

## ARTIFICIAL INTELLIGENCE APPLIED TO THE BUSINESS FIELD

### Introduction

If someone asked you what artificial intelligence is, what would you answer? The definition is tricky, as artificial intelligence is a pretty broad topic. For that reason, we can find different concepts about it. Artificial intelligence can be applied in almost all situations. In this case it is related to the business field.

Today we go through various changes and transitions of all kinds, the pandemic has been one of them, which showed us the importance of technology and the digital world. Therefore, as a society we are forced to move cautiously into the future, assessing the resources that are truly necessary strategically and that will provide positive benefit for companies in the long term. Artificial intelligence will change the way of doing business by providing competitive advantages to companies that seek to understand and apply these tools quickly and efficiently. Process automation, data analysis, customer service and predictive analysis are some of the great uses that AI has in business.

### Developing

Artificial intelligence is the ability for machines to think and reason on their own. At various times, the term "artificial intelligence" tends to make people uncomfortable, so some alternatives have been proposed. One AI expert, Sebastian Thrun, thinks it's better to call it "data science," a less intimidating term that would likely lead to greater public acceptance. This definition better describes the use of it in companies.

Artificial Intelligence has become an important part of digital transformation, as it helps companies to be more efficient, more productive, and to reach consumers in the best way. Its main function in the business sector is data analysis. Every day companies struggle to get to know their potential customers and their current consumers in depth. This is where artificial intelligence comes in, which seeks to minimize the probability of failure to launch a product or service on the market. The goal is to predict well and hone that predictive ability.

"Data, the new oil". Information is the main source that artificial intelligence needs to act. Once a large amount of information is collected from the profile and online behavior of users, the predictive capacity led by Artificial Intelligence can be developed. There are a large number of prediction techniques such as classification, clustering, regression, decision trees, Bayesian estimation, etc. In a context of technological disruption that makes traditional market research techniques obsolete, artificial intelligence becomes a key tool for companies to understand their customers and improve their experience, not afterwards, but in real time, which guarantees customer loyalty and satisfaction. Using AI for website development and user experience can put companies ahead of the competition and increase revenue from e-



commerce. AI can analyze data from external sources and combine it with site visitor behavior to create personalized online experiences that drive more conversations and therefore more sales. Artificial intelligence makes the process of extracting data faster and more accurate, such as analyzing competitor strategies to gain a competitive advantage.

Artificial intelligence can perform the tasks that a person is currently in charge of doing, despite this, the implementation of artificial intelligence in a company needs the human part to supervise said processes that are carried out, for example, in the area of marketing. automated campaigns can be used that free up time and resources while increasing the accuracy of the campaigns, but also a person needs to check that this automation works correctly. Facebook Ads is a clear example of this tool. It's an all-in-one tool to create ads across your various platforms like Facebook, Instagram, and Messenger, manage when and where ads run, and track campaign performance against your marketing goals. It uses dynamic content to automatically display personalized ads. Dynamic content takes the different elements that make up your ads (such as images, video, and text) and combines them in optimal ways for your audiences. It runs tests to find out which ads offer the best results. Define your audience for optimal ad targeting. Check if the ads are meeting the intended objectives with the reporting tools. By having data on trends observed over time, you can identify areas you need to adjust (such as images, budget, or audience) to improve campaign performance.

In Mexico, the growing integration of technologies such as artificial intelligence in transportation is driving a great transformation in the industry. This sector is one of the main economic pillars of the country. Therefore, fleet managers are beginning to harness the power of data analysis tools to increase company profits and the efficiency of their vehicles. Telematics technology is a key ally in this task. It allows you to collect a large amount of vehicle data, which can include total driving time, engine faults, sharp turns and braking, and alerts on any type of component failure. All this information can be viewed in real time, remotely and centrally on a single platform so that administrators can make decisions based on data quickly and efficiently, with the aim of enhancing areas such as safety, both for the driver and the cargo, productivity and even the sustainability of the fleet. Telematics solutions and tools allow companies to access more information about their fleets, allowing them to get the most out of their assets. In addition, reduce the costs associated, for example, with the use and maintenance of fuel. Telematics helps directly increase profits through strategic decisions backed by reliable metrics.

## conclusion

The power that these solutions have to provide stability to companies is important and in Mexico we are already beginning to see an increase in their deployment. According to a 2021 IBM study, more than 40% of companies in Mexico accelerated the adoption of artificial intelligence as a result of the pandemic, since this technology has benefited businesses of all kinds in terms of efficiency, security, management of data and even customer service.



In conclusion, the use of the tools provided by artificial intelligence is quite broad and beneficial in the business sector, giving companies a competitive advantage and optimizing any process. That is why the importance of implementing artificial intelligence in companies. The use and analysis of data is the key to artificial intelligence, let's remember that currently data is the new oil.  
The world is changing and we have to change with it.

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