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Artificial Intelligence and Data Science across Domains: A Comprehensive Review of Machine Learning, Big Data Analytics, Healthcare, and Intelligent Decision-Making

George Edison[1*], Alexandra Harry[2], Mohammad Ali[3]

[1]Independent Researcher, France

[2]Independent Researcher USA

[3]Independent Researcher Iraq

[1]Geogeedison2nice@gmail.com, [2]Alaxendraharry37@gmail.com, [3]m.ali.m2000m@gmail.com

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Corresponding Author

George Edison

Geogeedison2nice@gmail.com

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ABSTRACT

Advanced data processing, predictive modeling, and intelligent decision-making are reshaping various sectors with the power of artificial intelligence (AI), machine learning, and data science. This review provides an overview of the principles, processes, uses, barriers and prospects of AI and big data analytics in healthcare and public health, industry, manufacturing, agriculture and public administration. It delves into machine learning algorithms, deep learning architectures, predictive analytics, and real-time data processing. In addition, it identifies issues of data quality, cybersecurity, privacy, algorithmic bias and model interpretability. New technologies such as federated learning, edge AI, and explainable AI provide avenues for the development of intelligent systems that are secure, scalable, reliable, and responsible.

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INTRODUCTION

In today's digital age, Artificial Intelligence (AI) and data science have become fields of great relevance in computing, changing the way information is gathered, processed, analyzed and used to solve complex problems in various areas. The advent of digital technologies, cloud computing, connected devices, and generation of large amounts of data has opened the door to the creation of new intelligent systems which can detect patterns, make predictions, and assist with decision making [1]. The trend toward more data-driven systems is increasing organizations' ability to optimize systems, boost productivity, mitigate risk and uncertainty, and solve problems which can't be solved using only traditional analytical techniques [2]. The use of AI, machine learning, and big data analytics in this context is a great improvement in creating intelligent and adaptive systems.

Data science offers a complete suite of tools for collecting, cleaning, analyzing, visualizing, and modeling structured and unstructured data. AI supports these tasks, by allowing computer systems to reason, recognise patterns, classify, and support decision making, which normally needs human intelligence. Machine learning is one of the most prominent parts of AI that uses past data and self-improvements to enhance performance, rather than needing to be explicitly programmed for every scenario [3]. Deep learning also builds on these attributes, offering multi-layer neural networks which can process complex data, such as images, text, sounds and time-series observations [4]. These technologies constitute a set of powerful tools, useful in tackling the increasing complexity of analytical problems in scientific, commercial and social settings.

AI and data science have many applications in healthcare, public health, finance, manufacturing, agriculture, education, business management, and public administration. In the medical field, intelligent analytical systems can be used to aid in disease diagnosis, clinical decision-making, patient monitoring, and identifying patients at high risk for certain diseases [5]. In the manufacturing sector, machine learning can support in quality assurance, predictive maintenance, and ongoing process enhancements. In much the same way, companies can leverage predictive analytics to gain insight into market trends, fine-tune product strategies, predict customer needs, and enhance supply chain performance [6]. In the agricultural sector, AI-powered analytical tools can help with precision farming, resource management, crop surveillance, and enhancing agricultural productivity. Real-time data analysis can also provide advantages for smart cities and public sector organizations, optimizing

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infrastructure management, service provisioning and resource allocation [7].

While AI and data science offer numerous opportunities, there are also several challenges to consider when implementing them. Aspects of data quality, availability, privacy, cybersecurity, computation, algorithmic bias, model interpretability, and ethical accountability are important factors [8]. The performance of intelligent systems relies on the selection of relevant algorithms, the design of robust data-processing architectures and the assessment of the model performance under certain application conditions. The adoption of these technologies in real-world applications also needs appropriate infrastructure, training, and governance frameworks, and ongoing monitoring to guarantee that results of the analysis will be reliable and useful [9].

