



# Reading: Key takeaways from AI in business intelligence

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## The growing role of AI in business intelligence

AI is rapidly changing the field of business intelligence (BI). As a BI professional, you can boost your career by understanding this powerful technology and how to use it effectively in your daily work. While you continue to develop expertise in this profession, remember that:

- Understanding and using AI is important for your future success as a BI professional, as AI tools become more commonly used in the field.
- AI tools can help you perform tasks such as preparing and analyzing data, automating routine data analysis tasks, and creating data visualizations and dashboards.

## How BI professionals can use gen AI to work smarter and faster

Gen AI is a type of AI that's capable of creating new content. You can use gen AI tools to complete both practical and creative tasks. As a BI professional, you might use gen AI tools to:

- Create compelling data visualizations, reports, and presentations that effectively communicate findings.
- Quickly analyze large datasets, identify patterns and trends, and uncover hidden insights.
- Summarize complex information, get explanations of statistical concepts, and assist in writing efficient SQL queries.
- Streamline data cleaning and preprocessing, automate report generation, and write code for data analysis.

## Basic guidelines for responsible use of generative AI

AI tools have their share of limitations. To use generative AI responsibly, make sure to:

- Review generative AI outputs carefully for accuracy and usefulness.
- Disclose your use of generative AI.
- Consider the privacy and security implications of using generative AI, and avoid entering sensitive information.
- Apply a human-in-the-loop approach, as AI should always serve as a complement to our human skills and abilities.

**Note:** This list is not exhaustive. Be sure to check your company's policies on the use of generative AI.

## AI in action: real-world applications in business intelligence

In this lesson, you learned how a data analyst at Google, Myles, uses AI technology in his daily work. While Myles's role focuses on data analysis, remember that the techniques he demonstrated using Gemini are equally valuable for business intelligence professionals. As you learned, generative AI tools can help you:

- Detect data quality issues, standardize data formats, detect and remove duplicates, and identify potential dataset features.
- Make recommendations for ways to organize and structure data, including specific formulas to implement.
- Brainstorm precise, relevant, and actionable questions for effective data analysis.
- Develop data visualizations to effectively communicate insights.
- Write and debug R code to tackle complex problems and uncover deeper insights. As a reminder: while Myles focused on debugging R code, the skills learned in this video are transferable to other coding languages like SQL and Python.

Try these examples out yourself using Gemini or another generative AI tool. Keep experimenting to discover new ways to apply AI to your BI workflows. With the assistance of AI, you can automate tedious tasks and dedicate more time to in-depth analysis, generating insightful reports, and driving data-driven decisions within your organization.

## Resources for more information

If you're interested in learning more, please visit the following resources:

- [What is Artificial Intelligence \(AI\)?](#): Explore Google Cloud's introduction to AI, including other cases when AI can be used, such as in speech and image recognition.
  - [Science & Tech Spotlight: Generative AI](#): Discover why generative AI systems matter in today's world in this article by the U.S. Government Accountability Office (GAO).
  - [Applying generative AI to product design with BigQuery DataFrames](#): Examine a practical example of how generative AI can be used in BigQuery to boost the creative process and accelerate testing.
  - [The Data Cards Playbook](#): Leverage this toolkit for transparency in AI dataset documentation.
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