AI
Use case for CAs

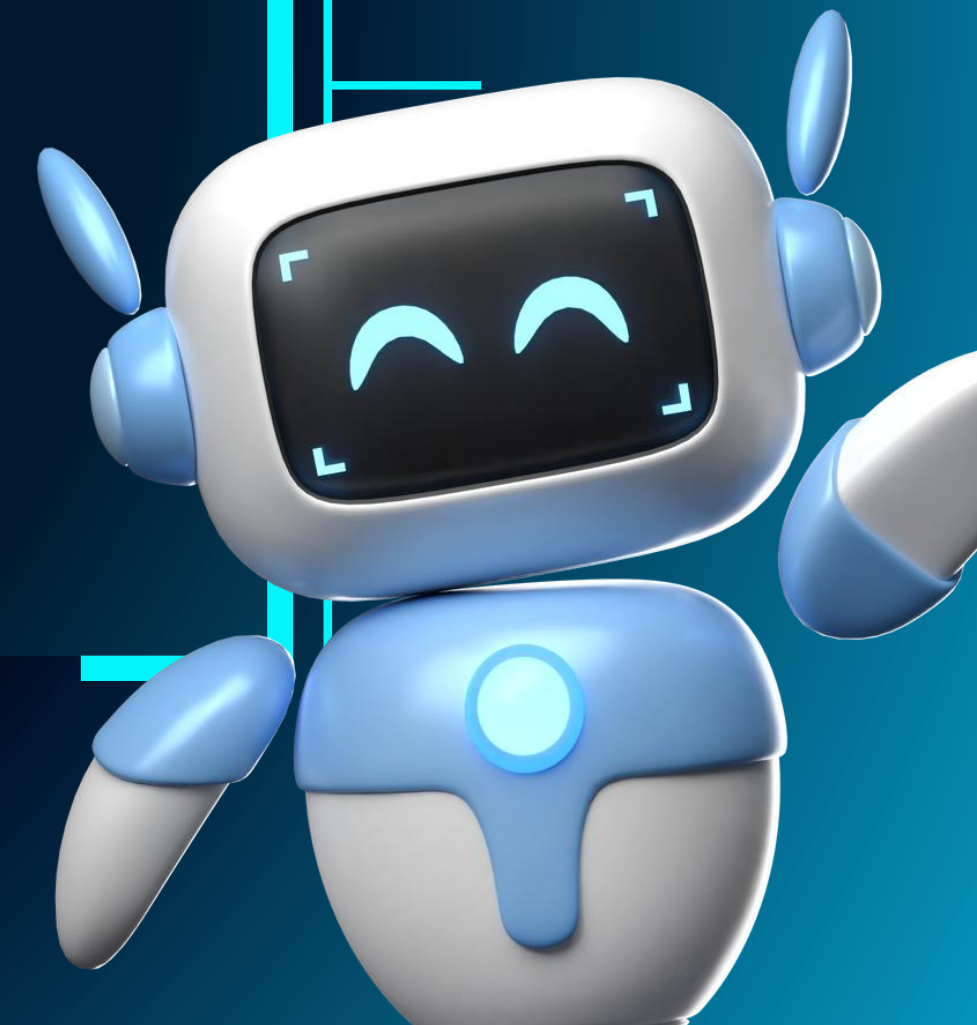# CONTENTS

WHAT IS AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence processes by machines, allowing them to perform tasks that typically require human cognitive functions.
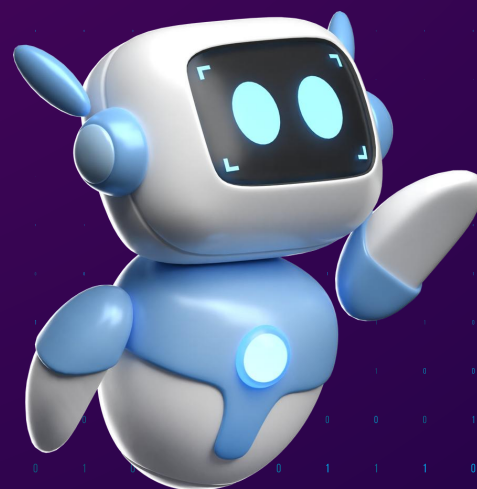
AI systems can analyse data, learn from it, and make decisions or perform actions based on that data.
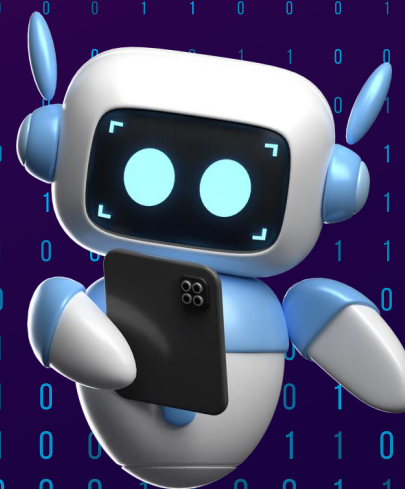
EXAMPLE

GOOGLE TRANSLATE

ALEXA

REELS

HISTORY OF AI

BEGINNING OF AI

Started in the mid-20th century with Alan Turing's question "Can machines think?", leading to the development of the Turing Test.

