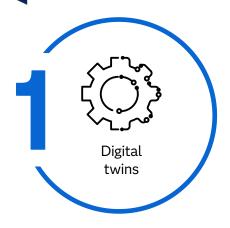
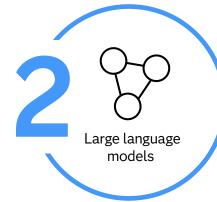
Generative AI: What it is, how it's used and why it matters

Generative AI consumes existing data, learns from it, then generates data with similar characteristics.



Three main types of generative technologies







Applications of generative AI



Generated suggestions for text in content like emails or promotional ads.



Discovery of potential new life-saving drugs.



Automated suggestions for computer programming.



Testing a pricing model with synthetic data (to protect real customers' privacy).



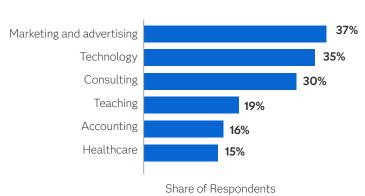
Making a digital twin of a supply chain.



Spotting suspicious activity in financial transactions by recognizing patterns in real time.

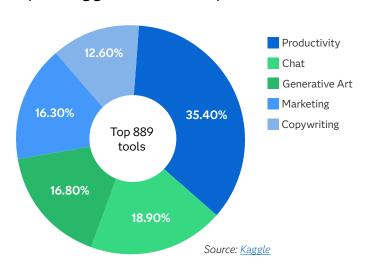
Trends with AI tools and industry adoption

Rate of generative AI adoption in the workplace



by industry for the US, 2023, Statista

Top 5 categories of AI tools (including generative AI tools)



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