

Title:

A Comparative Study of Business Intelligence and Artificial Intelligence with Big Data Analytics

Paper Link:

https://www.researchgate.net/profile/Jasmin-Bharadiya-4/publication/371988416_A_Comparative_Study_of_Business_Intelligence_and_Artificial_Intelligence_with_Big_Data_Analytics/links/64b58091b9ed6874a52688d7/A-Comparative-Study-of-Business-Intelligence-and-Artificial-Intelligence-with-Big-Data-Analytics.pdf

Summary:**1.1 Motivation:**

The paper explores the integration and impact of Business Intelligence (BI) and Artificial Intelligence (AI) in the realm of Big Data Analytics. The motivation stems from the need to understand how these technologies collectively enhance decision-making, predictive analysis, and competitive advantage in the business world.

1.2 Contribution:

This study contributes to the understanding of how BI, AI, and Big Data Analytics intersect and support each other. It provides insights into how these technologies are evolving and being utilized in various industries for improved business strategies and outcomes.

1.3 Methodology:

The methodology involves an extensive review of existing literature and technologies in the fields of BI, AI, and Big Data Analytics. It assesses the advancements, applications, and challenges associated with these technologies, including hardware and software resources involved.

1.4 Conclusion:

The study concludes that the synergy between BI, AI, and Big Data Analytics is crucial for modern businesses. These technologies collectively offer significant advantages in handling large volumes of data, leading to more accurate, timely, and strategic decision-making.

Limitations:

2.1 First Limitation:

The study primarily focuses on theoretical and conceptual frameworks, lacking empirical data from real-world applications. The practical implications and effectiveness of these technologies in diverse business scenarios remain underexplored.

2.2 Second Limitation:

The paper does not address the challenges and risks associated with the integration of AI and BI in-depth, such as data privacy, ethical concerns, and potential biases in AI algorithms.

Synthesis:

The paper effectively synthesizes the roles and benefits of BI, AI, and Big Data Analytics in enhancing business processes. It highlights the importance of these technologies in today's data-driven business environment and points towards the need for continuous advancement and ethical considerations in their application.