

# Artificial Intelligence (AI) for Business

Artificial Intelligence (AI) is rapidly becoming an integral part of our lives, and it has the potential to revolutionise every aspect of our existence. The amount of [data we generate](#) per person is phenomenal and will only continue to increase over time, making AI increasingly more necessary to deal with a tremendous volume of data. We humans just do not live long enough to be able to take the time to analyse it all and extract useful information, let alone the power necessary to perform predictions and forecast the future state of a business.

We have previously spoken about how [data is the new oil](#) – now, to take the analogy one step further - AI becomes the machine, running with all that clean and filtered oil, from the [single point of truth](#). AI and Machine Learning (ML) are the engines we use to drive business optimisation and extract maximum value from our digital assets. It allows us and our customers to focus on what's important and reveals a deeper understanding of the business, ultimately allowing the best decisions to be made to improve the overall bottom line.

There are many examples of how AI can be used to enhance business. Personalised marketing and customer service are just two areas that can benefit greatly. There was a time when a customer's personalised experience was paramount, which gave that extra 'value-add' to a customer contact, and ultimately repeat business. Businesses are becoming hyper-competitive around their data and part of the reason is because they want to personalise it. Implementing AI systems in business leads to improvements and efficiencies in workforce productivity, increased margins and profits, reducing the time to market and allowing the business to gain a competitive advantage in the marketplace.

AI has the potential to revolutionise our lives in many ways. We are on the verge of a new era, and we are only just beginning to fully realise the potential benefits of this transformative technology. If your business needs help with AI and ML projects, or you would just like to know more about AI and what our data science offerings are, please contact a Fujitsu Data & AI specialist now.

## Sample Data Science Offerings

**Data Consultancy** – provide expert advice and services for data science and advanced analytics.

**Predictive Data Modelling** - Data Scientist develops predictive model to forecast business outcomes.

**Data Quality Review** –Data Scientist reviews data sources & analysis process to suggest improvements for actionability, accuracy, or performance.

**Data Preparation** – Data Scientists help business users prepare their data, especially with complex situations

**Exploratory Data Analysis** – Engagement to identify potential insights using Unsupervised techniques such as Cluster Analysis, Association Rules, Anomaly Analysis

**Data Science Mentoring Services** –Data Scientist provide advice and mentorship to business users on a regular, recurring basis.

Let's ask an AI for some case studies.

Can you link me to some case studies of where AI is used in business?

Sure! Here are some links to case studies of how AI is used in business:

1. Coca-Cola's Personalized Marketing:  
<https://emerj.com/ai-use-cases/personalized-marketing-coca-cola-uses-ai-to-deliver-drinks-customized-to-consumers-taste-preferences/>
2. PayPal's Fraud Detection:  
<https://emerj.com/ai-use-cases/fraud-detection-paypal-using-ai-to-stop-fraudulent-transactions/>
3. Walmart's Inventory Management:  
<https://emerj.com/ai-use-cases/inventory-management-walmart-using-ai-to-optimize-inventory-levels/>
4. H&M's Customer Service:  
<https://emerj.com/ai-use-cases/customer-service-hm-using-ai-chatbot-to-assist-shoppers/>
5. General Electric's Predictive Maintenance:  
<https://emerj.com/ai-use-cases/predictive-maintenance-general-electric-using-ai-to-predict-engine-maintenance-needs/>
6. Maersk's Supply Chain Optimization:  
<https://emerj.com/ai-use-cases/supply-chain-optimization-maersk-using-ai-to-optimize-shipping-routes/>

7. BlackRock's Financial Analysis:

<https://emerj.com/ai-use-cases/financial-analysis-blackrock-using-ai-to-analyze-financial-data-and-make-investment-recommendations/>

I hope these case studies provide a helpful insight into how AI is being used in different areas of business.

**Contact**

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