

# REVOLUTIONIZING DECISION-MAKING: THE IMPACT AND FUTURE OF GENERATIVE BUSINESS INTELLIGENCE

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## ABSTRACT

*Generative Business Intelligence (GenBI) is a burgeoning field poised to revolutionize decision-making processes in modern business environments. This study undertakes a comprehensive exploration of GenBI, examining its core concepts, applications, advantages, challenges, and future trends. The transformative potential of GenBI in reshaping decision-making processes, this study underscores its importance in enhancing organizational agility, fostering innovation, and achieving competitive advantage in today's data-centric business landscape. Through a comprehensive analysis of GenBI's implications, this paper contributes to a deeper understanding of its role in driving strategic initiatives and empowering businesses to thrive in an increasingly complex and dynamic marketplace.*

**Keywords:** Generative Business Intelligence (GenBI), decision-making, modern business, agility, innovation, competitive edge, data-driven, implications, strategy, growth

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## INTRODUCTION

Prevention of disease outbreaks is essential for preserving public health and global stability in today's linked society. Historical and modern infectious illnesses continue to pose significant obstacles for healthcare systems, economy, and communities at large (Mirbabaie et al., 2021) [13] (Long & Ehrenfeld, 2020) [14]. The persistent waves of TB, Ebola, SARS, and influenza, as well as the devastating effects of the Spanish Flu on the whole world, highlight the urgent need for new mitigation techniques.

### - Definition of Generative Business Intelligence

Generative Business Intelligence (GenBI) stands as a transformative paradigm within the realm of business intelligence (BI), reshaping decision-making processes through advanced data analytics and generative AI technologies. GenBI encompasses the utilization of generative models, such as Generative Adversarial Networks (GANs), Variational Autoencoders (VAEs), and Language Model-based models (LLMs), to generate novel and meaningful insights from complex datasets. This innovative approach represents a significant departure from traditional BI methodologies, which typically rely on descriptive and diagnostic analytics to summarize past performance and identify trends.

### - Historical context and evolution from traditional BI to GenBI

The evolution from traditional BI to GenBI reflects the growing complexity and volume of data in modern business environments, along with the increasing demand for real-time insights and predictive capabilities. Historically, BI has been predominantly retrospective, focusing on analyzing historical data to inform decision-making. The rise of big data, machine learning, and AI technologies has ushered in a new era of BI, characterized by the ability to generate insights in real-time and anticipate future trends.

### - Purpose and significance of the study

The purpose of this study is to provide a comprehensive definition and understanding of Generative Business Intelligence, elucidating its core concepts, methodologies, and applications. The historical context and evolution of GenBI, tracing its development from traditional BI practices to its current state. By examining the significance of GenBI in modern business environments, this study aims to underscore its transformative potential in driving innovation, enhancing decision-making processes, and gaining competitive advantage. Through a nuanced analysis of GenBI's implications, organizations can better grasp its strategic importance and leverage it to navigate the complexities of the data-driven landscape.

## 1. CORE CONCEPTS AND TECHNOLOGIES OF GENERATIVE BI

Generative Business Intelligence (GenBI) is built upon a foundation of advanced AI technologies that empower organizations to extract actionable insights from data in innovative ways. The core concepts and technologies underpinning GenBI, elucidating their roles and implications within the business intelligence landscape.

### 1.1. Overview of Generative AI Technologies Underpinning GenBI

Generative AI technologies form the backbone of GenBI, enabling the creation of synthetic data and the generation of novel insights. Key components of generative AI include:

- **Generative Adversarial Networks (GANs):** GANs consist of two neural networks, the generator and the discriminator, engaged in a competitive process. The generator creates synthetic data samples, while the discriminator distinguishes between real and generated samples. In GenBI, GANs are utilized for tasks such as data augmentation, anomaly detection, and image generation.
- **Variational Autoencoders (VAEs):** VAEs are probabilistic generative models that learn a latent representation of input data. By sampling from the learned latent space, VAEs can generate new data samples with similar characteristics to the input data. In GenBI, VAEs are valuable for tasks such as data synthesis, dimensionality reduction, and data compression.
- **Language Model-based models (LLMs):** LLMs, such as OpenAI's GPT models, are capable of generating human-like text based on input prompts. These models leverage large-scale pre-training on text corpora to generate coherent and contextually relevant text. In GenBI, LLMs can be employed for natural language processing tasks, including text generation, summarization, translation, and sentiment analysis.

