**INTRODUCTION**

Artificial intelligence is a computer science used to simulate and extend the thinking mode of the human brain, including mode recognition, machine learning, data mining, and intelligent algorithm technology. It is based on these technologies that artificial intelligence can be applied in the management process of enterprises. Enterprise management refers to the general term of the organization, planning, command, control and other related functions of all the production and operation activities of the enterprise.With the continuous development of information technology, CRM and ERP and other software systems have been generated to help enterprise managers collect data, formulate production and business activities, and control the business process. With the continuous development of network technology, these systems are gradually integrated into larger systems. At present, enterprise cloud service systems have emerged in many fields. The management system that used to cost a lot of cost

deployment, now it can be realized as long as regular service fees. These cloud service systems include the enterprises in the industry. Relying on the data of these enterprises, the analysis of the industry data can be completed, which cannot be completed by the traditional enterprise management theory.