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   Descrizione fisica   1 online resource (385 pages)

   Collana   Machine Learning: Foundations, Methodologies, and Applications, , 2730-9916

   Disciplina   658

   Soggetti   Computational intelligence
                    Artificial intelligence
                    Business - Data processing
                    Machine learning
                    Python (Computer program language)
                    Computational Intelligence
                    Artificial Intelligence
                    Business Analytics
                    Machine Learning
                    Python

   Lingua di pubblicazione   Inglese

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   Nota di bibliografia   Includes bibliographical references and index.

   Nota di contenuto   Part I: Artificial Intelligence Algorithms -- Chapter 1. Introduction to Artificial Intelligence -- Chapter 2. Regression -- Chapter 3. Classification -- Chapter 4. Clustering -- Chapter 5. Time Series -- Chapter 6. Convolutional Neural Networks -- Chapter 7. Text Mining -- Chapter 8. Chatbot, Speech and NLP -- Part II: Applications of Artificial Intelligence in Business Management -- Chapter 9. AI in Human Resource Management -- Chapter 10. AI in Sales -- Chapter 11. AI in Marketing -- Chapter 12. AI in Supply Chain Management -- Chapter 13. AI in Operations Management -- Chapter 14. AI in Corporate Finance -- Chapter 15. AI in Business Law -- Chapter 16. AI in Business Strategy -- References -- Index.

   Sommario/riassunto   Artificial intelligence (AI) is rapidly gaining significance in the business world. With more and more organizations adopt AI technologies, there

is a growing demand for business leaders, managers, and practitioners who can harness AI's potential to improve operations, increase efficiency, and drive innovation. This book aims to help management professionals exploit the predictive powers of AI and demonstrate to AI practitioners how to apply their expertise in fundamental business operations. It showcases how AI technology innovations can enhance various aspects of business management, such as business strategy, finance, and marketing. Readers interested in AI for business management will find several topics of particular interest, including how AI can improve decision-making in business strategy, streamline operational processes, and enhance customer satisfaction. As AI becomes an increasingly important tool in the business world, this book offers valuable insights into howit can be applied to various industries and business settings. Through this book, readers will gain a better understanding of how AI can be applied to improve business management practices and practical guidance on how to implement AI projects in a business context. This book also provides practical guides on how to implement AI projects in a business context using Python programming. By reading this book, readers will be better equipped to make informed decisions about how to leverage AI for business success.