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ЭФФЕКТИВНОСТЬ ИСПОЛЬЗОВАНИЯ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В АВТОМАТИЗАЦИИ БИЗНЕСА

Аннотация: в данной статье рассматривается эффективность использования искусственного интеллекта и автоматизации в современном бизнесе. Анализируются преимущества и проблемы, связанные с внедрением искусственного интеллекта в различных отраслях бизнеса. Также обсуждаются практические примеры успешного применения технологий искусственного интеллекта для оптимизации бизнес-процессов и повышения производительности. В заключение делается вывод о том, что правильное использование искусственного интеллекта и автоматизации может значительно повысить эффективность и конкурентоспособность компаний в современных экономических условиях

Ключевые слова: искусственный интеллект, автоматизация, бизнес, эффективность, оптимизация.

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THE EFFECTIVENESS OF USING ARTIFICIAL INTELLIGENCE IN BUSINESS AUTOMATION

Abstract: this article discusses the effectiveness of the use of artificial intelligence and automation in modern business. The advantages and challenges associated with the introduction of artificial intelligence in various business sectors are analyzed. Practical examples of successful application of artificial intelligence technologies to optimize business processes and increase productivity are also discussed. In

conclusion, it is concluded that the proper use of artificial intelligence and automation can significantly improve the efficiency and competitiveness of companies in the modern economic environment.

Keywords: *artificial intelligence, automation, business, efficiency, optimization.*

In today's world, the business environment is becoming increasingly competitive and dynamic. To successfully survive and develop, a company needs to constantly improve its processes, optimize costs and increase productivity. In this context, the use of artificial intelligence (AI) and automation plays a key role in improving business performance. One of the main benefits of using artificial intelligence in business is the ability to analyze large amounts of data and identify hidden patterns. With the help of machine learning algorithms, companies can quickly and accurately predict demand, optimize inventory, manage prices, and make strategic decisions based on data. This allows you to reduce risks and increase the profitability of your business. In today's world, the business environment is becoming increasingly competitive and dynamic. To successfully survive and develop, a company needs to constantly improve its processes, optimize costs and increase productivity. In this context, the use of artificial intelligence (AI) and automation plays a key role in improving business performance. One of the main benefits of using artificial intelligence in business is the ability to analyze large amounts of data and identify hidden patterns. With the help of machine learning algorithms, companies can quickly and accurately predict demand, optimize inventory, manage prices, and make strategic decisions based on data. This allows you to reduce risks and increase the profitability of your business.

In addition, the use of artificial intelligence and automation allows you to reduce personnel costs and increase operational efficiency. Many tasks that were previously performed manually can now be automated with specialized programs and robots. This not only reduces labor costs, but also reduces the likelihood of errors and improves the quality of tasks. Today, the core of artificial intelligence services used in the business sphere are AI recommendations of online stores and virtual assistants (for example, Alex, Cortan and Siri). Artificial intelligence sorts content by user preferences and

popularity, recognizes, understands and independently writes texts, filters and blocks spam, recognizes human speech, identifies people by photo, selfie, retina and other ways. This leads economists and experts to conflicting conclusions on the impact of AI on the labor market due to limited data on negative.

In order to communicate with customers, AI companies use chatbots that interact and answer questions. Artificial intelligence systems are actively used in the provision of telecommunications services, in the automotive industry and in the financial sector. These technologies are also being implemented in retail chains, in the production of FMCG (fast moving consumer goods), the media business, and so on.

Let's consider the example of a large logistics company that faced an increase in the volume of orders and the complication of route optimization. Manual processing of such data was not only time-consuming, but also error-prone. The company decided to implement an AI system based on machine learning algorithms. This system analyzed huge amounts of data on warehouse locations, destinations, road conditions, and historical transportation data. As a result, the system could predict the optimal delivery routes, taking into account all variables, in real time. The implementation of the AI system led to impressive results:

1. Reduced fuel costs: Route optimization has reduced vehicle mileage, resulting in significant fuel savings.

2. Improved delivery efficiency: Accurate route planning and delay forecasting allowed the company to deliver shipments on time, increasing customer satisfaction.

3. Optimize resource utilization: Process automation freed employees from mundane tasks, allowing them to focus on more strategic issues.

This example demonstrates that artificial intelligence and automation can be a powerful tool for business transformation. When implemented correctly, these technologies allow companies to increase efficiency, reduce costs, and gain a competitive advantage. Today, a fairly large number of ready-made AI solutions have been created on the market that will help set up artificial intelligence algorithms faster and better. After receiving the necessary information from the artificial intelligence system, all technological and business processes that are affected by AI algorithms are restructured.

It's important to understand that AI and automation are not a panacea for all business problems. Their success depends on a variety of variables, such as:

Data quality: The effectiveness of AI is directly related to the quality of the input data. Data inadequacy, inaccuracy, or inconsistency can lead to erroneous results and reduce the effectiveness of AI systems.

Integration with existing systems: Successful implementation of AI and automation requires tight integration with the business systems already in use. Data format inconsistencies, software incompatibilities, and lack of a unified architecture can be major barriers to effective implementation.

Human capital development: The introduction of AI and automation inevitably leads to changes in the structure of workplaces and requires new skills from employees. Companies must invest in training and retraining staff to ensure they adapt to the new reality.

It is important to remember the words of the famous scientist and conservationist Ayn Rand: «Everyone has the right to their own life. A person has the right to develop and move forward." This implies that society must find ways to readjust its employees to the new realities, offering them training and new career opportunities in a changing labor market. Additionally, the ethical aspects of the use of AI are also controversial. There is a risk that technology could be used to manipulate data, distort facts, or even create biased decisions. This raises important questions about how to ensure transparency and ethics in working with AI.

So, the use of artificial intelligence and automation in business is not only important, but also a necessary step in today's market. These technologies improve productivity, reduce costs, and make businesses more agile. Ultimately, successful companies will be those that can harmoniously integrate AI into their operations, while maintaining the value of human labor and social responsibility.

In conclusion, it is safe to say that understanding and implementing AI and automation is not just a trend, but a necessity for successful business in the 21st century. This will allow companies to remain competitive, innovative and socially responsible in an ever-changing world.

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