NEURAL NETWORKS

In 1958, Frank Rosenblatt's Perceptron marked the beginning of neural networks, crucial for AI's future development.

TRYING TO
MATCH WITH
HUMAN MIND

WHY IT WILL TAKE TO MUCH TIME ?

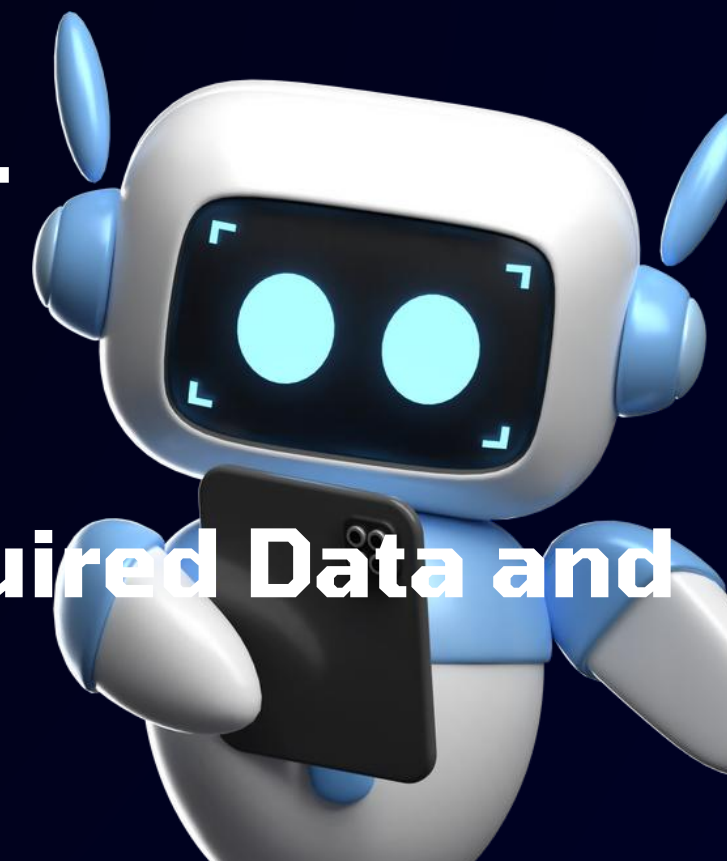**KNOWLEDGE BASE** — DATA creates knowledge base

UNDERSTANDING — In developing Phase

PROCESSING — Processing Power

COMPUTATION POWER — Computation Required Data and power

Introduction to AI Terminology

MACHINE LEARNING

Machine Learning is a subset of AI that helps systems learn from data, identify patterns, and make decisions with minimal human intervention, optimizing accounting tasks such as anomaly detection, predictive analytics, and automated data entry.

SUPERVISED LEARNING:

Trains on labeled data to predict outcomes like customer defaults from financial behaviors.

UNSUPERVISED LEARNING:

Finds patterns and relationships in data without explicit instructions, useful for customer segmentation or fraud detection.

DEEP LEARNING

Deep Learning is a subset of ML based on artificial neural networks with representation learning. It can automatically discover the representations needed for feature detection or classification from raw data. This minimizes the need for human intervention while preparing data for analysis, making deep learning particularly effective for large volumes of data, a common scenario in large-scale accounting.

