

# AI Definition

Artificial Intelligence is the **simulation** of human intelligence processes by machines.

Artificial intelligence (AI) is the ability of a computer program or a machine to **think** and **learn**

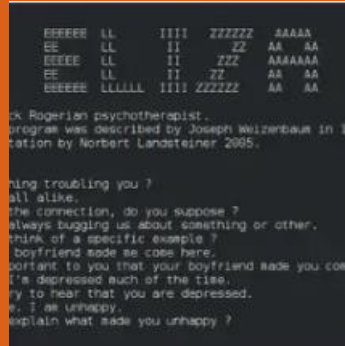


# AI Story



**1940s-1950s**  
Alan Turing

**1950s-1960s**  
Eliza ChatBot



**2010s**  
IBM Watson

**1990s**  
DeepBlue



Alpha Go



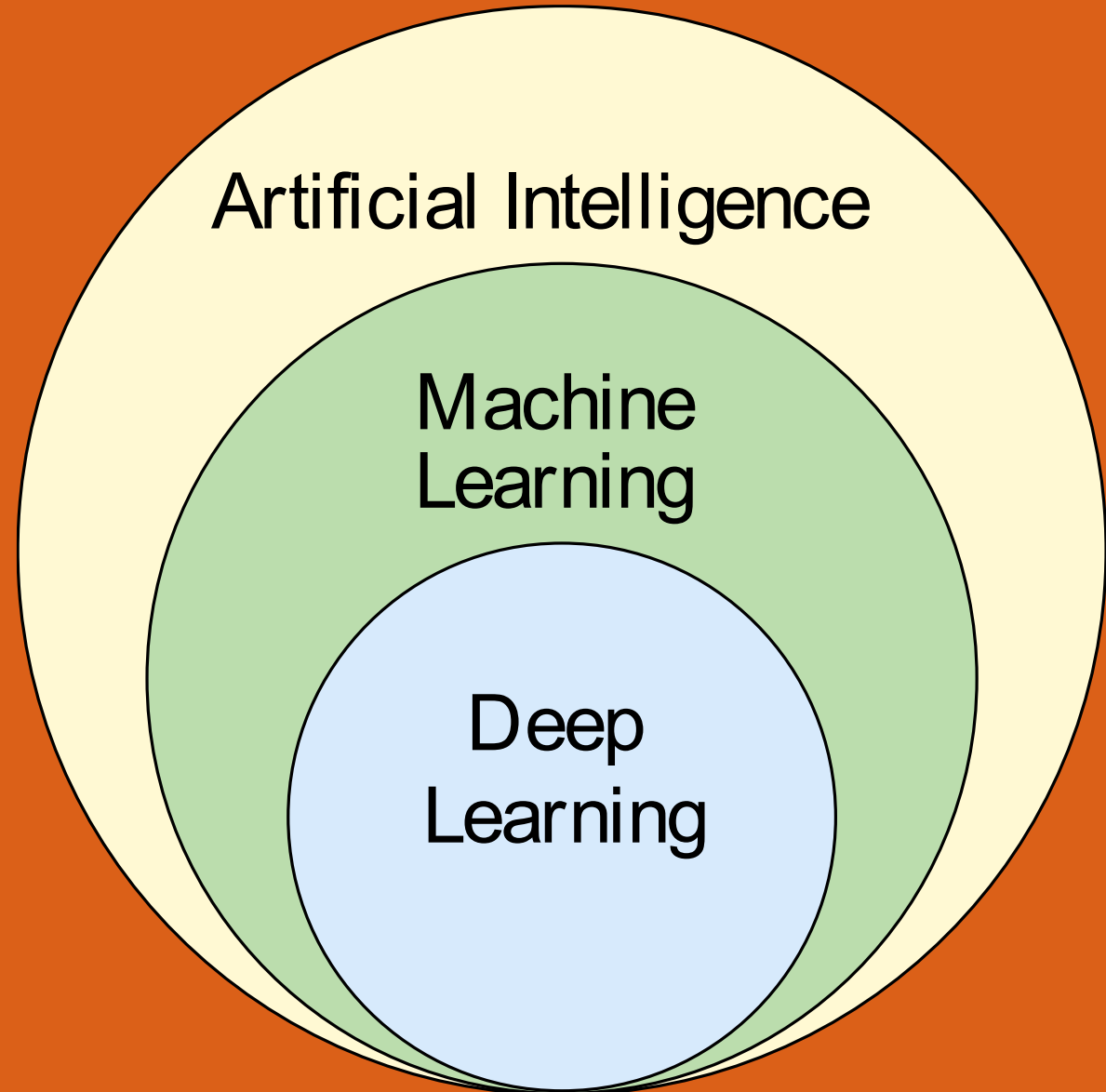
**2020s**  
ChatGPT

# AI Layers

**AI** - The theory and development of computer system able to perform tasks normally requiring human intelligence.

**ML** - Application of AI that allows a system to automatically learn and improve from experience without be explicitly programmed.

**DL** - Application of ML that uses complex algorithms with brain-like logical structure, called artificial neural networks.

