

***A Comparative Study of Business Intelligence and Artificial  
Intelligence with Big Data Analytics  
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Summary:

Keywords; Business Intelligence (BI), operational data, historical data, analytical tools, data speed, data quality, competition, market share, consumer behavior, customer preferences

Business Intelligence (BI) systems provide important and competitive information to business planners and decision-makers by combining operational and historical data with analytical tools. BI also encompasses technological techniques such as data mining to extract useful information from data. Machine learning technology, including deep learning, is used to create decision-making models from raw data. BI also involves the use of data mining techniques such as text analysis, web exploration, and big data. BI is a broad category of computer solutions that includes tools to acquire, analyze, and report data on an organization's performance and its environment. Machine learning and deep learning methods are discussed, as well as the hardware and software resources used in this field.