

# Potential and Relevance of Artificial Intelligence for Big Data

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**Abstract:** *The study and creation of intelligent hardware and software are the focus of artificial intelligence (AI). The creation of software that can reason, acquire information, plan intelligently, learn, communicate, see, and manipulate things is one of the main issues of the highly specialized and technical ICT research that goes along with it. Additionally, AI enables big data users to improve and automate intricate descriptive and predictive analytical activities that would be very time-consuming and labor-intensive for humans to do. Therefore, allowing AI to run wild on huge data may have a tremendous influence on how data determines our work, travel, and business practices.*

**Keywords:** Artificial Intelligence, Big Data Analytics, Machine Learning