## **1.2. Machine Learning Models like GANs, VAEs, and LLMs**

Machine learning models play a central role in GenBI, facilitating the generation of insights from data. Specific models such as GANs, VAEs, and LLMs offer unique capabilities:

- **Generative Adversarial Networks (GANs):** GANs excel in generating realistic data samples by learning to mimic the distribution of real data. The generator network generates synthetic data, while the discriminator network distinguishes between real and generated samples. In GenBI, GANs are applied for tasks such as data augmentation, synthetic data generation, and anomaly detection.
- **Variational Autoencoders (VAEs):** VAEs are probabilistic generative models that learn a latent representation of input data. By sampling from the learned latent space, VAEs can generate new data samples with similar characteristics to the input data. In GenBI, VAEs are valuable for tasks such as data synthesis, dimensionality reduction, and data compression.
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## **1.3. Integration of AI with BI Tools and the Transformation in Data Processing and Insight Generation**

The integration of AI technologies with traditional BI tools heralds a paradigm shift in data processing and insight generation methodologies.

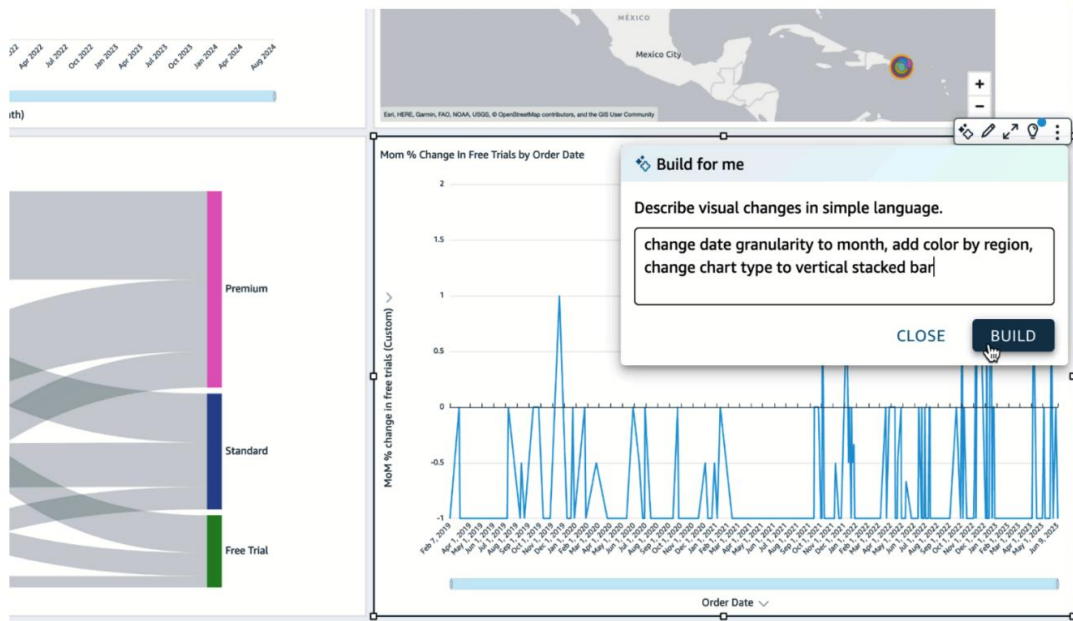
- **Real-time Data Processing:** AI-powered BI tools enable real-time processing of streaming data, allowing organizations to analyze and act on data insights instantaneously. This capability enhances agility and responsiveness in decision-making processes, enabling organizations to adapt quickly to changing market conditions and emerging trends.
- **Predictive Analytics:** AI algorithms, such as machine learning and deep learning models, enable predictive analytics by forecasting future trends, identifying patterns, and detecting anomalies in data. This predictive capability empowers organizations to

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anticipate customer behavior, optimize resource allocation, and mitigate risks proactively.

- **Automated Insights Generation:** AI-driven BI tools automate the process of insights generation, reducing the time and effort required to derive actionable insights from data. By leveraging machine learning algorithms, these tools can analyze vast datasets, identify correlations, and surface relevant insights, enabling users to make data-driven decisions more efficiently.

