


Chapter 3


Integration of Artificial Intelligence and Machine Learning in Business Intelligence

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ABSTRACT

Integration of AI and ML in Business Intelligence represents a transformative paradigm shift, enabling organizations to automate insights, enhance predictive decision-making, and optimize strategic planning. This chapter examines methodologies for embedding AI/ML within BI through empirical research and case studies, revealing quantifiable improvements of 42% in processing efficiency and 31% in analytical accuracy. It addresses challenges in data quality, architectural scalability, and interoperability while identifying critical success factors including cross-functional collaboration and data literacy programs. The research demonstrates how successful integration serves as both catalyst and enabler for broader digital transformation, creating sustainable competitive advantage in data-driven business environments.

DOI: 10.4018/979-8-3373-6801-6.ch003

1. INTRODUCTION

This study investigates the revolutionary incorporation of Artificial Intelligence (AI) and Machine Learning (ML) into Business Intelligence (BI) frameworks, signifying a pivotal transition from passive historical analysis to active decision support. Standard BI systems are great at organizing old data, but AI/ML-enhanced BI platforms can do things like predictive modeling, autonomous pattern recognition, and cognitive computing (which means computer systems that mimic human reasoning and problem-solving) to turn raw data into strategic intelligence (Tera, Chinthajjala, Pau, & Kim, 2024). This technological convergence fixes major problems with traditional BI architecture, such as scalability, processing speed, and analytical depth. This lets businesses get more value out of their data assets in a world where competition is getting stronger.

A mixed-methods design will allow evaluating four core research questions based on qualitative case study research that will be conducted in different industries alongside quantitative performance assessments (Guetterman & Fetters, 2018; Mikalef, Boura, Lekakos, & Krogstie, 2019). The first question refers to the extent to which specific ML methodologies can augment existing BI functionalities in different contexts, the second question poses what architectural changes can help maximize the performance of combined AI / ML and BI, the third question refers to how organizations can best make the transition to it and address concerns related to data quality and algorithm transparency, and the fourth question asks which evaluation criteria best align with business value and ROI. The study provides hands-on information to the practitioners given that it has evaluated actual implementations and fledgling technological structures thereby ensuring development of emerging standards in the next-generation Business Intelligence architecture in the era of artificial intelligence.

As Figure 1 shows, machine learning (ML) and artificial intelligence (AI) integration in a business intelligence (BI) system can be a tiered implementation. Data processing On its basic level, the data processing component takes data of varying forms including unstructured documents, structured databases, and real-time streams. The data is then inserted by ETL processes and data warehousing. Developing further on the above, the processed data is processed through AI and ML models, which permits anomaly detection, pattern identification and prediction. The visualization of the insights provided by the BI tools such as dashboards and reports makes it easier to engage in the area of informed decision-making. Finally, the user interface layer ensures that end-users can interact seamlessly with the system, accessing real-time insights and contributing to a feedback loop that enhances the system's learning and adaptability over time. This structured approach underscores the synergistic

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