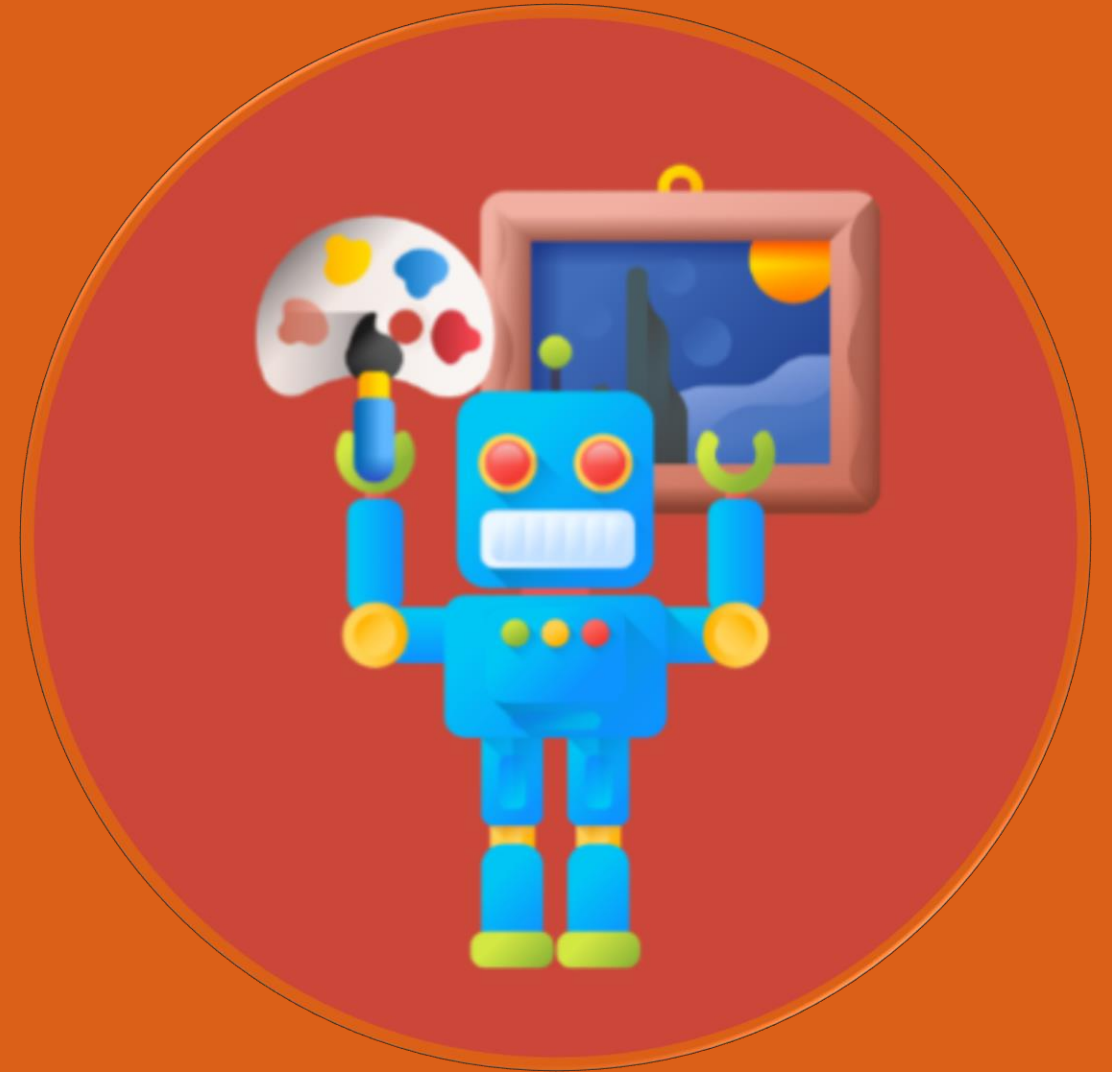


# Generative AI

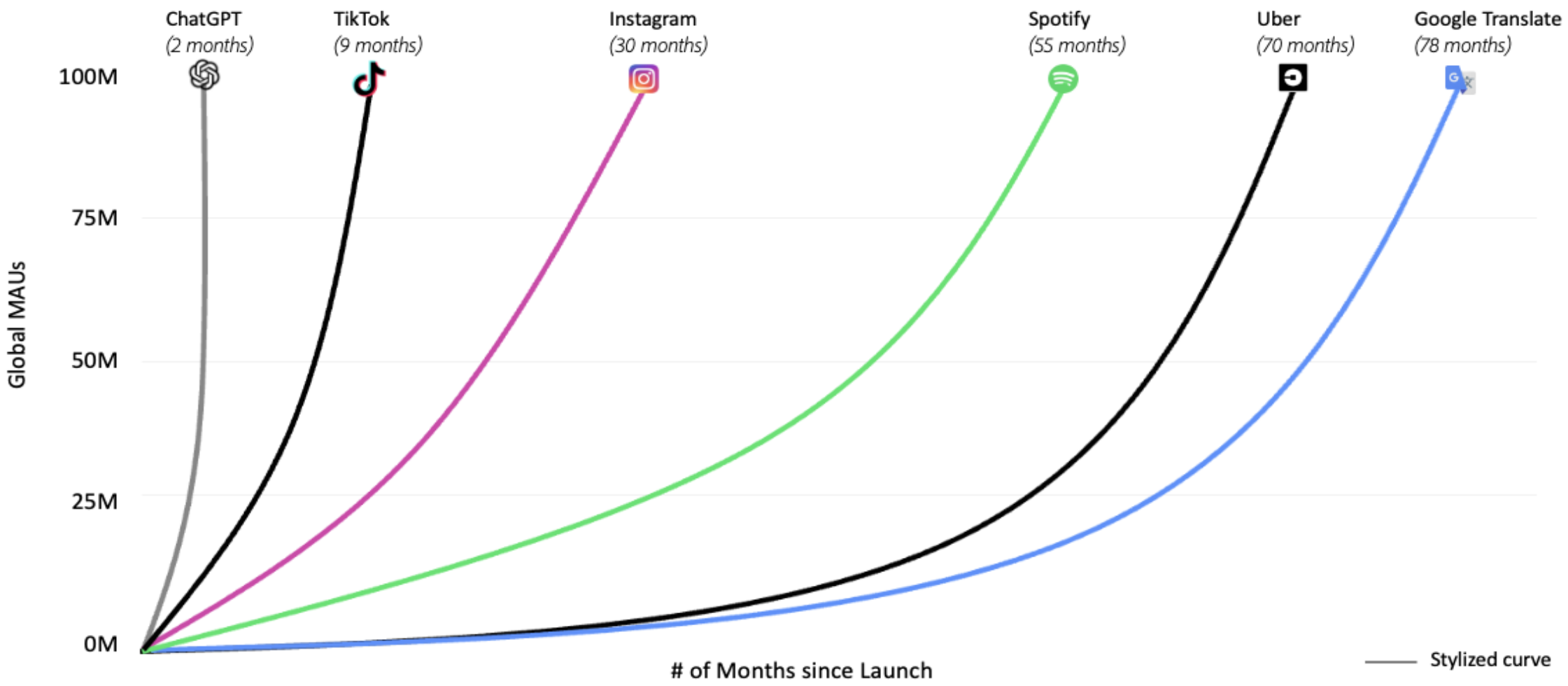
**GEN AI** is an artificial intelligence capable of generating:

- **text,**
- **images,**
- **videos,**
- **sound**

or other data often in response to prompts.