**Fig-1**



**Fig - 2**



## **2. APPLICATIONS OF GENERATIVE BI**

Generative Business Intelligence (GenBI) represents a transformative approach to data analysis, offering a wide array of applications across industries. GenBI is applied in various sectors, including detailed insights into marketing and consumer analytics, financial forecasting and risk management, operational efficiency, and HR management. Real-world case studies are presented to illustrate successful implementations of GenBI, highlighting its practical implications and benefits.

### **2.1. In-depth Analysis of How GenBI is Applied Across Different Industries**

GenBI finds widespread application across diverse industries, each harnessing its capabilities to address unique challenges and capitalize on emerging opportunities. In healthcare, for instance, GenBI enables predictive analytics to improve patient outcomes and optimize resource allocation. In manufacturing, it facilitates predictive maintenance to minimize downtime and enhance productivity. The versatility of GenBI extends to sectors such as retail, telecommunications, and logistics, where it empowers organizations to gain actionable insights from data and drive strategic decision-making.

### **2.2. Marketing and Consumer Analytics**

Within the domain of marketing and consumer analytics, GenBI revolutionizes how organizations understand and engage with their target audience. By leveraging advanced analytics techniques and machine learning models, marketers can gain deep insights into consumer behavior, preferences, and trends. GenBI enables personalized marketing campaigns, targeted product recommendations, and dynamic pricing strategies, resulting in improved customer acquisition, retention, and satisfaction.

### **2.3. Financial Forecasting and Risk Management**

In the financial sector, GenBI plays a pivotal role in enhancing financial forecasting and risk management practices. By analyzing market data, economic indicators, and customer transactional data, financial institutions can make informed investment decisions, assess credit risk, and detect fraudulent activities with greater accuracy and efficiency. GenBI facilitates predictive modeling, scenario analysis, and stress testing, enabling organizations to navigate volatile market conditions and mitigate potential risks effectively.

### **2.4. Operational Efficiency and HR Management**

GenBI contributes to operational efficiency and HR management by providing insights into workforce productivity, performance, and engagement. By analyzing HR data, organizations can optimize workforce planning, talent acquisition, and retention strategies. GenBI enables predictive analytics for workforce forecasting, skills gap analysis, and succession planning, empowering organizations to build high-performing teams and drive organizational excellence.

### **2.5. Case Studies Highlighting Successful Implementations of GenBI**

Real-world case studies offer compelling examples of how organizations leverage GenBI to achieve measurable business outcomes. For instance, a leading retailer utilized GenBI to optimize its pricing strategy, resulting in increased sales and profitability. In healthcare, a hospital implemented GenBI to reduce readmission rates and improve patient satisfaction scores. These case studies demonstrate the transformative impact of GenBI across industries, underscoring its potential to drive innovation, improve operational efficiency, and deliver tangible business value.

### **3. ADVANTAGES OF GENERATIVE BI OVER TRADITIONAL BI**

Generative Business Intelligence (GenBI) represents a paradigm shift from traditional BI methodologies, offering a range of advantages that revolutionize data handling, insight generation, and decision-making processes. GenBI and traditional BI, highlighting the distinct advantages of GenBI in terms of speed, accuracy, predictive capabilities, and user-friendliness.

#### **3.1. Comparison of GenBI with traditional BI methodologies**

##### **3.1.1. Speed and Efficiency in Data Handling and Insight Generation**

Traditional BI methodologies often rely on manual processes and batch-oriented analytics, resulting in slower data processing times and delayed insights. In contrast, GenBI leverages advanced AI technologies and real-time analytics capabilities to achieve unparalleled speed and efficiency in data handling and insight generation. Advantages of GenBI in this regard include:

- **Real-time Data Processing:** GenBI enables organizations to process streaming data in real-time, allowing for immediate analysis and action on data insights.
- **Automated Insights Generation:** Through the automation of analytics processes, GenBI eliminates the need for manual intervention, reducing processing times and enabling faster decision-making.
- **Scalability:** GenBI solutions are designed to scale dynamically with the growing volume and complexity of data, ensuring consistent performance and responsiveness.

Overall, GenBI outperforms traditional BI methodologies by delivering timely insights and enabling organizations to stay agile and responsive in today's fast-paced business environment.