This review article covers the concepts behind AI, algorithms and methods, its applications in various fields, and the latest advancements in AI and data science, including machine learning, big data analysis, healthcare, and intelligent decision-making. It introduces concepts of how diverse analytical methods can facilitate prediction, optimization, automation and evidence-based decision making and the technical, ethical and operational challenges that impact their use. Additionally, the review explores new research avenues related to Explainable AI, Federated Learning, Edge Intelligence, Privacy-Preserving Analytics, and Interdisciplinary Data-Driven Systems. The article's goal is to offer a holistic overview of the status quo in AI and data science, pinpoint relevant research gaps, and suggest future research directions to build secure, scalable, responsible, and effective intelligent systems.

FOUNDATIONS OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

AI and data science offer the core technologies and techniques that are necessary to create intelligent systems, to process and analyze large amounts of data, and to make decisions based on data in various fields. These fields are based on computational algorithms, statistical techniques, mathematical models, and advanced data-processing methods, all of which help to convert raw information into meaningful insights [10]. This growing importance is driven by the amount of data that is created and processed by organisations in healthcare systems, financial transactions, industrial operations, connected devices and digital platforms. It is important to grasp the basics of these technologies so that their potential, constraints and applications can be identified [11].

AI is the technology of creating computers that can execute tasks that are typically done by humans.

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These tasks involve reasoning, learning, problem-solving, pattern recognition, natural language processing and decision making. AI systems analyze information, detect patterns, and produce relevant output based on the data provided. They can be rule-based, machine learning, or knowledge representation-based, or use a neural network architecture, depending on their design. Some of the uses of AI include medical diagnosis, fraud detection, predictive maintenance, automated customer support, and intelligent resource management [12]. The effectiveness of its use relies on the quality of the data, the choice of model, the computational resources available and the type of approach that is appropriate for the intended use.