NEURAL NETWORKS

At the core of many AI applications, including deep learning, are neural networks. These are algorithms modeled loosely after the human brain that are designed to recognize patterns. They interpret sensory data through a kind of machine perception, labeling, or clustering raw input. The architectures of these networks can significantly influence their effectiveness, with deeper (more layers) networks generally providing more refined insights.
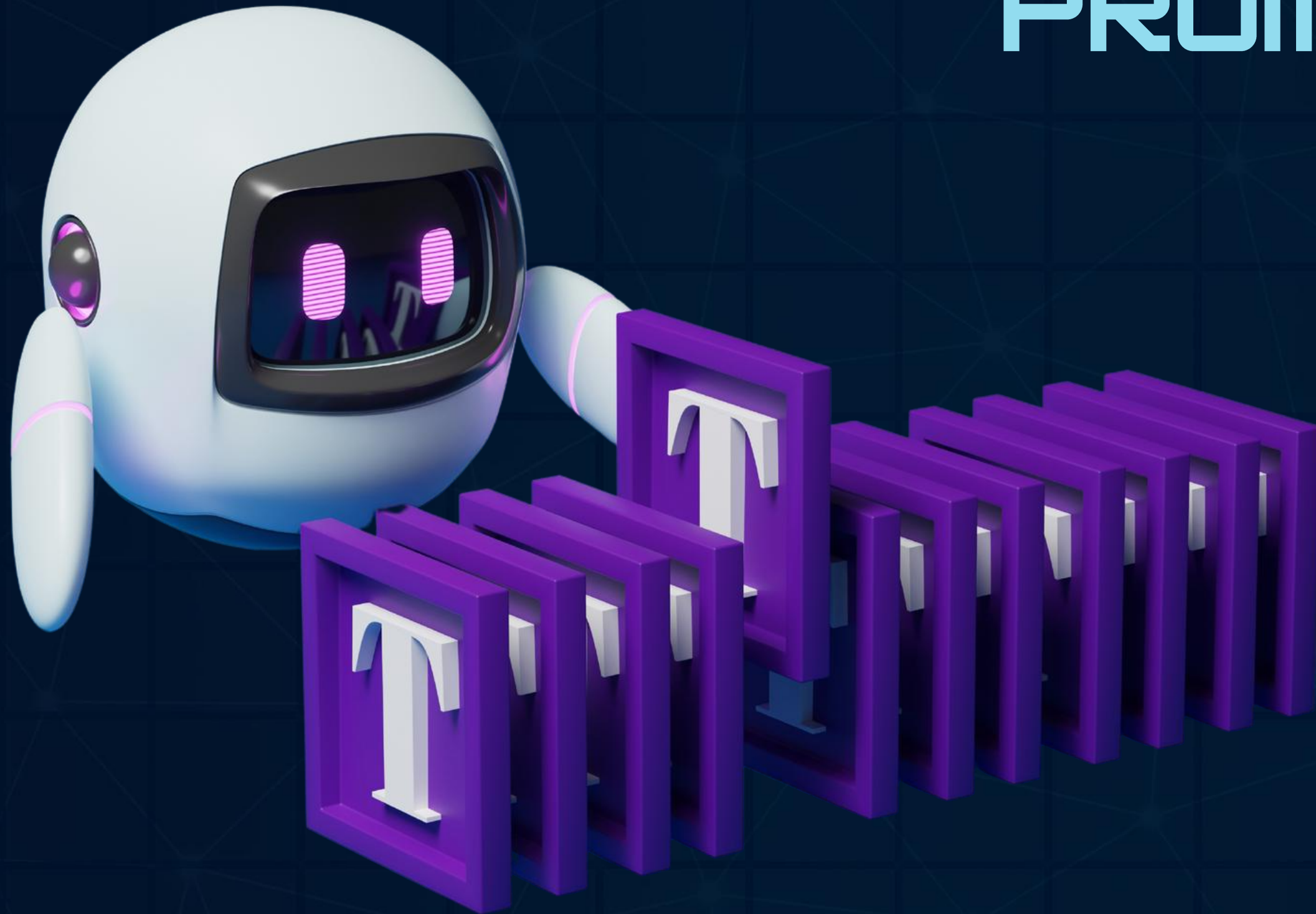
LLM

LARGE LANGUAGE MODEL

GPT (Generative Pre-trained Transformer) are a type of neural network that are trained to understand and generate human-like text based on the input they receive. They can generate coherent, contextually relevant text based on a large dataset of prior text.

