

Review Article

Open Access

The Application of Artificial Intelligence in the Investment Field

Yan Pu

North Gate, West District, Renju Tianfu Xinyuan, No.399 Jinyue West Road, High-tech Zone, Chengdu, Sichuan Province, China

ABSTRACT

The application of artificial intelligence technology in the financial sector has brought about significant transformations across the entire financial industry, giving rise to innovative financial services such as intelligent financial advisory, intelligent credit assessment and monitoring and intelligent customer service. However, the application of AI technology in financial sector also faces a series of challenges and difficulties. To enhance core research and development capabilities, it is necessary to integrate and utilize big data resources, build and improve a secure and widely shared data ecosystem, establish and optimize multiple risk prevention mechanisms, and improve the risk control level of AI technology. Reforms and improvements in financial regulatory mechanisms are needed to achieve comprehensive oversight of the application of AI technology in the financial sector, providing favorable conditions for promoting innovative and standardized development in the financial industry.

*Corresponding author

Yan Pu, North Gate, West District, Renju Tianfu Xinyuan, No.399 Jinyue West Road, High-tech Zone, Chengdu, Sichuan Province, China.

Received: April 27, 2025; Accepted: April 30, 2025; Published: May 26, 2025

Keywords: Artificial Intelligence, Finance, Investment Field

Application Background and Research Significance

The application of artificial intelligence technology in the investment field can be traced back to early computer-assisted trading systems. However, it was only in recent decades, with significant advancements in computing power and rapid development in data technology, that AI began to be widely applied in the investment field. The application background of AI in the investment field mainly lies in technological progress, the increasing complexity of financial markets, and the growing demand from investors for efficient decision-making.

Promotion by Technological Advancements With the rapid development of information technology, the application of artificial intelligence in the financial sector has been widely promoted. Artificial intelligence technology, by simulating human intelligence and utilizing computer technology to achieve intelligent data processing and decision-making, can effectively enhance the efficiency and accuracy of investment decisions. The application of this technology plays a significant role not only in financial services and regulatory oversight but also in financial analysis, thereby promoting the intelligence and standardization of the financial industry.

Investors Demand Growth hope to obtain more accurate predictions and personalized investment advice in their investment decisions. Artificial intelligence technology can meet this demand by providing personalized asset allocation and risk management strategies. AI investment advisors collect and analyze investors' investment preferences, risk levels, and other data to propose personalized investment plans, helping investors achieve better returns in the market.

Enhancing Investment Decision Efficiency Artificial intelligence (AI) technology can quickly process large amounts of data, thereby improving the efficiency and accuracy of investment decisions. By utilizing machine learning and deep learning techniques, AI can automatically identify market trends and risk factors, optimize investment portfolios, and dynamically adjust portfolio weights, thus enhancing return on investment and risk management capabilities. For example, the application of deep learning in portfolio construction and optimization involves encoding and decoding financial market information to form an asset portfolio that meets the objective function. Experimental evidence has shown that its performance surpasses that of benchmark models.

In modern financial markets, intelligent investment systems, through their efficient data processing capabilities and predictive analysis, can quickly respond to market changes and provide investors with more accurate investment advice and strategies. This not only improves investment efficiency but also enhances risk management capabilities. For both individual and institutional investors, intelligent investment systems have significant practical application value and strategic importance.

Enhancing Investment Efficiency and Accuracy Smart investment leverages artificial intelligence technologies such as machine learning and deep learning to efficiently process and analyze massive amounts of data, thereby establishing precise predictive models and improving the efficiency and accuracy of investment decisions. These technologies can extract nonlinear relationships from complex data, helping investors better understand market dynamics and predict market trends.

Reducing Investment Risk Smart investment uses big data analysis and machine learning algorithms to monitor market changes in real time, assess investment risks, and provide corresponding risk management strategies. This approach effectively reduces

uncertainties in the investment process, helping investors manage their risks more effectively.

In a dynamic market environment, more rational decisions can be made. Additionally, intelligent investment advisors further enhance the precision and risk management capabilities of investment decisions through automated trading and real-time market monitoring, thereby reducing the impact of human errors and emotional fluctuations on investment decisions.

Personalized Investment Advice Smart investment platforms can provide personalized investment portfolio recommendations based on investors' risk preferences, investment goals, and time horizons. This feature significantly enhances investor satisfaction because the platform can offer customized investment solutions based on clients' diverse financial goals; effectively alleviating investment herd behavior caused by information asymmetry.