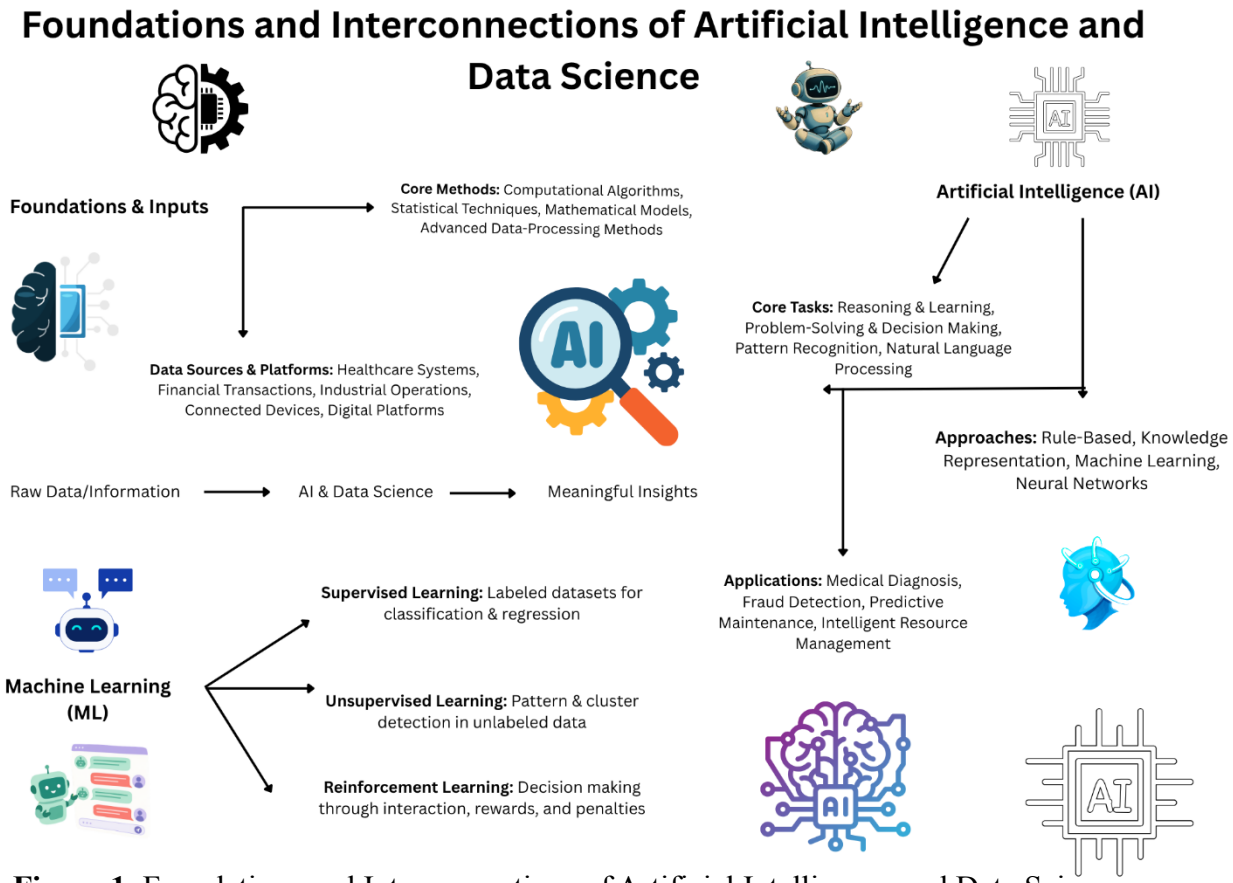


Figure 1. Foundations and Interconnections of Artificial Intelligence and Data Science

Machine learning is one of the key areas of AI that allows computational systems to learn from data and enhance predictive abilities. It is primarily based on three methodologies: supervised learning, unsupervised learning, and reinforcement learning. Supervised learning is based on labeled data sets to perform classification and regression, while unsupervised learning is used to uncover hidden structures in unlabeled data, cluster and find relationships [13]. Reinforcement Learning – learns decision making processes by interacting with the environment and receiving rewards or penalties.

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These methods are applicable in fields like disease prediction, financial forecasting, customer segmentation, and optimization of industrial processes [14].

Deep learning involves using deep multilayer neural networks to learn complex relationships from large-scale data. CNNs are used extensively in image analysis and RNNs and variants thereof for sequential data analysis. Transformer-based models have grown in the number of capabilities of understanding languages and multimodal analysis. Deep learning, however, tends to be very resource-intensive and demands sufficient training data, and meticulous evaluation to guarantee reliable performance [15].

MACHINE LEARNING AND BIG DATA ANALYTICS TECHNIQUES

Machine learning and big data analytics are crucial parts of today's data-driven systems, which are able to deliver meaningful insights from large and complex data sets. Machine learning is the creation of algorithms that learn patterns and relationships and make predictions, whereas big data analytics is the analysis of very large amounts of data to find information [16]. They can be integrated into various sectors, such as healthcare, finance, manufacturing, agriculture, education, and public administration, to facilitate efficient problem-solving, forecasting, automation, and intelligent decision-making. These techniques can be effective only if data is of a good quality, the data is computed on the right infrastructure, the right algorithms are used, and the correct evaluation procedure is followed [17].

There are two basic machine learning methods: supervised and unsupervised learning. The supervised learning is an approach that identifies the predictive relationship between labeled data and classifies them into classification and regression models to predict the disease, predict the financial situation, analyze customer behavior, etc [17]. Unsupervised learning discovers hidden patterns, clusters and associations in unlabeled data, which can be used for exploratory data analysis, anomaly detection, and customer segmentation. Deep learning can be used to extend these capabilities by using multilayer neural networks that can process complex information such as medical images, text documents, sensor readings, or other high-dimensional data [18]. These techniques can be especially helpful when standard analytical methods are not applicable to large datasets with nonlinear relationships.

Another important application of machine learning and big data analytics is time-series forecasting.

