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THE ROLE OF ARTIFICIAL INTELLIGENCE
IN DIGITALIZATION OF BUSINESS

The importance of digitalization in developing business ecosystems is increasing day by day. Adapting to technology has proven to be a useful factor in business schedules. Thus, working systems become less complex; people can concentrate fully on the effective performance of current work tasks. and worry less about the secondary factors that prevailed before. Artificial intelligence in business can increase revenue, improve customer experience, increase productivity and efficiency, and drive business growth and transformation.

***Keywords:** digitalization, business, analytics, artificial intelligence, technology*

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РОЛЬ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА
В ЦИФРОВИЗАЦИИ БИЗНЕСА

Значение цифровизации в развитии бизнес-экосистем увеличивается с каждым днем. Использование информационных технологий является важным фактором при составлении бизнес графиков. Таким образом, работающие системы становятся менее сложными и сотрудники компаний могут полностью сосредоточиться на эффективном решении текущих задач. Искусственный интеллект в бизнесе может увеличить доходы, улучшить качество обслуживания клиентов, повысить производительность и эффективность, а также стимулировать рост и трансформацию бизнеса.

***Ключевые слова:** цифровизация, бизнес, аналитика, искусственный интеллект, технологии*

Today, all participants of the economic system recognize the inevitability of digital transformation. This is due to both new opportunities and risks that a refusal to digitize may entail. This includes the destruction and creation of jobs, the retention of talent, the support of digital «champion» companies and, as a result, GDP growth. Digital transformation is a qualitative improvement of production and business processes through the introduction of innovations and the adaptation of business models to the conditions of the modern digital economy.

Digital transformation covers not only entrepreneurial activity itself, but also a change in the organizational structures of business entities and business models [1].

The purpose of this scientific work is to identify the importance of the digitalization process for business.

Digitalization is a deep business transformation involving the use of digital technologies to streamline business processes, increase company productivity and improve customer interactions. One of the main steps of digitalization is to meet the needs of consumers, which change along with the development of technology, namely, the creation of a more comfortable and efficient interaction between the client and the company. However, based on the question of what business digitalization is, we can say that this process can also have the following goals:

– improvement of the product (or service): its quality, attractiveness, usability, delivery;

– automation of production and other internal processes of the company;

– simplification of internal and external communications [2].

As examples of digitalization in business, would be mentioned business analytics and the use of artificial intelligence.

Business intelligence is a data management solution and a subset of business intelligence, refers to the use of methodologies such as data mining, predictive analytics, and statistical analysis to analyze and transform data into actionable information, identify and predict trends and outcomes, and ultimately as a result, smarter data-driven business decisions. The main components of a typical business intelligence dashboard are:

– data aggregation: before analysis, data must first be collected, organized, and filtered, either through volunteer data or through transactional records;

– data mining: sorts across large datasets, statistics and machine learning to identify trends and establish relationships;

– identification of associations and sequences: identification of predictable actions that are performed in connection with other actions or sequentially;

– text analysis: explore and organize large unstructured text datasets for qualitative and quantitative analysis;

– forecasting: analyzes historical data over a given period to make informed estimates that predict future events or behavior;

– predictive analytics: uses a variety of statistical techniques to create predictive models that extract information from datasets and provide predictive value for a range of organizational outcomes;

– optimization: after identifying trends and making forecasts, enterprises can use modeling techniques to test best case scenarios;

– data visualization: provides visual representations such as charts and graphs. for simple and fast data analysis [3].

Today's high-quality business intelligence software solutions and platforms are designed to ingest and process the vast datasets that businesses encounter and can use to drive optimal business operations.

With the ever-increasing amount of data available today and the ever-changing preferences and complexity of customers, companies can no longer rely on traditional business practices to drive growth. These sweeping changes have opened up a whole new realm of opportunities for AI to drive business growth with actionable insights from customer data [4].

Artificial intelligence in business simply involves the use of intelligent computer software with human capabilities to increase revenue, improve customer experience, increase productivity and efficiency, and drive business growth and transformation [5].

Business processes in the 21st century are characterized by a high level of complexity involving tasks that are stressful and inefficiently carried out by humans. In today's world, business is dominated by the data age. Companies can gain valuable insight into strategies that can radically drive data-driven growth [6].

Hence, the need for companies to have a unique understanding of customer needs and preferences is invaluable in today's business world; to thrive and stay relevant in the face of fierce competition. With the use of artificial intelligence in business, companies can now uniquely understand and engage customers, automate business processes, and increase productivity and revenue while reducing operating costs. An example of artificial intelligence in business is: replacing people with customer service. With the advent of chatbots, customers can now interact with companies in real time to resolve complaints, place orders, get information, and do just about everything they need from talking to a customer service representative. It is very convenient and greatly simplifies the work of not only

employees, but also the client's waiting time. For example, people often use the Alesya chatbot at BPS-Sberbank. This bot can analyze the question itself and give an answer, or automatically redirect a person to the necessary specialist.

