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# Reading: Introduction to AI for business intelligence

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In the fast-paced world of business intelligence (BI), staying ahead requires using the latest technology. AI tools are changing how BI professionals work, providing powerful ways to analyze data, improve communication, and make informed decisions.

**Artificial intelligence (AI)** refers to computer programs that can complete cognitive tasks typically associated with human intelligence. You can use AI tools to augment and automate general work tasks, such as drafting emails and documents, data preparation and cleaning, and model building and evaluation.

In this lesson, you'll discover how you can integrate AI into your daily BI tasks. We'll explore how AI is already being used by BI professionals to help automate routine tasks, enhance productivity, and gain deeper insights from data.

Throughout this lesson, you will:

- Learn foundational AI concepts.
- Discover AI tools used in the business intelligence field.
- Review examples of how professionals who analyze and apply data use AI in their daily work.
- Gain hands-on practice in using AI to streamline your tasks.

As you advance your BI career, this lesson will give you the basic information you need to experiment with AI tools, identify opportunities to leverage AI in your BI role, and keep up to date with industry changes.

## How business intelligence professionals are using AI

Given AI's diverse capabilities, many BI professionals are integrating it into their daily workflows. Beyond streamlining general tasks like copywriting, scheduling, and note-taking, AI tools can also enhance BI-specific tasks:

- **Optimizing Data Management**: AI tools can significantly boost efficiency and productivity in various business intelligence roles. For instance, AI can assist in designing databases, constructing dashboards, refining data preparation for analysis, and designing data pipelines to move and transform data effectively.
- **Enhancing Data-Driven Decision-Making**: BI professionals can extract deeper insights from data by utilizing AI tools. This includes uncovering hidden opportunities, identifying potential risks, and predicting trends to inform more effective strategic choices.
- **Improving Data Accessibility and Performance**: As datasets expand, BI analysts and engineers often need to enhance the usability of their systems. AI tools can help optimize

databases and prevent performance issues. For example, in SQL-based systems, AI can suggest alternative queries for faster and more efficient data retrieval.

- **Streamlining Data Presentation**: BI professionals frequently need to present findings to stakeholders. AI tools can assist in compiling key insights, generating recommendations, and creating impactful presentations.

The ways you might use AI in your work will likely go beyond these examples as the capabilities of AI tools expand and as you continue your own development as a BI professional.