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Recurrent neural networks and its variants can be used to learn from sequential observations, recognize the temporal pattern and predict future values. These methods are useful in stock price prediction, demand forecasting, healthcare monitoring and assessment of industrial performances. Moreover, descriptive, predictive, and prescriptive analytics offer complementary methods of analysis and understanding of past performance, predicting future performance, and recommending the right action [19]. These analytical tools enable organizations to progress beyond reporting to proactive and evidence-based decision making.

Real-time data processing and stream analytics allow for ongoing analysis of data produced by Internet of Things connected devices, digital platforms, and monitoring systems. Federated learning and edge intelligence are additional tools for distributed analysis, where the models learn from multiple devices or locations without the need for concentration of raw data. These approaches are especially applicable to healthcare settings and applications with privacy concerns [20]. However, there are still challenges in the areas of scalability, computational costs, data heterogeneity, security, and model interpretability. Systematic validation, appropriate performance measures, robust data governance and ongoing monitoring are thus essential for reliable implementation [21].

MEDICAL AND HEALTH APPLICATIONS OF ARTIFICIAL INTELLIGENCE

AI is revolutionizing healthcare and public health through its ability to analyze large volumes of data, enhance diagnostics precision, aid clinical decision making, and bolster disease prevention efforts. The recent advances in electronic health records, medical imaging, laboratory data, genome data and population-level health data offer the promise of creating smart systems that can discover complex patterns and make meaningful predictions [22]. These data sources can be combined and utilized using machine learning and deep learning algorithms, aiding healthcare professionals to detect potential health issues, analyse treatment choices and enhance patient management. They are also used to improve healthcare delivery efficiency by minimizing repetitive tasks, processing information and aiding decision making based on facts and evidence [23].

AI-based decision support systems can help doctors identify diseases, interpret medical images, analyze lab results, and find patients that might need extra care in clinical practice. Machine learning models can analyze past patient data to predict risks for disease and inform individual treatment strategies. An advantage of deep learning is that it can be used to learn from radiologic images,

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pathological specimens, or other complex medical data. In addition, AI can be used in vaccine development and distribution to analyze biological data, identify promising vaccine candidates, and optimize the allocation of resources in times of a public health crisis [24]. The abilities can enhance preparedness and bolster responses to infectious disease outbreaks.

Public health applications do not just include identifying individual cases of the disease; it also includes surveillance of disease in a population, epidemiological modeling, and the management of health resources. Predictive analytics can aid in the detection of new disease trends, in forecasting the risk of disease transmission and in directing medical resources toward those who are more susceptible. Machine learning models can also study the relationship between disease occurrences, environmental conditions and demographic characteristics [25]. Federated learning and edge computing present opportunities to leverage various institutions to observe information in the healthcare sector without moving sensitive patient data. These can enhance communication among health care institutions and facilitate the protection of privacy [26].

However, the adoption of AI in healthcare has its own set of challenges, such as patient privacy, security, data accuracy, algorithmic bias, and the reliability of the models. There may be poor recommendations generated from inaccurate predictions or poorly validated systems, which can have a negative impact on patient outcomes. Populations can also vary in terms of their traits and health-care service provision, thereby restricting the applicability of trained models [27]. The issues of informed consent, transparency, accountability, and equitable access to the study are of ethical concern. Hence, before using AI systems, it is essential that they are carefully validated, continuously monitored, and clinically evaluated. To implement responsibly, there needs to be collaboration among healthcare professionals, data scientists, policymakers, and technology developers [28]. In general, combining AI and healthcare and public health can enhance diagnostic support, enhance disease prevention, and foster effective, accessible, and data-driven healthcare services.

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Figure 2. AI Applications in Clinical Medicine

ROLE OF AI AND DATA ANALYTICS IN THE INDUSTRIAL AND BUSINESS SECTORS

Industrial and business operations are being revolutionized by artificial intelligence (AI) and data analytics, which allow for automation, increased efficiency, resource optimization, and data-informed decision-making. With data becoming more readily available—both operational and customer data, sensor readings, and digital transaction records—organizations are finding more opportunities than ever to use machine learning and predictive analytics to address complex challenges [29]. Such technologies can be used to recognize patterns, predict trends, identify inefficiencies and increase productivity in manufacturing, agriculture, supply chain, product development and smart city infrastructure. The use of AI in organizational processes also allows for quicker adaptation to market shifts and evolving operational needs [30].