Artificial Intelligent Investment Strategies and Methods **Intelligent Financial Advisory Strategies**

Currently, the strategies of intelligent financial advisory mainly come in two forms: investment strategies based on machine learning and dynamic asset allocation strategies. Investment strategies based on machine learning widely apply algorithms such as support vector machines, random forests, and deep learning in financial investment, capable of handling high-dimensional, non-linear financial data and capturing complex relationships in the market. Reinforcement learning methods learn optimal investment strategies through interaction with the environment, making them suitable for multi-period, multi-objective investment decision-making. Dynamic asset allocation strategies automatically adjust investment portfolios based on market conditions and asset information to respond to market changes, aiming to maximize profits or minimize losses. By real-time monitoring of investment portfolios and dynamically adjusting asset proportions, risks can be reduced, and returns can be increased.

Intelligent Investment Methods

The application of deep learning in investment primarily lies in its outstanding performance in asset price prediction and allocation. Models such as LSTM and Convolution Neural Networks can extract better features from time series data, thereby improving prediction accuracy. Deep learning also has applications in portfolio optimization, where it helps build a theoretical framework for deep asset allocation to optimize portfolio performance. Additionally, quantitative investment methods have excellent applications in the investment field. Quantitative investment leverages computer technology to establish mathematical models, realizing the process of investment philosophy and strategy. It is characterized by discipline and efficiency. Based on summarizing historical patterns in the securities market, quantitative investment analyzes and formulates strategies and models that can be repeatedly applied, achieving optimal investment.

Challenges and Future Trends

Despite the broad prospects for the application of artificial intelligence in the investment field, some challenges remain, such as data security, algorithm transparency, and regulatory policies. Ensuring the security and privacy of large volumes of sensitive financial data is crucial when handling such information. Additionally, complex algorithms can sometimes be difficult to explain in terms of their decision-making processes, a problem known as the "black box" issue, which may affect the trust of investors and regulatory bodies.

The limitations of technology application are significant, as investment fields heavily rely on data. The accuracy and reliability of AI models largely depend on the quality and completeness of the data. Acquiring high-quality, comprehensive, and reliable data is a major challenge. The issue of model with overfitting and generalization capability is evident; AI models may overfit during training, meaning the model excessively adapts to the training data, leading to a decline in predictive power for unknown data. At the same time, the generalization capability of the model is also a concern, referring to the model's ability to maintain stable performance in different market environments.

The issues of data privacy and security, financial institutions face risks of data leakage and tampering during the processes of data collection, storage, and transmission. Particularly in cloud computing and big data environments, the centralized storage and sharing of data increase the likelihood of information leakage, posing serious threats to customer privacy and financial security. Technical risks and operational risks coexist, with the complexity of technical systems and high technical requirements increasing the difficulty of financial institutions in risk management. The contradiction between data privacy protection and regulatory requirements is becoming more pronounced.

Market dynamics and uncertainties mean that AI applications rely on historical data, but financial markets change rapidly, affecting the timeliness of AI modeling and analysis due to the dynamic imbalance of data. Financial institutions are increasing their reliance on AI technology, while regulatory mechanisms are still incomplete, leading to greater market supervision risks.

The future development trends of intelligent investment may include broader applications of deep learning and reinforcement learning technologies, as well as enhanced the interpretability and operability of AI systems. As technology advances, AI will play a more significant role in investment decision-making, ranging from simple data analysis to complex asset allocation and risk management. Intelligent investment systems will become more intelligent and user-friendly.

Conclusions

Artificial intelligence technologies are gradually transforming the operation of the investment industry by enhancing data analysis capabilities and automating trading levels. Not only does AI improve investment efficiency, but it also strengthens risk control capabilities. Intelligent investment systems can quickly respond to market changes, providing more personalized and precise investment advice, which is of significant importance for enhancing investment returns and customer satisfaction. For investors, the key to adapting to this change lies in understanding and accepting the advantages of intelligent investment tools while paying attention to their potential risks. Investors should choose smart advisory services that align with their investment strategies and risk tolerance and remain attentive to market dynamics and technological advancements to make more informed investment decisions [1-3].

References

1. Masliang, Weiyu (2018) Application of Artificial Intelligence Technology in the Financial Sector: Main Difficulties and Countermeasure Suggestions. *Journal of Southern Finance* 499.

-
2. Huang Qi, Zhaowei Zhao, Huailian Dai, Qiyang Huang, Nana Luo (2023) Cold Thoughts on Financial Security in the Context of Artificial Intelligence's Boom Journal of Financial Technology 1674-2265.
 3. Xia Shiyuan (2021) Research on the Advantages, Risks, and Regulation of Artificial Intelligence in Financial Markets. Journal of Financial Theory and Teaching 165.

Copyright: ©2025 Yan Pu. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.