

Neural Networks

AI That Thinks Like a Human

Neural Networks are a **type of AI designed to mimic the way the human brain processes information**. Instead of just following rules, Neural Networks **analyze patterns, learn from data, and improve decision-making over time**.

 **Think of Neural Networks like an expert chef—they adjust and improve based on layers of experience.**

How Neural Networks Work

- ✓ **Layers of Neurons** – AI processes data in steps, just like the human brain.
- ✓ **Recognizes Complex Patterns** – Identifies relationships across different factors.
- ✓ **Learns Over Time** – Improves as it processes more data.


Example: Neural Networks in Business

- ✓ A basic AI might predict sales based on **website visits** alone.
 - ✓ A **Neural Network analyzes multiple factors**— past purchases, email engagement, social media activity—to **predict which customers will buy and when**.
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Why Neural Networks Matter for Midsize Companies

Common Business Applications:

- ✓ **Sales & Marketing** – Predicts customer behavior with **greater accuracy**.
- ✓ **Finance & Risk** – Detects **fraudulent transactions** and financial risks.
- ✓ **Customer Support** – AI chatbots that **understand customer sentiment**.

 **Key Takeaway:** Neural Networks help businesses **make smarter, deeper decisions** using layered AI learning.

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