In manufacturing, AI-driven analytics can be used to optimize processes, detect defects, and perform predictive maintenance, as well as quality assurance. Machine learning algorithms can analyze production data and detect anomalies, predict the likelihood of equipment failure, and suggest

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corrective measures. These abilities can be utilized to help organizations use continuous improvement techniques, such as Lean Six Sigma, to eliminate waste, minimize errors, and ensure a consistent product. AI and data analytics is helpful in customer behavior analysis, market forecasting, product planning, and performance evaluation within business management [31]. These insights can help to optimize resource allocation, create effective strategies, and discover new business opportunities.

Smart analytical systems that enhance demand forecasting, inventory controls, transportation planning, and workforce allocation also aid in supply chain management. Predictive analytics can help businesses foresee changes in demand and spot possible disruptions before they cause major disruptions [32]. In agriculture, AI-driven analytical methods are used for precision farming, including monitoring the crops, predicting their yield, optimizing irrigation and early detection of diseases in the plants. Integrating sensor data with satellite and environmental observations can support the efficient use of water, fertilizers and other resources for improved agricultural productivity for farmers [33].

In addition, the combination of IoT and big data analytics can monitor the interconnection of devices and infrastructure, which is dynamic and continuous. Real-time data can be utilized in smart cities for the management of traffic, energy, environment and public services. However, these technologies have some integration issues, infrastructure costs, cyber security, algorithmic reliability and workforce readiness issues [34]. However, small organizations may have more difficulty due to their lack of technical expertise and financial resources. In order to achieve successful adoption, therefore, the right digital infrastructure, sound data sources, employee training, and good governance practices must be in place. Even with automation, human oversight is crucial to ensure that the recommended services are in line with the organization's goals and ethical obligations [35]. Overall, AI and data analytics offer significant potential to boost industrial productivity, improve business competitiveness, and drive data-informed, sustainable growth in various economic sectors.

INTELLIGENT DECISION MAKING AND PREDICTIVE SYSTEMS

Artificial Intelligence, machine learning, and data analytics are key elements of intelligent decision making and predictive systems that help organizations to make decisions based on available evidence. The traditional ways of making decisions are often based on the past experience, manual analysis and pre-defined rules, which are not necessarily adequate in dealing with complex and changing

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environments [36]. AI systems overcome these shortcomings by analyzing vast amounts of data, uncovering patterns, forecasting future events, and providing insights and suggestions. These powers can facilitate better planning, risk assessment, resource allocation and operational efficiency in the healthcare, finance, education, manufacturing, and public administration sectors [37]. Predictive modelling also allows decision makers to proactively deal with new challenges as they arise when the models are integrated into the organization's workflow.

The key role of machine learning algorithms in predictive decision-making is to learn relationships from past data and infer them on new observations. There are many types of classification models that can be used to classify risk; regression models can be used for estimating numeric outcomes; and time-series models can be used to predict future trends. In medical applications, predictive systems can be used to detect patients' susceptibility to diseases and for clinical decisions [38]. Machine learning models can forecast price changes and assess risks in financial markets by examining past market data. Likewise, businesses can use predictive analytics to predict customer demand, manage inventory, and enhance supply chain planning [39]. These forecasts, however, are only as reliable as the data, the model used, and ongoing monitoring of their performance.

Another area of application for intelligent decision support systems is public administration and education. Academic achievement, attendance and engagement data can be used to help measure student progress and determine those who may need extra support. Predictive Analytics can help public sector organizations optimize their workforce management, allocation of resources, provision of services and tracking of operations. The addition of real-time analytics enhances these use cases by allowing systems to analyze incoming data and generate real-time insights [40]. But the predictive outcomes should complement, not supplant, human judgment, especially when there are major financial, social and health related implications.

