**What’s the right algorithm for the task? Our visual primer shows the most common ones in use and the business problems they solve.**

Artificial intelligence (AI) and machine learning are a hot topic in the enterprise, with company leaders having high hopes for how they can be used to improve and automate business processes. In fact, some 54% of organizations are making substantial investments in AI today, and that number jumps to 63% in three years, according to our [*2017 Global Digital IQ Survey*](http://www.pwc.com/us/en/advisory-services/digital-iq.html).

So how will AI solve business problems, like helping you figure out why you’re losing customers or assessing the risk of a credit applicant? It depends on a number of factors, especially the data you are working with and the type of training that will be required. Learn about the most common algorithms and their uses cases below.









