions

I. INTRODUCTION

Artificial intelligence is nothing but a study that is based on the nature and the mental ability of humans, their decision-making power, and learning and working ability that helps in solving problems and helps in bringing up the solutions for developing various systems and solutions on an intelligent basis. [1] It is considered as a way that helps in making a computer, or a robot controlled by a computer or somewhat software that think and act like humans. This means that it helps in creating a similar kind of intelligence as a machine that works like humans. Along with that, it has various expert systems and intelligence of human that helps in the business analytics tools and techniques and draw conclusions based on that. It involves science and technology involves science, math, bio, and psycho. It is used in various fields of analytics of business such as gaming, a system of vision, recognition of speech and voice, robotics, etc.[1] But it has various issues like threats to safety, privacy and human rights, and dignity. But it helps in the functionality of business analytics, fulfills the gap seen, helps in storage problems; simplifies the processes which are complex through its software, etc.

II. DISCUSSION:

Artificial intelligence is considered as software in every field that helps in providing positive and unforgettable remarks all over the world. Like it has various technologies which are enabling through AI, got ranks in the hype cycle of garter for emerging in the technological field which helps in getting the best technology in the world. However, it has been seen that there are major scope and attraction of artificial intelligence and business analytics all over the world through earning revenues and providing the insights that are valuable for the company. This could help in analyzing and increasing the capacity and the strength within the business organization in order to support the business through the enhancement of AI activities. [2].

The business analytics would be enhanced with the help of artificial intelligence and also build the business through the learning of machines and forecasting the trends and growth of the business and their consumer behavior. This became a reason for enhancing the business through the engagement of artificial intelligence developers in order to bring more possible solutions for the problems engaged in the business. This artificial intelligence helps business analytics to grow more in the organization. The impact of Artificial Intelligence in business analytics are:

- AI boosts the functionality of the business analytics

Artificial intelligence helps in boosting up the speed of business analytics through giving real-time insights of the business and its market along with the technology-driven that is of human nature and hence provide the sample of the organization from the larger picture. This helps in engaging with the new technology.[2].

- AI fulfills the gap

The gaps and the data that has not been seen before in the business are seen by Artificial intelligence and help in fulfilling the gap between the two. AI



helps in analyzing and getting new ideas from the market and letting know the trends of the market. It helps the business to utilize new technology with the latest trends and machine learning abilities.

- AI helps easy the process which is complex in nature

The complex process and data do not able to help in the process of business analytics and hence artificial intelligence with its machine language helps in simplifying the data and the process. The technology of artificial intelligence helps in understanding humans in a more possible way as humans and machines can communicate easily through Artificial intelligence.

- AI helps in solving the problems related to the storage of talent

Through business analytics, the data can be found on the visual dashboard but this would become complex for the bigger data and hence the requirement of artificial intelligence takes place. The data received is from various sources and is bulky which cannot be able to present through the visual database and hence cannot be easily readable. Thus artificial intelligence through its system software helps in such problems. Also the problem of talent i.e. the analysts can be ascertained and assessed with the help of artificial intelligence as the machines of AI works as a human mind.

III. METHODS:

Artificial intelligence is considered as the future of business analytics and hence be considered as an asset for the organization. Business analytics just revolves around the data that is present and is seen and transparent but Artificial intelligence is also considered the software that includes the present and future trends of the organization and its market as well as it predicts the future circumstances in the real-time measures and process the data in multiple orders. Various models have been used by Artificial intelligence for the purpose of utilizing the process of artificial intelligence in business analytics. The model has been used for the purpose of analyzing the hidden layers in the business that are complex in nature and considering while analyzing it simple so that every person can understand it. This would be done with the help of an artificial intelligence model termed as Markov chain model. [3].

Markov chain model suggests that there are some hidden challenges and complexities in the process of business and to overcome those challenges and complexities, AI helps through bringing transparency to the observer. This process

involves reinforcement learning in a pattern. Like there are 4 transitions considered in A and B if the system is in A then A transition of B and vice-versa.[3]. Here comes Artificial intelligence with conditional probability.

$$Y = y(0), y(1), \dots, y(L-1)$$

For this purpose, the length is defined as

$$P(Y) = \sum_x P\left(\frac{Y}{X}\right) P(X)$$

The overall hidden nodes and their pattern is followed by

$$X = x(0), x(1), \dots, x(L-1)$$

Then the final step is under the rule of chain in the Artificial intelligence that involves

$$P(e_1)P\left(\frac{e_2}{e_1}\right)P\left(\frac{e_3}{e_1, e_2}\right)KP\left(\frac{e_1}{e_1, e_2, Ke_{i-1}}\right)$$

All the assumptions of the Markov chain depend on e_1

IV. RESULTS:

Along with the above impacts of Artificial intelligence on business analytics, there also consists the deployment of business analytics. It helps in analyzing and getting the extracts from the large data and sets them in smaller granules in order to work with future predictions. It helps in cutting the cost of the business through minimizing the amount of labor utilization on the industry by making the machines as a user working as the human mind by doing its own job without any human.[4] The future of Artificial intelligence is very powerful in today's time as it can predict the present regarding future. This artificial intelligence is seen in various targets such as the analysis in a predictive sense, online advertising on a targeted basis, recognition of voice, recognition of pattern, chatbox, bots in business analytics, and virtual assistants.

V. DATA COLLECTION:

The collection of data regarding the artificial intelligence and its innovation process in the world of business is from various sources and methods such as primary collection of data through research and questionnaire from a sample of people from different organizations and secondary collection of data through magazines, journals, newspaper etc. [4] Artificial intelligence impacts the business analytics through providing communication on the automotive basis with online shoppers and personalized experience, providing and achieving efficiency in the operational working through managing inventory and other automotive techniques and helps in predicting the business



operations and growth with the real-time help users to estimate the performance, its sales, and profitability of the organization.

VI. CONCLUSION:

As per the above report, the conclusion seen here is that Artificial intelligence is the business analytics tool for the purpose of a computer and robot which are controlled by the computer in order to perform various tasks of the business that are usually been done by humans. This artificial intelligence involves the human mind and intelligence and works similarly to artificial intelligence. This artificial intelligence impacts the business analytics with the help of automating the work of the company's manufacturing around, working in the field of marketing and sales to transform the abilities of humans into robotics and providing services to the customers with the help of artificial intelligence. The artificial intelligence based on the mathematical formula of the Markov chain model is already based on the assumptions of the conditional probability that is useful for the purpose of suggesting the algorithms which help in the future predictions and the problems aspects in the software on an accurate basis. Artificial intelligence also helps in automating the communication of business through these network of technology, providing solutions online, operating the efficiency of the business-like management of inventory and stock, hotel check, factory working through intelligence machinery, forecasting various techniques and sales on the data provided like the sales presented by the company, its management of stock and the requirements by the customers. It also helps in communicating with a large number of consumers with the help of technology.

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