##### **3.1.2. Enhanced Accuracy and Predictive Capabilities**

GenBI harnesses the power of advanced machine learning algorithms and generative AI technologies to deliver more accurate and predictive insights compared to traditional BI approaches.

- **Advanced Analytics Techniques:** GenBI leverages sophisticated machine learning models, such as GANs and VAEs, to uncover complex patterns and relationships in data, leading to more accurate predictions and forecasts.
- **Predictive Modeling:** By analyzing historical data and learning from past patterns, GenBI can forecast future trends and outcomes with a high degree of accuracy, enabling organizations to anticipate market shifts and make proactive decisions.
- **Continuous Learning:** GenBI systems are capable of continuous learning and adaptation, allowing them to improve accuracy over time as they are exposed to new data and feedback.

Through its advanced analytics capabilities, GenBI empowers organizations to make data-driven decisions with confidence, resulting in improved performance and competitive advantage.

##### **3.1.3. User-friendly Interfaces and Reduced Need for Technical Expertise**

Traditional BI tools often require specialized technical skills and expertise to use effectively, limiting accessibility and usability for non-technical users. GenBI addresses this challenge by offering intuitive user interfaces and reducing the need for technical expertise.

- **Intuitive Visualization Tools:** GenBI platforms provide user-friendly visualization tools that enable non-technical users to explore and interact with data easily, facilitating self-service analytics and exploration.

- **Natural Language Processing:** GenBI incorporates natural language processing (NLP) capabilities, allowing users to interact with data using plain language queries and commands, without the need for complex SQL queries or coding.
- **Automated Insights Delivery:** GenBI platforms can automatically generate and deliver insights in a digestible format, reducing the cognitive load on users and enabling them to focus on interpreting and acting on insights rather than data wrangling.

## 4. CHALLENGES AND LIMITATIONS

Implementing Generative Business Intelligence (GenBI) systems presents various technical and organizational challenges that organizations must address to realize the full potential of these innovative solutions. The challenges and limitations associated with GenBI implementation, encompassing both technical and organizational aspects.

### 4.1. Technical Challenges in Implementing GenBI Systems

Implementing GenBI systems involves overcoming several technical hurdles that may hinder the successful deployment and operation of these solutions.

- **Data Complexity and Quality:** GenBI systems rely on high-quality and diverse datasets to generate meaningful insights. Integrating and harmonizing data from disparate sources while ensuring accuracy and consistency can be challenging, particularly in organizations with legacy systems and siloed data repositories.
- **Scalability and Performance:** As the volume and velocity of data continue to increase, GenBI systems must be capable of scaling dynamically to accommodate growing data demands. Ensuring optimal performance and responsiveness while processing large volumes of data in real-time presents technical challenges related to infrastructure scalability and resource allocation.
- **Integration with Existing Systems:** Integrating GenBI systems with existing IT infrastructure and legacy systems poses challenges in terms of compatibility, interoperability, and data governance. Ensuring seamless integration and data flow between GenBI platforms and other enterprise systems requires careful planning and coordination.
- **Model Interpretability and Explainability:** GenBI systems often rely on complex machine learning models to generate insights and predictions. Ensuring the interpretability and explainability of these models is crucial for gaining stakeholders' trust and understanding the rationale behind generated insights.

#### 4.1.1. Data Privacy and Security Concerns

Data privacy and security are paramount considerations in GenBI implementation, particularly given the sensitive nature of the data involved and the potential impact of security breaches.

- **Compliance with Data Regulations:** GenBI systems must adhere to data privacy regulations such as GDPR, HIPAA, and CCPA, which impose strict requirements on data collection, storage, processing, and sharing. Ensuring compliance with these regulations while extracting value from data poses challenges in terms of data anonymization, consent management, and data governance.
- **Data Breach Risks:** The aggregation and analysis of sensitive data in GenBI systems increase the risk of data breaches and unauthorized access. Protecting data against security threats, insider attacks, and external breaches requires robust encryption, access controls, and data loss prevention mechanisms.

- **Ethical Use of Data:** GenBI systems must uphold ethical standards in data collection, analysis, and use to prevent unintended consequences and ethical dilemmas. Ensuring transparency, fairness, and accountability in algorithmic decision-making is essential for building trust and maintaining ethical integrity.

