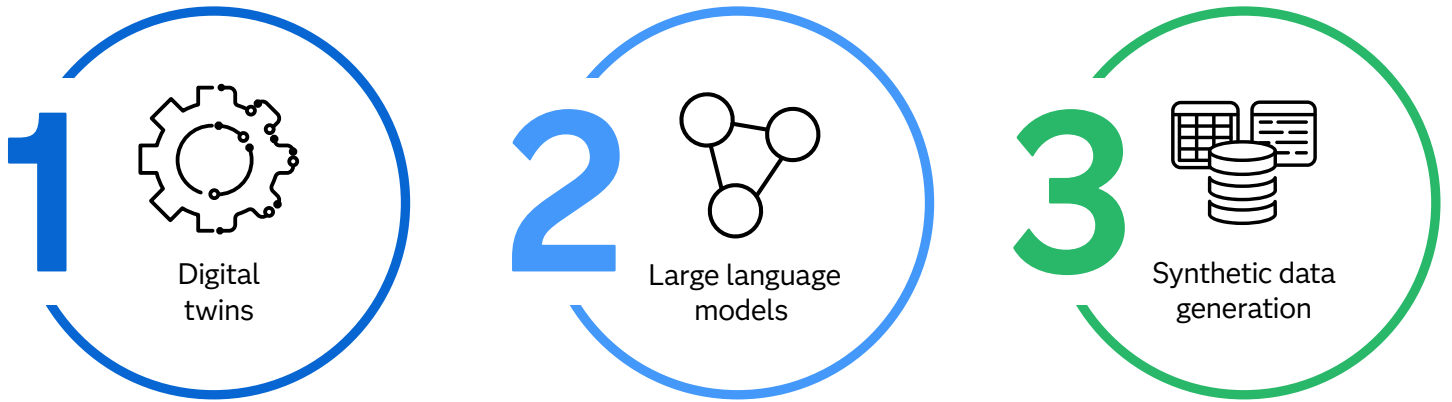


Generative AI: What it is, how it's used and why it matters



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

Three main types of generative technologies

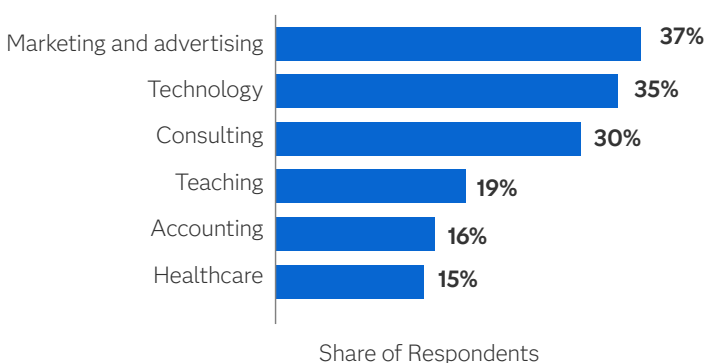


Applications of generative AI



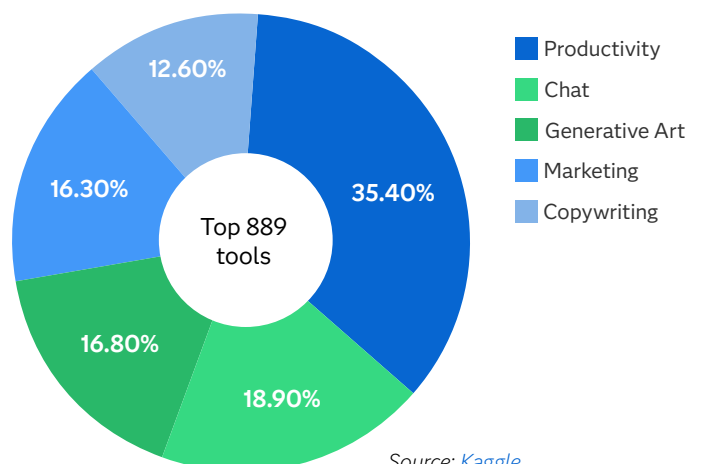
Trends with AI tools and industry adoption

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)



Source: [Kaggle](#)