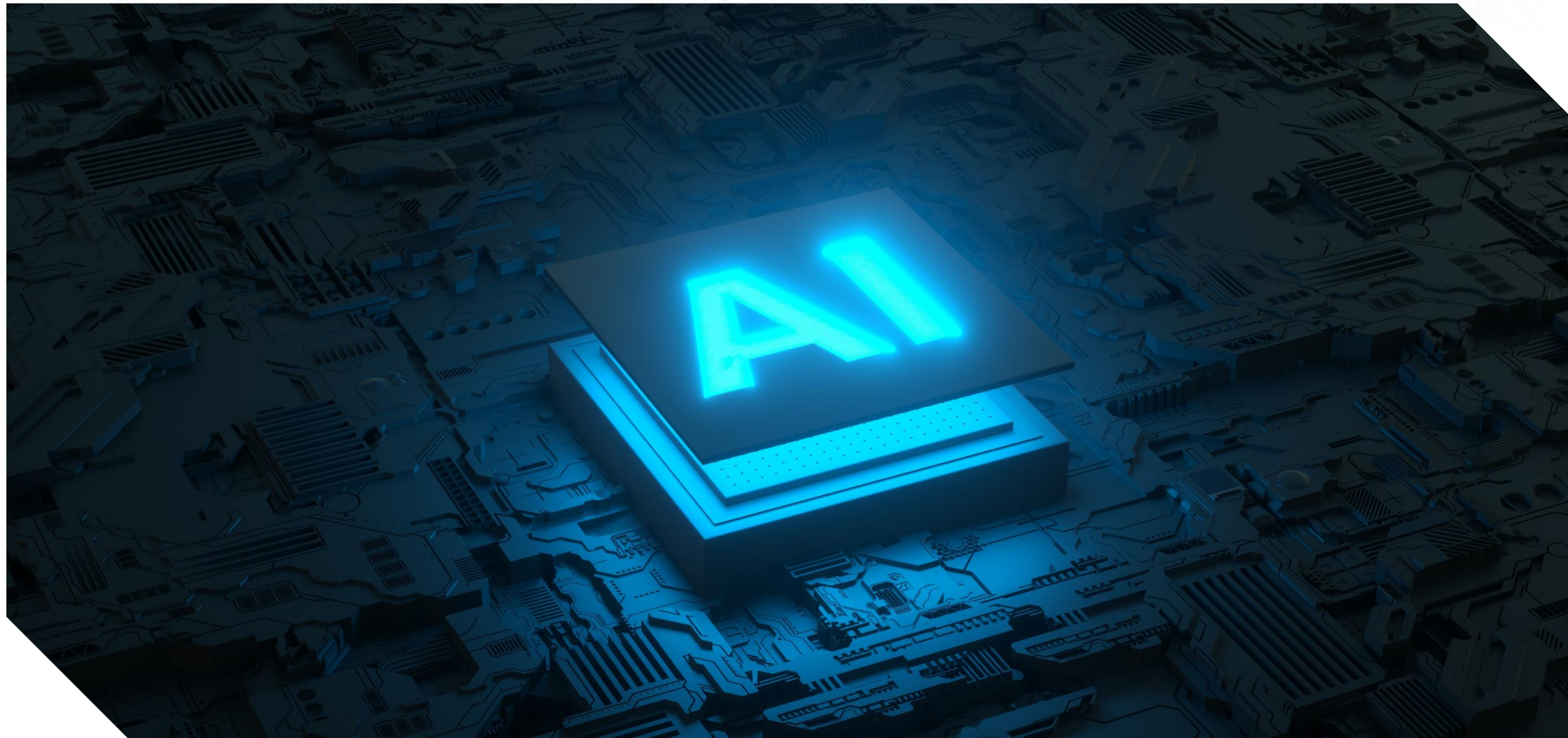