DATA GOVERNANCE, CYBERSECURITY, AND RESPONSIBLE AI

To keep intelligent systems secure, ethical, and reliable for various applications, data governance, cybersecurity, and responsible artificial intelligence (AI) are crucial components. With the growing reliance on machine learning, big data analytics, and automated decision-making, safeguarding sensitive data and fostering trust are becoming crucial priorities for organizations [41]. Data governance is the policy, standard and procedures that are put in place to collect, store, process, share

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and manage data as it lives. Good governance leads to good data quality, consistency, availability and accountability and also ensures that data is used appropriately and within legal frameworks [42]. Along with these practices, cybersecurity plays its role in safeguarding digital infrastructure, data sets, and AI systems from unauthorized access, manipulation, and malicious attacks.

In the healthcare, financial, educational, and public administration sectors, which handle sensitive personal information, privacy and information security are particularly crucial. Financial losses, reputational damage, and harm to individuals can result from unauthorized disclosure, data breaches and inappropriate data sharing [43]. These risks can be minimized through security measures like encryption, access controls, authentication and constant monitoring. New technologies, such as federated learning and privacy-preserving analytics, allow companies to perform data analysis on data spread across multiple sites with minimal exposure of sensitive information [44]. When properly designed and executed, Block chain technology could potentially help achieve data integrity, data traceability, and controlled data sharing.

Transparency, fairness, explain ability, and accountability are also integral components of responsible AI, encompassing the development and deployment of intelligent systems. Incomplete or biased data sets can produce discriminatory machine learning predictions, which can result in unequal outcomes in healthcare, recruitment, education and financial services. Explainable AI techniques can help give users insight into model performance and systematic evaluation can detect performance disparities between population subgroups [45]. Where there are significant social, economic and medical implications for decisions made based on AI-generated recommendations, human oversight is still crucial.

The rise of AI-generated deepfakes and disinformation is another area of concern. Another new issue is AI-generated deepfakes and disinformation, which can be used to influence public opinion, defuse trust in the digital world, and make it harder to verify online content. These threats can be mitigated by using detection techniques, digital authentication, media literacy, and suitable governance policies. Human–computer interaction is also integral to responsible AI to ensure usability, accessibility, and clear interactions between humans and intelligent systems [46].