According to Gartner, by 2020, 85 % of customer interactions will be managed without human intervention. This revolutionary AI innovation in business will reduce the need for people to interact with customers, reduce business costs, and dramatically improve customer service availability and communication opportunities [7].

During writing this scientific wok, there was conducted a research, during which 20 companies were interviewed. One of the surveys was to find out which departments of the company use AI the most. The results came out as follows: 17-Customer Relations, 15-Marketing, 10-Finance and Accounting, 7-Supplies, 4-HR (Fig. 1).
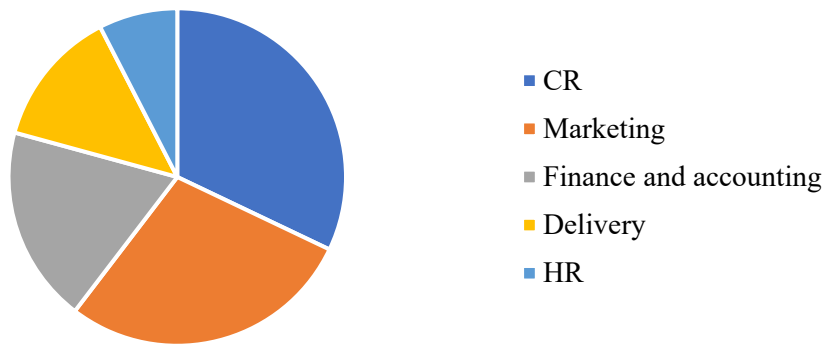

Fig. 1. Which departments use AI the most

According to the results of the second survey (Fig. 2), there was identified how companies predict the further use of artificial intelligence, the results are as follows: 10 believes that companies will reduce the need for support staff, 5 felt that artificial intelligence will will continue to perform more complex ones, 3 noted that technology will simply improve the work of employees without replacing them, and only 2 of those surveyed noted that nothing will change.
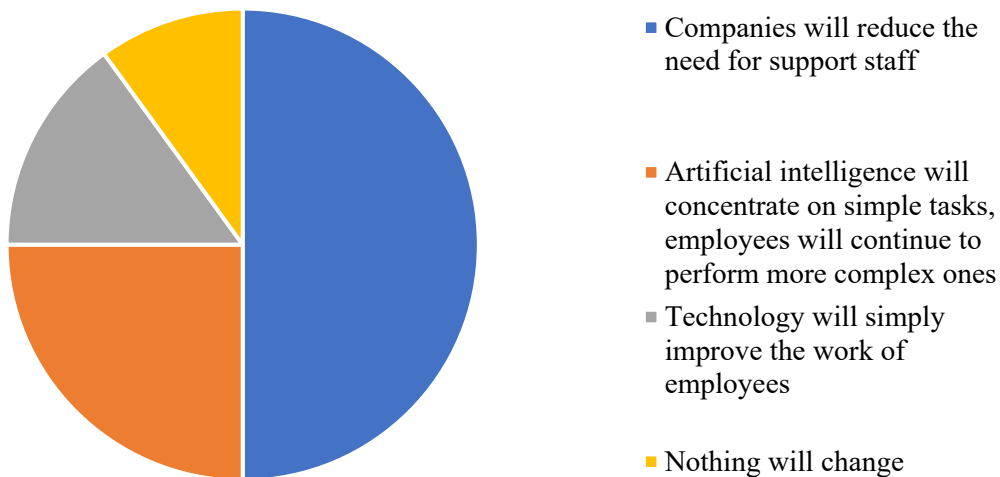

Fig. 2. How companies predict the future use of AI

Today, technology is no longer seen as an aid to everyday business practices. Now he has become the heart and soul, the only help and the center of any business strategy [8].

The importance of digitalization in developing business ecosystems is increasing day by day. Adapting to technology has proven to be a useful factor in business schedules. Thus, working systems

become simpler and less complex; people can concentrate fully on work and worry less about the secondary factors that prevailed before.

Placing data and analytics at the center of a digital transformation strategy will enable businesses to reap the benefits of big data.

Businesses today have access to more data than ever before, thanks in no small part to the Internet of Things (IoT). With the right set of analytics tools, this data can be turned into valuable business insights that can be used to make better, faster decisions. The deeper analytics tools are embedded in business operations, the more integration and impact they can have [9].

Leveraging AI-based technologies could be the key to unleashing the potential of big data. Data and analytics innovations are constantly resurfacing, and many of them have advanced AI capabilities that both modernize existing applications and sift through data at a faster, more reliable rate, supporting leaders in their efforts to make better and faster decisions [10].

It's nearly impossible to keep track of all the developments in IT that help facilitate digital transformation, but paying close attention to how advances in AI can support big data initiatives is a sure way to stay ahead of the curve.

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