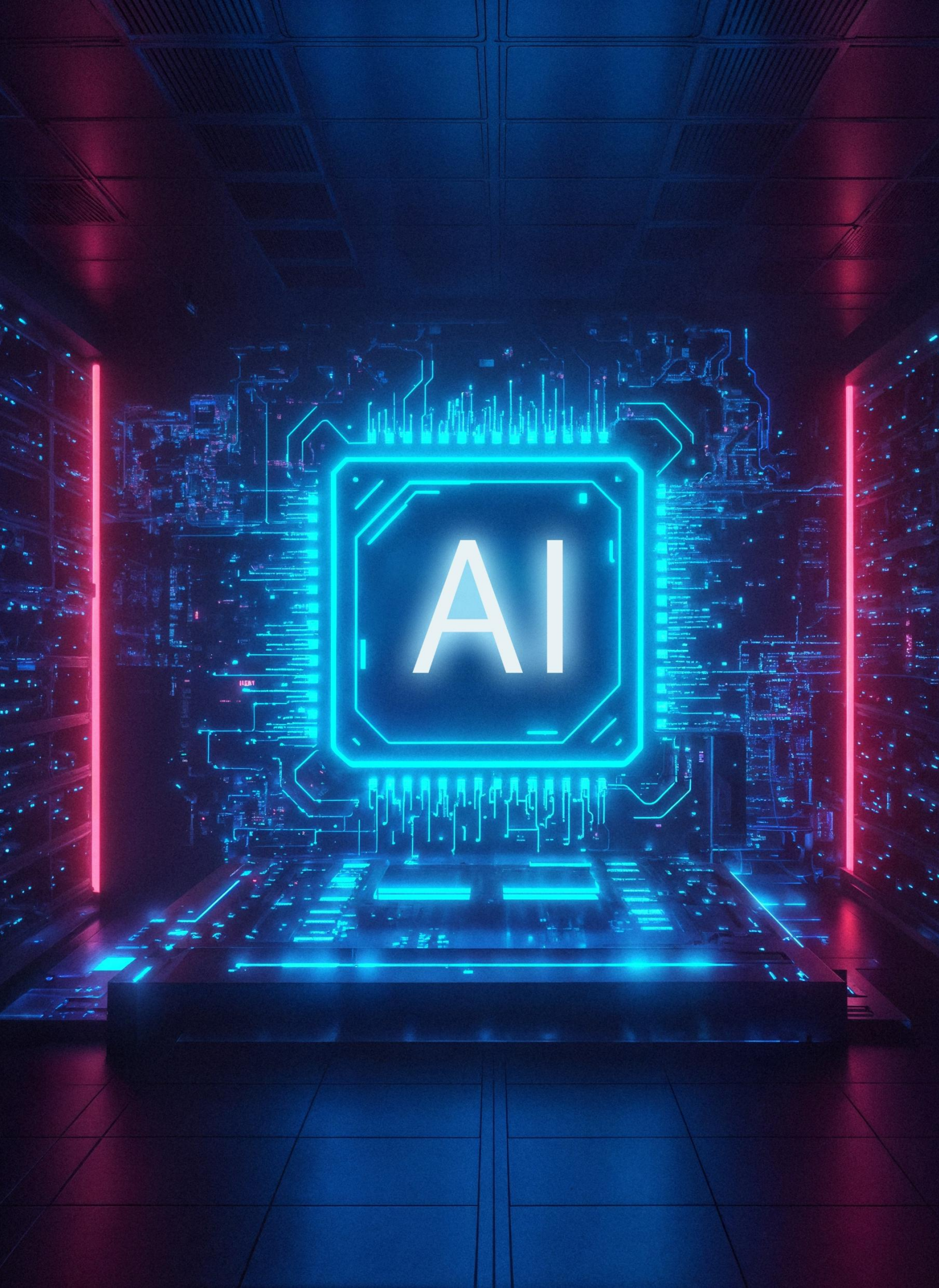




