

# 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.

- 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.