#### **4.1.2. High Initial Setup and Maintenance Costs**

The initial setup and ongoing maintenance of GenBI systems entail significant financial investments, which may pose challenges for organizations, particularly small and medium-sized enterprises (SMEs).

- **Infrastructure Costs:** Building and deploying GenBI systems require substantial investments in infrastructure, including hardware, software, and cloud services. Organizations must evaluate the total cost of ownership (TCO) and weigh the benefits against the costs to justify the investment.
- **Licensing and Subscription Fees:** GenBI platforms often entail licensing or subscription fees, which can be expensive, especially for enterprise-grade solutions with advanced features and capabilities. Negotiating favorable pricing agreements and exploring alternative pricing models can help mitigate costs.
- **Skilled Personnel Costs:** Recruiting and retaining skilled personnel with expertise in data science, machine learning, and business intelligence can be costly. Organizations must invest in training and development programs to upskill existing employees and bridge skill gaps.

#### **4.2. Organizational Challenges**

The technical and financial challenges, GenBI implementation may encounter organizational barriers that hinder adoption and effectiveness.

- **Resistance to Change:** Introducing GenBI systems may face resistance from stakeholders who are accustomed to traditional decision-making processes or skeptical about the value of data-driven insights. Overcoming resistance to change requires effective change management strategies, communication, and stakeholder engagement.
- **Skill Gaps and Training Needs:** GenBI implementation requires a skilled workforce capable of leveraging advanced analytics tools and techniques. Organizations may face challenges in recruiting, retaining, and upskilling employees with the necessary expertise in data science, statistics, and business intelligence.
- **Cultural Shift Towards Data-Driven Decision-Making:** Adopting a data-driven culture is essential for the success of GenBI initiatives. Organizations may struggle to instill a culture of data literacy, accountability, and experimentation, leading to underutilization of GenBI systems and missed opportunities for innovation.

### **5. FUTURE TRENDS AND DEVELOPMENTS IN GENERATIVE BI**

As Generative Business Intelligence (GenBI) continues to evolve, several key trends and developments are expected to shape its future trajectory. These anticipated advancements, including predictions for technology evolution, integration with cloud computing and IoT, advancements in AI models and algorithms, potential impacts on business strategies and decision-making processes, and the ethical implications and governance considerations surrounding AI in BI.



### 5.1. Predictions for the Evolution of GenBI Technologies

The evolution of GenBI technologies is anticipated to bring about significant advancements in data analysis, insights generation, and decision support. Predictions for the evolution of GenBI technologies include:

- **Enhanced Data Processing Capabilities:** GenBI platforms will continue to improve their data processing capabilities, enabling faster and more efficient analysis of large and complex datasets. Advancements in processing power and algorithms will facilitate real-time insights generation and predictive analytics.
- **Integration of Advanced Analytics Techniques:** GenBI systems will integrate a diverse range of advanced analytics techniques, including machine learning, natural language processing, and predictive modeling. This integration will enable organizations to uncover deeper insights from their data and make more accurate predictions.
- **Personalization and Contextualization:** GenBI solutions will increasingly focus on delivering personalized and contextualized insights to users. By leveraging machine learning and AI, GenBI platforms will tailor insights and recommendations based on individual user preferences, roles, and objectives.

### 5.2. Integration with Cloud Computing and IoT

The integration of GenBI with cloud computing and IoT technologies is poised to revolutionize how organizations analyze and leverage data.

- **Cloud-Based GenBI Platforms:** GenBI platforms will leverage cloud computing infrastructure to enhance scalability, accessibility, and collaboration. Cloud-based GenBI solutions will enable organizations to analyze massive datasets, deploy advanced analytics models, and share insights across distributed teams seamlessly.
- **IoT Data Integration:** GenBI systems will integrate with IoT devices and sensors to ingest and analyze real-time data streams. By combining IoT data with existing datasets, organizations can gain deeper insights into operational processes, customer behaviors, and market trends. This integration will facilitate predictive maintenance, supply chain optimization, and personalized customer experiences.

### 5.3. Advances in AI Models and Algorithms

Advancements in AI models and algorithms will play a crucial role in enhancing the capabilities of GenBI systems.

