

The AI LANDSCAPE

CREATIVE & GENERATIVE AI

Generative AI (ChatGPT)
Recommender Systems

Analogy: Your creative intern or waiter who knows your order.



- Produces text, images, code, media.
- Personalized suggestions, upsell, cross-sell.
- Best for content drafting, brainstorming, personalization, marketing.
- Strengths: Fast, flexible, proven ROI.
- Risks: Hallucinations, cold-start/data hungry.

KNOWLEDGE & REASONING AI

RAG
GraphRAG
Knowledge Graph

Analogy: Open book test, detective's corkboard, or encyclopedia with footnotes.



- Grounded Q&A with your data
- Finds relationships and patterns
- Ontologies, compliance, explainability
- Strengths: Factual, connected, transparent.
- Risks: Setup complexity, higher cost.

AUTOMATION & AGENTS

AI Agents
Multi-Agent Systems

Analogy: A junior project manager or consulting team.



- LLMs with goals, memory, tool use, orchestration.
- Teams of agents working in parallel.
- Strengths: Autonomy, scalable reasoning.
- Risks: Expensive, fragile, needs guardrails.

PREDICTIVE & ANALYTICAL AI

Traditional ML

Analogy: Your statistician predicting outcomes.



- Regression, classification, clustering.
- Forecasting, anomaly detection, next-best-action.
- Strengths: Proven, efficient, explainable.
- Risks: Needs structured, labeled data.

PERCEPTION & INTERACTION AI

Computer Vision AI
Conversational/Speech AI

Analogy: Eyes that never blink or a translator at a conference. Your statistician predicting outcomes.



- Image/video analysis, OCR, ID verification.
- Speech-to-text, text-to-speech, call center bots.
- Quality control, ID checks, transcription, accessibility, call centers.
- Strengths: Mature, natural interface, accurate.
- Risks: Costly at scale, sensitive to noise/visual data needs.