Chat AI
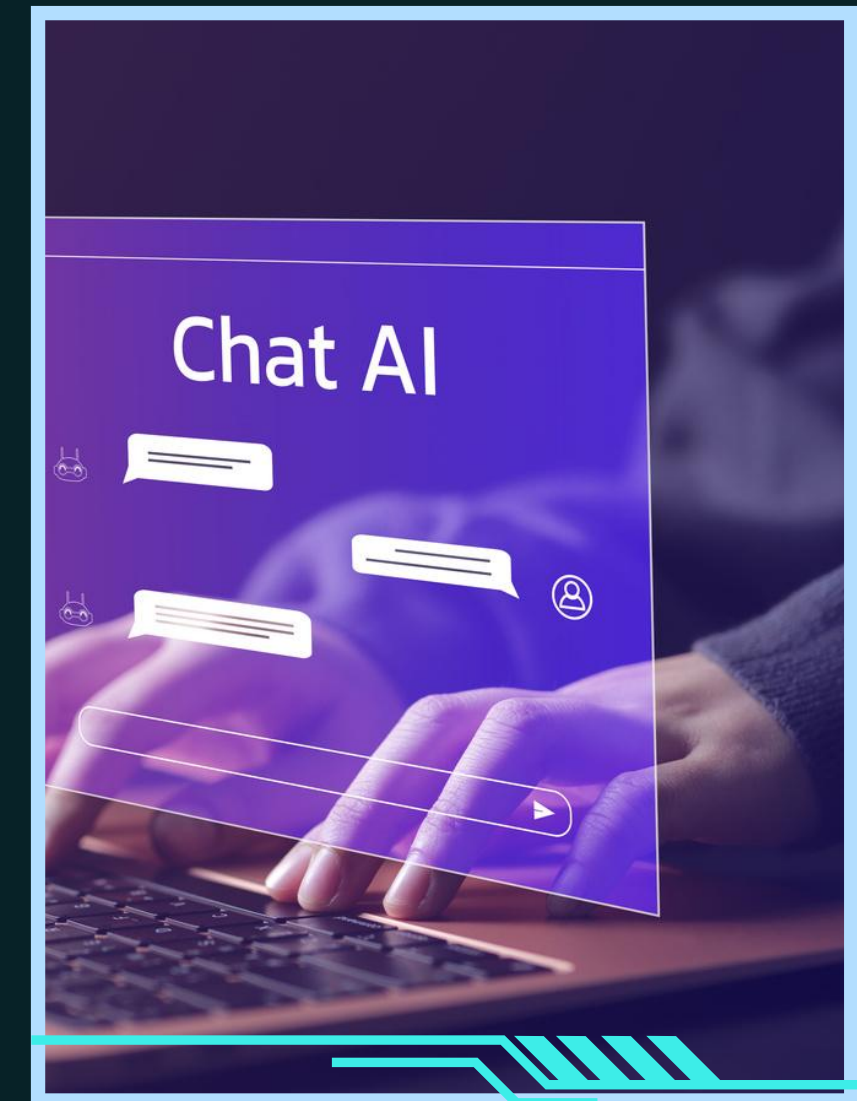
PROMPTING

PROMPTING
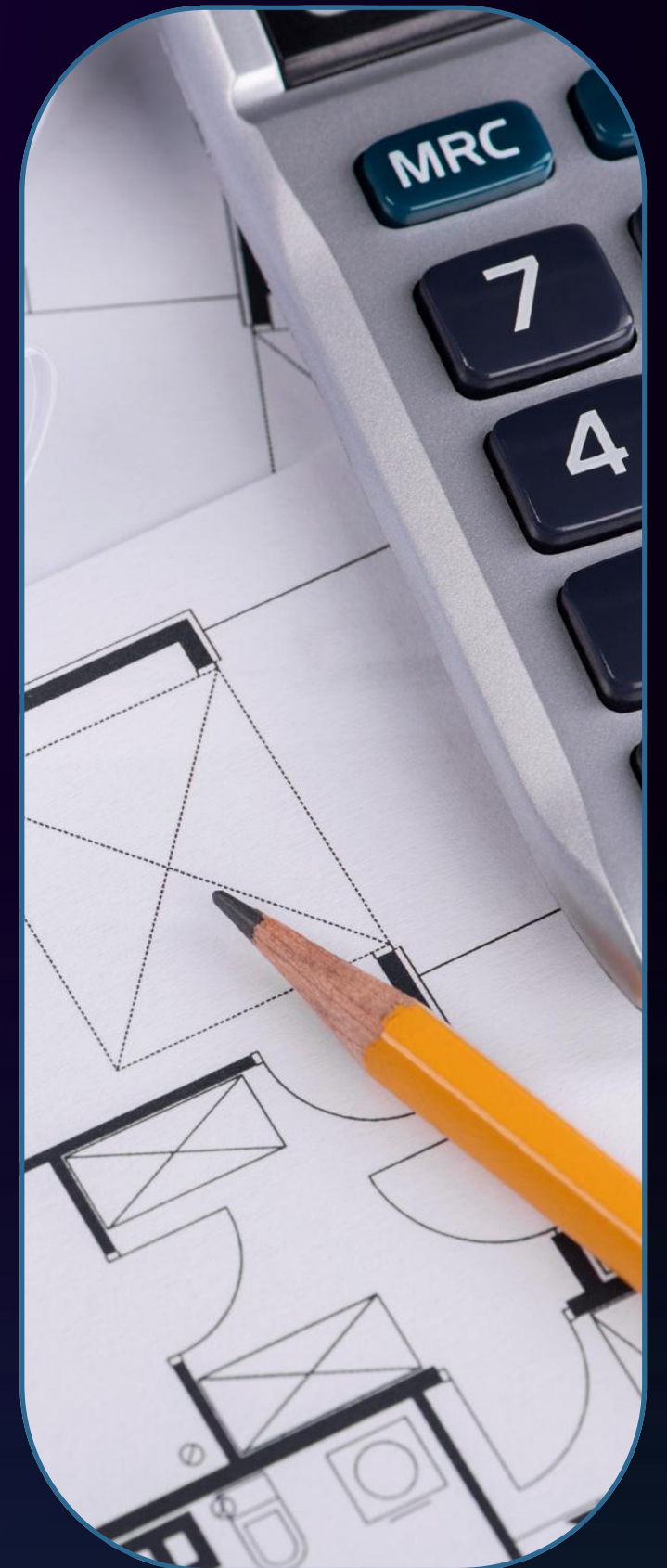
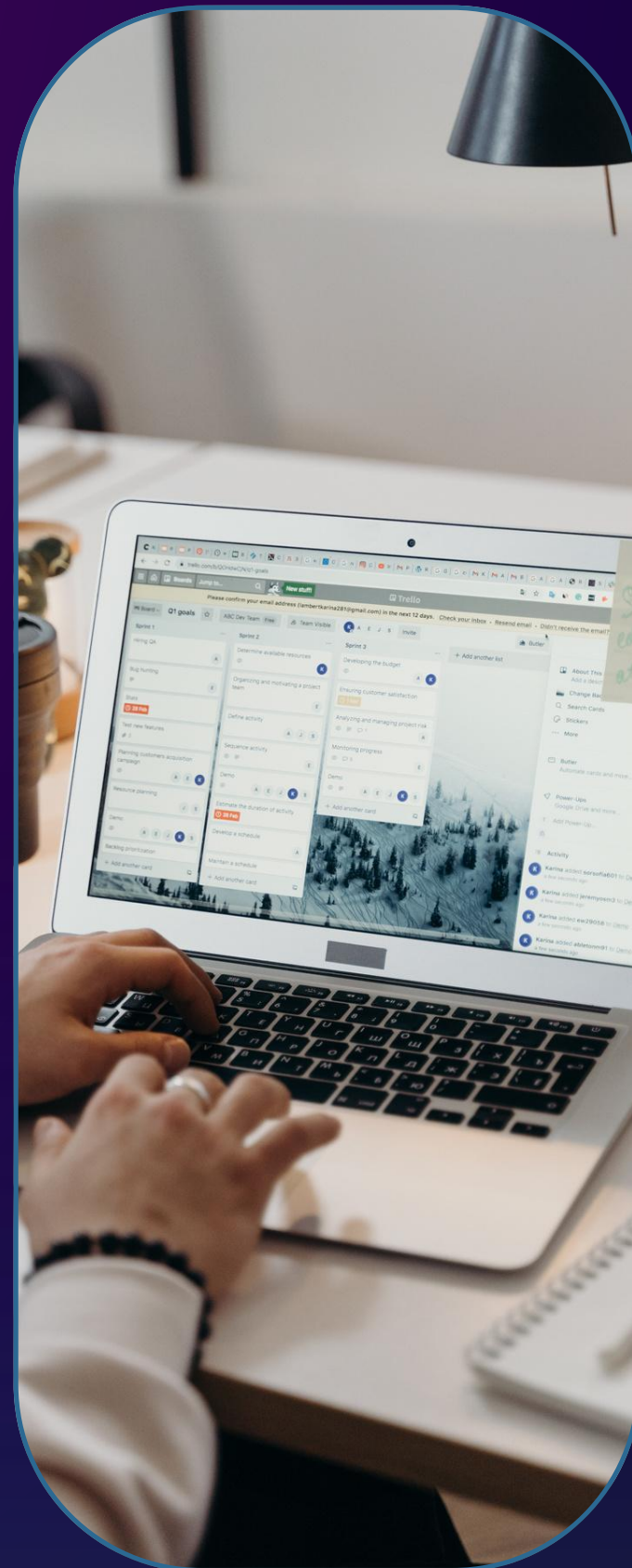**01** DEFINE THE AI'S ROLE CLEARLY

02 USE DIRECT AND CONCISE LANGUAGE

03 SET CLEAR OBJECTIVES AND CONSTRAINTS

04 INCORPORATE FEEDBACK LOOPS

05 EXPERIMENT WITH DIFFERENT APPROACHES

USE CASE

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Don't hesitate to contact us

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