AI in Business





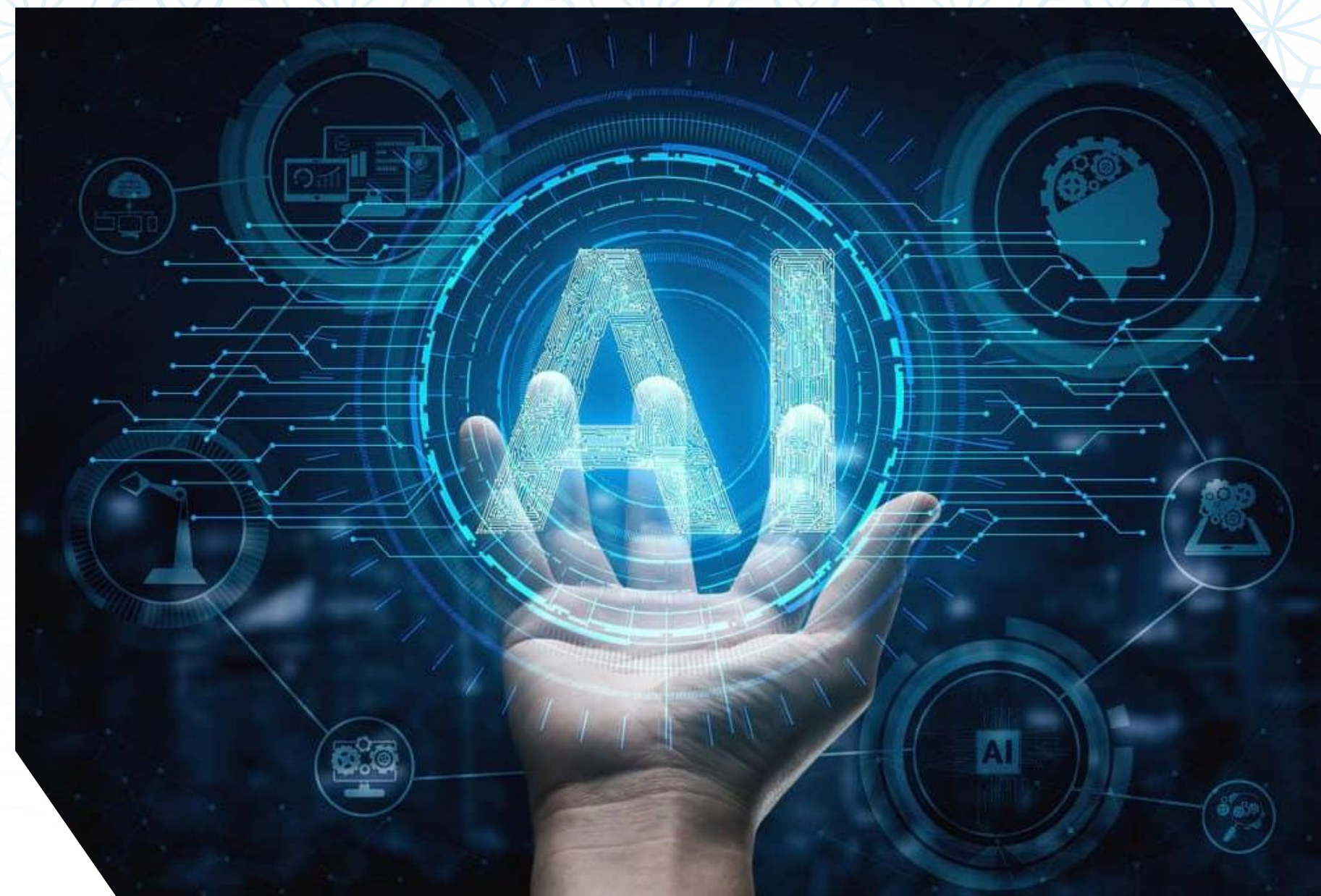
What are we going to learn today?

- What is artificial intelligence?
- Evolution of business technology
- Key components of AI
- Role of data in AI
- AI capability levels
- Practical AI tools for business
- Ethical use of AI

Importance of AI in Business

Just as numbers guide business decisions, **AI** guides modern business thinking.

- Businesses today deal with large volumes of data
- Human decision-making alone is slow and limited
- AI helps analyze data faster and more accurately
- AI supports growth, efficiency, and sustainability
- Technology is neutral; intention and use matter



What is Artificial Intelligence?