- **Deep Learning Techniques:** GenBI platforms will leverage deep learning techniques, such as convolutional neural networks and recurrent neural networks, to analyze unstructured data sources, such as images, text, and audio. These techniques will enable organizations to extract valuable insights from diverse data types and formats.
- **Explainable AI:** There will be a growing emphasis on developing explainable AI models that provide transparency and interpretability in decision-making processes. Explainable AI techniques will enable users to understand how AI models arrive at their conclusions, fostering trust and confidence in the generated insights.

### 5.4. Potential Impacts on Business Strategies and Decision-Making Processes

The integration of GenBI technologies into business processes is expected to have far-reaching impacts on business strategies and decision-making processes.

- **Data-Driven Decision Making:** GenBI will empower organizations to make data-driven decisions with greater precision and agility. By providing actionable insights and

predictions, GenBI will enable organizations to anticipate market trends, identify opportunities, and mitigate risks more effectively.

- **Strategic Planning and Innovation:** GenBI will facilitate strategic planning and innovation initiatives by providing executives with timely and relevant insights into market dynamics, competitive threats, and emerging trends. By enabling scenario analysis and predictive modeling, GenBI will empower organizations to make informed decisions and drive innovation initiatives with confidence.

## 5.5. Discussion on the Ethical Implications and Governance of AI in BI

As GenBI technologies become increasingly pervasive, it is essential to address the ethical implications and governance considerations surrounding AI in BI.

- **Data Privacy and Security:** Organizations must uphold data privacy and security standards to protect sensitive information and prevent unauthorized access or misuse. This requires robust data governance frameworks, encryption protocols, and access controls to safeguard data throughout its lifecycle.
- **Bias and Fairness:** GenBI systems must be designed and implemented in a manner that promotes fairness, transparency, and accountability in decision-making. Organizations must mitigate biases in data collection, algorithmic models, and decision outputs to prevent discriminatory outcomes and ensure equitable treatment for all stakeholders.
- **Accountability and Transparency:** Organizations must establish clear accountability mechanisms and processes for AI-driven decision-making to ensure transparency and traceability. This includes documenting data sources, model assumptions, and decision rationale to enable stakeholders to understand and evaluate the basis for AI-driven decisions.

## CONCLUSION

### - Summary of key findings

In summary, the exploration of Generative Business Intelligence (GenBI) has unveiled significant insights into its potential impact and future trajectory within the realm of business intelligence.

- GenBI represents a transformative evolution from traditional business intelligence, leveraging advanced AI technologies to generate actionable insights from vast and diverse datasets.
- The integration of GenBI with cloud computing, IoT, and advanced AI models is poised to revolutionize data analysis, decision-making processes, and strategic planning across industries.
- GenBI offers numerous advantages over traditional BI methodologies, including enhanced speed, accuracy, and predictive capabilities, as well as user-friendly interfaces that reduce the reliance on technical expertise.
- Despite its transformative potential, the adoption of GenBI presents various challenges and considerations, including technical hurdles, data privacy concerns, and organizational barriers.
- Ethical implications and governance considerations surrounding AI in BI must be carefully addressed to ensure responsible and ethical use of GenBI technologies.

### **- Final thoughts on the role of GenBI in shaping the future of business intelligence**

The role of GenBI in shaping the future of business intelligence cannot be overstated. As organizations increasingly rely on data-driven insights to inform their strategic decisions, GenBI emerges as a powerful tool for unlocking the full potential of data and driving innovation, efficiency, and competitiveness. By harnessing the capabilities of GenBI, organizations can gain a competitive edge, anticipate market trends, and capitalize on emerging opportunities in today's dynamic business landscape.

### **- Recommendations for businesses considering the adoption of GenBI solutions**

For businesses considering the adoption of GenBI solutions, the following recommendations are offered:

- Conduct a comprehensive assessment of organizational readiness, including technical capabilities, data infrastructure, and cultural readiness for embracing data-driven decision-making.
- Develop a clear roadmap for GenBI adoption, outlining specific use cases, goals, and success metrics aligned with organizational objectives.
- Invest in talent development and training programs to build a skilled workforce capable of leveraging GenBI tools and techniques effectively.
- Establish robust data governance frameworks and ethical guidelines to ensure the responsible and ethical use of GenBI technologies, addressing data privacy, bias, and transparency concerns.
- Foster a culture of innovation and collaboration, encouraging cross-functional teams to collaborate on data analysis projects and share insights across the organization.

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