

In businesses, there are different levels of decision-making and those are intelligence, design, choice, and implementation. Intelligence is discovering and figuring out and understanding the problems that are occurring. Then the design stage is where they explore many solutions. The choice is finally deciding on which is the best. The implementation stage is the final level in the decision-making process and it is where we implement the choice and monitor its success. In the decision-making process, there are types of decisions that occur. There are unstructured, structured, and semi-structured. Unstructured decisions are put forth quickly to get a solution out the door as soon as possible. It is said that there is no well-understood or agreed-upon procedure for making them. Structured is repetitive and routine, it allows for handling problems efficiently so they are not new. Semi-structured is where a part of a problem has a clear solution so that is the action taken.

Business intelligence has taken over the industry because of how profitable it is. Business intelligence is described as infrastructure for managing data from the business environment. Such as warehousing, integrating, reporting, and analyzing. Business analytics provides so much valuable information such as production reports, parameterized reports, and dashboards or scorecards. With this information, a business could forecast sales and study its customers. In business intelligence, six elements are needed. Data from the business environment, business intelligence infrastructure, and business analytics toolset. These together provide information that can be used to monitor applications used by the business. Then there are managerial users and methods, delivery platform, and user interface. This is the physical application that employees will be interacting with in an intellectual business environment.

Virtual reality and augmented reality can enhance data visualization and decision-making. This is done by simulating real-world products or teaching factory workers how to use complex equipment. This can enhance decision-making when the experience is applied to real working environments. Augmented reality is where virtual reality meets the real world. It enhances visualization by overlaying digital data and images onto a physical real-world environment. With all the extra information provided by augmented reality, it can change our decisions drastically that were never before known to us.

In the book it is stated that there are thousands of definitions of artificial intelligence. But in most cases, it is the attempt to build computer systems that think and act like humans. Something that sounds straight out of an old science fiction novel is coming to life, literally, but provides an astronomical benefit in the world of business. In its current state artificial intelligence is far different from its human counterpart. This is because humans have their senses and artificial has lines of code. Humans have common sense which is a collection of evolutionary patterns that create human decision-making. On the other hand, if something is out of their programming it will act out of reason. But in its current form, it takes inputs of information and provides curated outputs depending on what was given. A great example in its current form is facial recognition scans. This is done with the use of artificial intelligence which could have not been achievable with normal programming. We are currently far from its end definition but with time we are inching toward it.

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In my business, I would use augmented reality on the business side or even possibly the customer's side as well. Since my business revolves around computers and or small devices, I could augment reality in the same way as factory workers use it. I could simulate new parts in augmented reality and build computers virtually then apply that experience to customers' computers. This could speed up the pace of production, and satisfy customers faster. Then I could use it further to do computer diagnostics and inspections way faster than I could my employees could. Overall, I think that augmented reality should be implemented in all places in the business environment where it can be applied.