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MIS2502 Extra Credit

Artificial Intelligence

Artificial intelligence is the simulated intelligence used by machines that are programmed by humans with varying amounts of information. The innovation behind artificial intelligence is rapidly growing due to its superior efficiency and the wide range of uses that ai allows. Most commonly, we see AI used on a day-to-day basis in our financial lives as the programmed intelligence is used for the machines to decipher the legitimacy behind the monetary transactions. The use of AI has a hold on countless unseen aspects in our lives and I hope to learn more of the data analysis side of this technology.

Artificial intelligence has the power to process data at rapid speeds while humans can only absorb and process data at small quantities. AI can absorb and transform large chunks of data into meaningful information that can be read and understood by humans without having to go through thousands of data entries. MIS2502 has explained the importance of data analysis and how it can lead to helpful knowledge that can help in a company’s efficiency and in their operations so that they can tailor their services to the customer. The greatest use of AI for customer service can be seen from online retailer Amazon.

Amazon uses artificial intelligence to enhance the online shopping experience for each customer. The company uses its data to create a personal touch for each customer so that they feel that the website is created only for their use. The company uses the data collected of the customers previous purchases and uses that to recommend other products that are related to the specific customer’s purchases. For example, if a person’s last five purchases are related to camera equipment, the next time they log into Amazon, there will be a recommendation for a new type of lens or better camera straps. Amazon has mastered the use of data to create great profit for themselves and their beneficiaries that provide their products. Amazon ties together multiple unit of MIS2502 as it shows us how to tie together multiple aspects of data analytics and turning massive chunks of data into informational pieces of knowledge that can improve the operations for the business and create an enjoyable and effective shopping experience for the customer.

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