
Contents

List of Figures	ix
Preface	xiii
Introduction	xxi
Chapter 1. What is Intelligence?	1
1.1. Intelligence	1
1.2. Business Intelligence	2
1.3. Artificial Intelligence	5
1.4. How BI has developed	6
1.4.1. BI 1.0	7
1.4.2. BI 2.0	8
1.4.3. And beyond...	11
Chapter 2. Digital Learning	13
2.1. What is learning?	13
2.2. Digital learning	14
2.3. The Internet has changed the game	16
2.4. Big Data and the Internet of Things will reshuffle the cards	18
2.5. Artificial Intelligence linked to Big Data will undoubtedly be the keystone of digital learning	21
2.6. Supervised learning	22

2.7. Enhanced supervised learning	24
2.8. Unsupervised learning	28
Chapter 3. The Reign of Algorithms	33
3.1. What is an algorithm?	34
3.2. A brief history of AI	34
3.2.1. Between the 1940s and 1950s	35
3.2.2. Beginning of the 1960s	36
3.2.3. The 1970s	37
3.2.4. The 1980s	37
3.2.5. The 1990s	38
3.2.6. The 2000s	38
3.3. Algorithms are based on neural networks, but what does this mean?	39
3.4. Why do Big Data and AI work so well together?	42
Chapter 4. Uses for Artificial Intelligence.	47
4.1. Customer experience management	48
4.1.1. What role have smartphones and tablets played in this relationship?	50
4.1.2. CXM is more than just a software package.	51
4.1.3. Components of CXM	53
4.2. The transport industry	55
4.3. The medical industry	58
4.4. “Smart” personal assistant (or agent).	60
4.5. Image and sound recognition	62
4.6. Recommendation tools.	65
4.6.1. Collaborative filtering (a “collaborative” recommendation mode).	66
Conclusion	71
Appendices	75
Appendix 1. Big Data	77
Appendix 2. Smart Data	83

Appendix 3. Data Lakes	89
Appendix 4. Some Vocabulary Relevant to	93
Appendix 5. Comparison Between Machine Learning and Traditional Business Intelligence	101
Appendix 6. Conceptual Outline of the Steps Required to Implement a Customization Solution based on Machine Learning	103
Bibliography	107
Glossary	111
Index	115