مؤمن پوتانو مال انے جر اشیاء نو وپار کرے چھے۔ اہم artificial intelligence یعنی اہو models
جر اہنا تجارۃ نے اسان کری اپی سکے چھے اہنو استعمال کرے ولکن تر ساتھ خیال بھی راکھے کہ
اہنا اوپر کل اعتماد۔ depend نہ تھی جائی، اہم انسان نی مثل عقل نہھی انے سوچوا نی قوۃ
نہھی، یر فقط مدد کری اپی سکے چھے۔

Three Phases of Technology



Digitization

Manual work →
Computers and
digital records



Automation

TPS, MIS, DSS
automate routine
processes



Augmentation (AI)

AI identifies patterns
and gives suggestions

Considered the third
business revolution

Key Components of AI



Machine Learning
(learning from data)



Natural Language Processing
(understanding language)



Computer Vision
(analysing images)



Deep Learning
(advanced pattern recognition)



Automation
(reducing repetitive work)

DATA

The Fuel of AI

**AI cannot
function
without data**

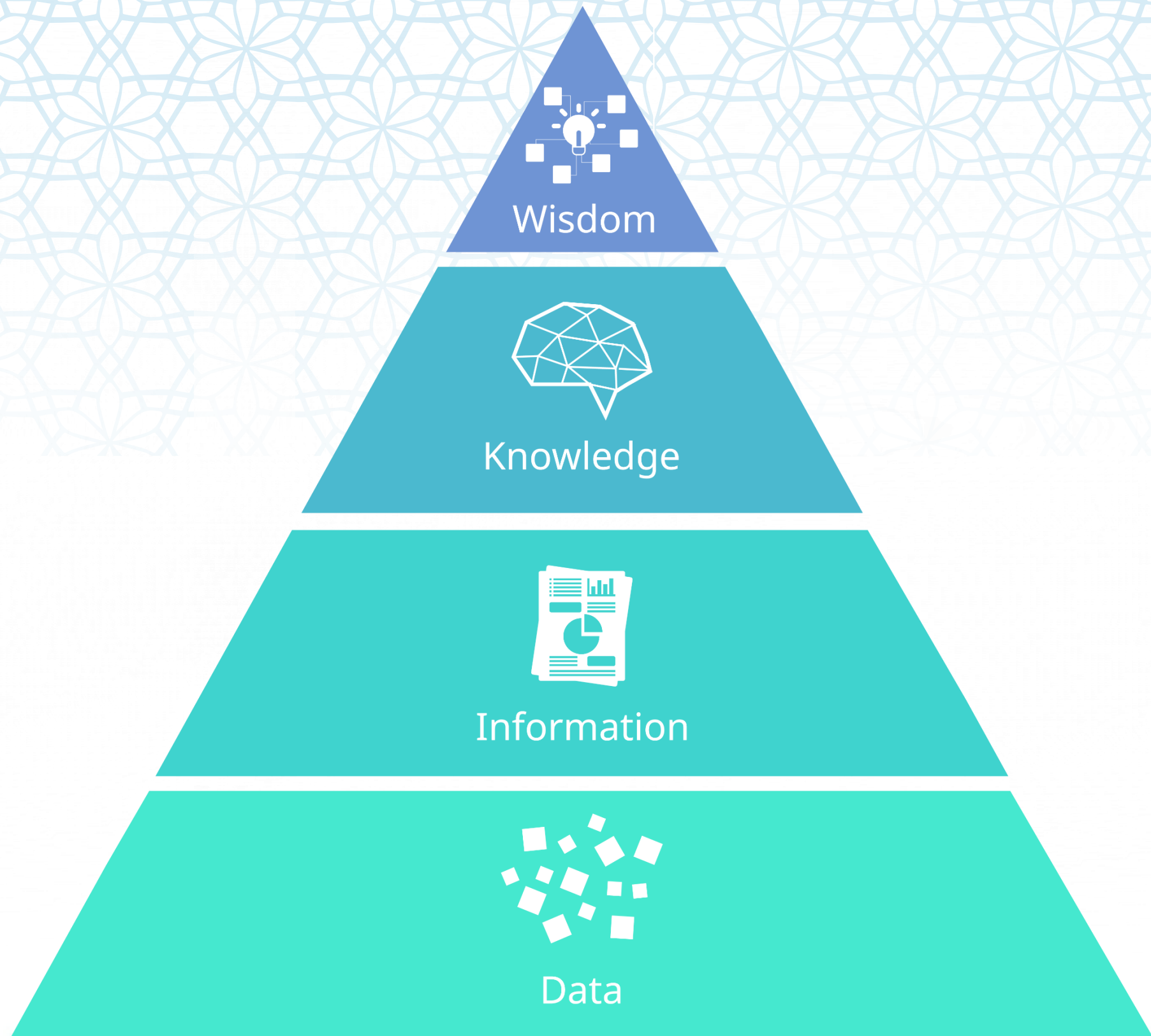
**Clean and well-
organized data
leads to accurate
insights**

