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Dear future/current employers,

I am writing this to demonstrate my knowledge of artificial intelligence and how it can be applied to the data industry. Artificial intelligence is the result of humans making machines intelligent. More specifically, programming computers to do tasks and ‘think’ on their own in a way. This technology has streamlines and improved efficiency in almost every industry globally in recent years and allows for accurate calculations and decisions to be made at revolutionary speeds. This concept is important to any worker entering the industry and the technology has already been applied in the database industry to the automobile industry and everywhere in-between.

Artificial intelligence has changed the data & analytics industry and processing and analyzing databases has never been faster and more convenient. Without the need for humans to look through huge stores of information and seek out patterns, this information can now be thoroughly read and analyzed in a matter of minutes.

The program used in the course MIS2502 SQL is used to traverse a large database of customers or other large collections of descriptive data. Artificial intelligence can relate to this because programs are being made to quickly search databases of customers and find patterns. For example, Netflix has an artificial intelligence system that looks through all the genres and themes of movies you have watched and recommends movies that you may like. By doing this, Netflix can create a very user-friendly interface that they have to put no effort into after the initial coding and debugging. This is much like what we were doing by hand in SQL and noSQL where we found similarities in data.

This can also be seen in the program r studio where decision trees are made based on data from an excel set. Artificial intelligence is already being used to make graphs from databases. In r studio we hand write code to find probabilities based on patterns found within data. An artificial intelligence program could be used to test unlimited possibilities and find the best combination of nodes and filters to get the most accurate decision tree.

1. The goal of this assignment was to research and write about a topic not discussed in detail in the duration of this course in the form of a letter describing the importance of the concept. In the end I hoped to gain a better understanding of the topic I wrote about (artificial intelligence). I learned how this topic has been applied to the field of data analytics and how it is still revolutionizing the industry. Trough machine learning and innovative coding, businesses are able to recognize patterns in data and achieve near perfect data analysis faster than ever. I hope to pursue this in my future after writing this paper and I found myself very interested in the topic. Below is my submitted writing.

Works Cited

Kaput, Mike. “How Is Artificial Intelligence Used in Analytics?” *Marketing Artificial Intelligence Institute*, www.marketingaiinstitute.com/blog/how-to-use-artificial-intelligence-for-analytics.