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## Synergizing Generative AI with Enterprise Business Intelligence for Prescriptive Analytics

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### Abstract

#### Background

The paradigm of Business Intelligence (BI) is shifting from descriptive analytics—reporting on what happened—to prescriptive analytics, which recommends how to respond. This transformation is driven by the convergence of Generative AI and structured enterprise data.

This presentation examines the practical integration of Large Language Models (LLMs) within global BI platforms to accelerate commercial decision-making and democratize data insights. Based on extensive implementations at Fortune 500 entities, the talk introduces an Adaptive BI Framework that reduces requirements ambiguity by 40% and accelerates “insight-to-action” cycles.

The session explores the technical architecture required to ground Generative AI responses in verified enterprise metadata, mitigating hallucination risks while enabling natural language querying of complex supply chain and sales datasets.

#### Key focus areas include:

- **Multi-Persona Metadata Curation:** Tailoring data discovery experiences for executives, analysts, engineers, and regional stewards
- **Agile Change Management:** Frameworks achieving 85%+ adoption rates in non-technical business units
- **Real-world ROI:** Case studies demonstrating \$2.5M annual cost savings and 45% faster analytics delivery

This roadmap equips data leaders to transition their organizations from static reporting to dynamic, AI-powered intelligence systems that drive measurable economic value.

#### Key Technologies & Methods:

- LLM integration with enterprise BI systems
- Data governance and metadata management at scale
- Change management and organizational adoption
- Supply chain and commercial analytics optimization

#### Speaker Credentials:

- 18+ peer-reviewed publications on AI, BI, and enterprise systems
- Fellow, Hackathon Raptors (recognized for exceptional innovation in AI and data technologies)
- Editorial Member & Reviewer, International Journal of Science and Research (IJSR)
- 8+ years leading global teams across 12+ regions at Fortune 500 company
- Published research on AI integration, change management, and adaptive ERP architectures

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