**Bad data=bad
Results**

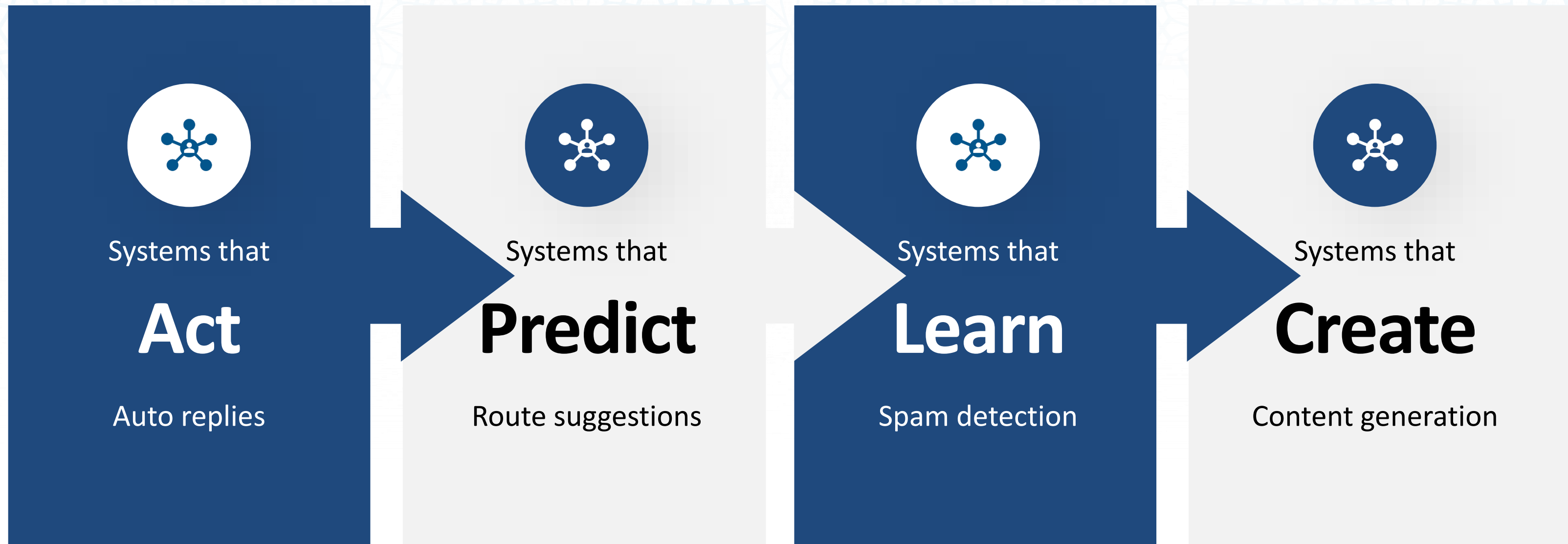
**Data quality
Determines the
Effectiveness of AI**



DIKW Model.



Four levels of AI



Prompt Engineering

Clear task

Context

Output format

Examples

**Constraints (tone,
Length)**

AI for Decision Making

AI helps businesses by:

- ✓ Saving time
- ✓ Improving customer service
- ✓ Reducing costs
- ✓ Supporting better decisions
- ✓ Increasing ROI

D₂ E₁ C₃ I₁ S₁ I₁ O₁ N₁

Ethical use of AI

Key risks

- Bias from poor data
- Privacy concerns
- Overdependence on AI

Ethical AI use requires

- Verification of outputs
- Protecting customer data
- Using AI as support, not replacement.

Getting started with AI

Map your tasks

**Identify
repetitive work**

**Choose simple
AI tools**

**Start with one task
Expand gradually**

Maintain ethics



Summary

- AI is a powerful business assistant
- Data quality determines AI quality
- Human judgment remains essential
- Ethical use ensures long-term success
- AI + Human wisdom = Sustainable business growth



شكرا لحسن استماعكم