**AI for Business**

In the course, you will discover how AI works in business context and how to apply it to drive growth, efficiency, and innovation. We will cover AI fundamentals. Explore real world business applications and dive into tools and techniques like predictive analysis and natural language processing, computer vision and AI powered decision making. You will also learn how to integrate AI in marketing, sales, finance, HR and operations. Plus, we will address AI ethics, data privacy and change management to ensure smooth adaption. And by the end, you will have the knowledge and strategies to harness AI as a powerful tool for solving problems, improving performance and creating a competitive advantage for your business.

# AI for Business

AI for business uses artificial intelligence to automate tasks, improve decision-making, and enhance customer experiences across various functions like sales, marketing, customer service, and operations. It works by analyzing data to gain insights, streamlining processes with tools like machine learning and natural language processing, and providing intelligent automation to reduce costs and human error. Implementing AI helps companies become more efficient, competitive, and innovative.

# What is Artificial Intelligence

Artificial intelligence (AI) is the simulation of human intelligence in machines that are programmed to think and learn like humans, performing tasks that typically require human cognitive functions. This includes abilities like reasoning, problem-solving, learning, perception, and decision-making. AI systems analyze data, perceive their environment, and adapt their behavior to achieve goals, often without significant human oversight.

## Artificial Narrow Intelligence (ANI)

Also known as Weak AI, ANI is the stage of Artificial Intelligence involving machines that can perform only a narrowly defined set of specific tasks.

## Artificial General Intelligence (AGI)

Also known as Strong AI, AGI is the stage of evolution of Artificial Intelligence wherein machine will possess the ability to think and make decisions just like us humans.

## Artificial Super Intelligence (ASI)

Artificial Super Intelligence is the stage of Artificial Intelligence when the capability of computer will surpass the human beings.

# Types of Artificial Intelligence

## Reactive machine AI

Reactive machine AI includes machines that operate solely based on the parent data, taking into account only the current situation. Reactive AI machines cannot form inferences from the data to evaluate their future actions.

## Limited Memory AI

Limited AI can make informed and improved decisions by studying the past data from its memory. Such as AI is a short-lived or a temporary memory that can be used to store past experiences and hence evaluate the future actions.

## Theory of Mind AI

The Theory of Mind AI will focus mainly on intelligence so that human believes and thoughts can be better comprehended.

## Self-Aware AI

The Self-Aware AI includes machines that have their own consciousness and become self-aware. This type of AI is not exist yet.

# Domains of AI

Machine Learning Deep Learning Robotics

Expert Systems Fuzzy Logic NLP