# Chat GPT Adoption





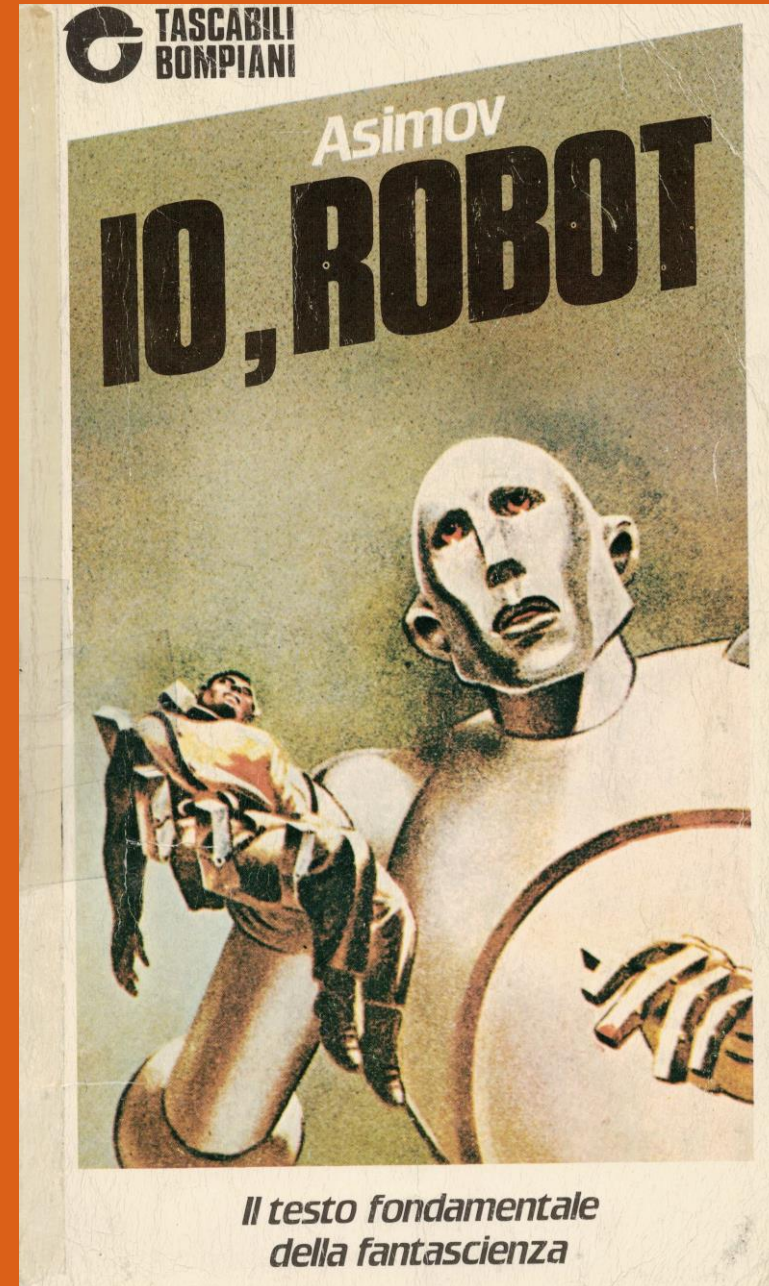
# AI Implication - Some Examples

## Bias and Fairness

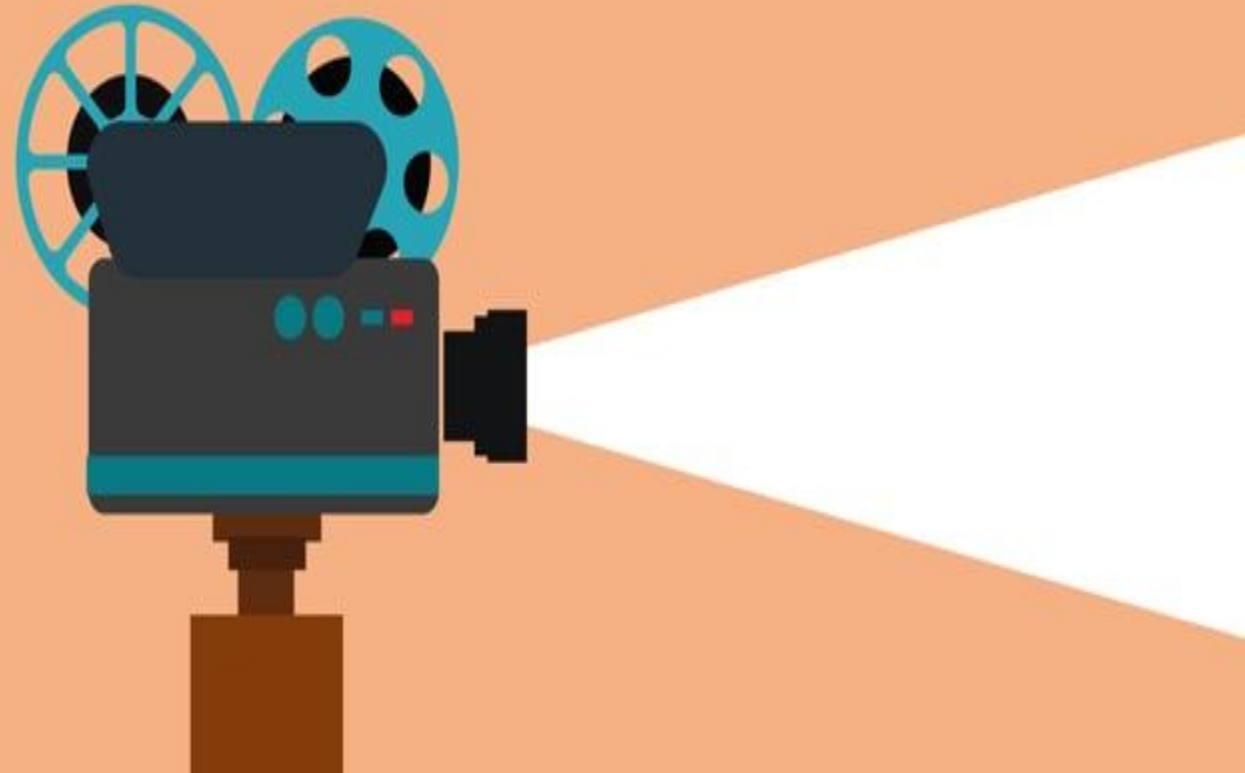
Ensuring AI systems are free from biases and discrimination and treat all individuals fairly.

## Privacy and Security

Protecting personal data and preventing the misuse of AI technology for surveillance or malicious purposes.



# Gen AI Business Application



# Test Your Knowledge





# IIBA AI ASSISTANT

<https://ai.iiba.org>

Knowledge base is sourced directly **from IIBA standards** and curated assets

The citations section, links to sources, glossary definitions, and a user-friendly interface make it easy for members to **get the information** they need quickly.

Regular updates to the KnowledgeHub will ensure it remains a reliable and **up-to-date resource** for business analysis professionals.



## Un supporto infaticabile per PM e BA

- Richiesta di creazione di un file CSV
- Caricamento del file CSV creato
- Richiesta di preparazione di grafici significativi
- Richiesta estrazione informazioni sotto forma di tabelle
- Richiesta di identificazione di particolari record
- Richiesta di creare una user persona
- Richiesta di ampliare la user persona (foto, motto..)
- Richiesta di creare un backlog per uno sviluppo di prodotto/mercato nuovi
- Richiesta prospetto costi che coinvolga un PM, un BA, ed un team di tre persone

Demo realizzata da [Mercurio Matteo](#) –  
[Agile consultant & trainer](#)

