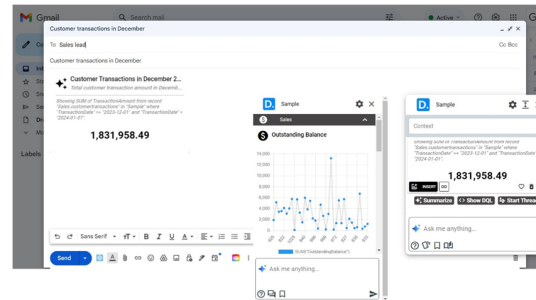# Intelligence: Integrating AI-powered BI into Daily Workflows

June 24, 2024



# What is AI in BI?

Artificial Intelligence (AI) is revolutionizing business intelligence (BI) by minimizing or eliminating the need for continuous human intervention. It equips companies with insights and recommendations that would otherwise be inaccessible.

> "BI involves processes that focus on data collection, analysis, reporting, and insight generation, while AI in BI supports these and other

BI functionalities. BI requires the ability to handle huge volumes of data. AI also works best when fed large volumes of data that help improve the quality and accuracy of algorithms and machine learning processes. In this sense, AI and BI mesh seamlessly," says the [TEC TEAM report](#)

# What are the popular types of AI in BI?

## Natural Language Processing (NLP)

NLP focuses on understanding and generating human language. It enables technologies like chatbots to engage in natural conversations with users and facilitates language translation to bridge communication gaps globally. Additionally, NLP is used for sentiment analysis, helping businesses gauge public opinion on their products and services.

## Machine Learning (ML)

ML algorithms learn from data to make predictions or decisions. They are crucial in recommendation systems, guiding users to relevant products and content. In finance, ML is instrumental in fraud detection, identifying irregular patterns and anomalies that may go unnoticed by humans. Furthermore, ML is fundamental to predictive maintenance, assisting industries in optimizing equipment upkeep schedules through data-driven insights.

## Neural Networks

Neural networks enhance data analysis and prediction by identifying complex patterns, classifying data, predicting continuous outcomes, detecting anomalies, and extracting features from raw data. Their applications span various fields, including finance, healthcare, marketing, and technology, providing powerful tools for making informed decisions and driving innovation.

# What are the advantages of using AI in BI?

# Dealing with larger volumes and more complicated data

AI analytics represents a significant leap over traditional analytics by leveraging artificial intelligence to process vast amounts of data at unparalleled speeds, uncover complex correlations, and deliver more profound, accurate insights. While traditional analytics, which relies on manual or automated examination of data using statistical methods and basic automation, has been effective for decades, it struggles with the massive volumes of today's data. Through machine learning algorithms, AI analytics enhances processes like sales forecasting, financial analysis, and customer segmentation, offering more precise predictions, efficient anomaly detection, and refined marketing strategies. This advanced approach allows businesses to maximize the value of their data, driving better decisions and fostering innovation.

# Real-time reporting and dashboards

AI in BI significantly enhances real-time reporting and dashboards by automating data processing and analysis, ensuring that insights are always current and accurate. AI-driven dashboards provide interactive and dynamic visualizations, enabling users to instantly explore data in-depth and uncover intricate patterns and trends. By eliminating the need for manual updates, AI saves time and reduces the risk of human error, leading to more reliable and actionable insights that drive better business outcomes.

## Spend time in more high-impact work.

Instead of spending countless hours meticulously editing spreadsheet data or manually tagging content, AI handles these tedious tasks, ensuring data is ready for analysis. This automation frees up valuable time, allowing individuals to concentrate on more meaningful and productive work. AI in BI does not eliminate jobs; instead, it enhances capabilities, empowering you to focus on areas where you can make a difference.

# Future of AI in BI

The power of AI in BI will transform how businesses operate. However, AI still seems far away from people. The future of AI in BI truly lies in the natural integration with daily business apps that teams use, making advanced analytics and insights readily accessible within their existing workflows. AI will no longer be a distant concept but a tangible tool embedded in platforms like email, project management, and communication, enhancing real-time productivity and decision-making. This integration will make data more accessible and meaningful by ensuring everyone can use AI effortlessly.

Learn how Datafi makes AI more accessible through a [Chrome Extension](#) for daily data analysis.

AI

**Lijuan Zhang**
Product Marketing Manager

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