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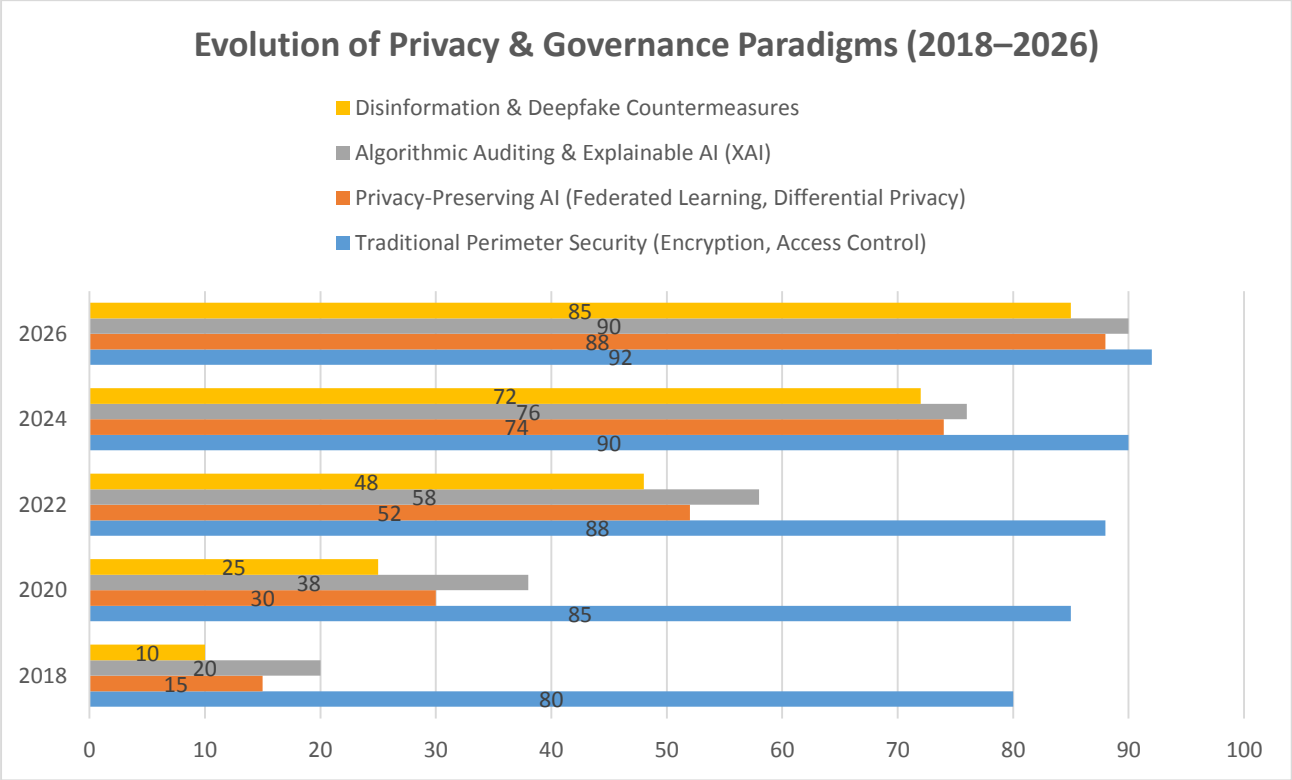


Figure 3. Evolution of Privacy & Governance Paradigms (2018–2026)

MAJOR CHALLENGES AND OPEN RESEARCH PROBLEMS

Rapid development of Artificial Intelligence (AI), machine learning and big data analytics has led to a lot of opportunities for innovation in healthcare, industry, business and public administration. But, there are some technical, ethical and operational hurdles that are still impeding the effective utilization of these technologies. These challenges must be addressed to build intelligent systems for accurate results, sensitive information protection, and reliability in varying conditions. Research needs to therefore be focused not only on the improvement of predictive performance, but also on the scalability as well as transparency, fairness, security and practical applicability of the predictive system across different environments [47].

Quality, availability, and interoperability of data are significant challenges for building good AI systems. Poorly-constructed records, inconsistent data formats, incorrect data measures, and skewed data sets can negatively impact model training and prediction accuracy. In addition, data is likely to be stored across multiple systems within the organization, which can make it challenging to integrate the data and share it for analysis and reporting [48]. Standardized data formats, reliable preprocessing methods and effective data management are still important research challenges. Other challenges

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include scalability and computational complexity, especially for information that is continuously generated by sensors in healthcare, industrial applications or large digital platforms [49]. To handle growing data volumes without undue computational expenses, efficient algorithms, distributed computing, and optimized storage infrastructures are needed.

Another important point in privacy-preserving and secure machine learning is the need for significant attention. AI systems can compromise sensitive data by accessing unauthorized information, being hacked, or sharing information inappropriately. While there are solutions, such as encryption, federated learning and privacy-preserving analytics, the challenge of ensuring the protection of information without compromising analytical accuracy is not without its difficulties [50]. Model bias, explain ability, and trustworthiness is another major issue. Predictions from complex algorithms can be hard to interpret, and training data that doesn't represent the data to be predicted can result in unfair predictions for certain populations [51]. Incorporating explainable models and performance measurements on various populations can help increase transparency and enable responsible decision-making.

However, deployment in practice presents additional challenges such as lack of technical knowledge, costs for infrastructure, integration with current systems and resistance to organizational change. Models that work well in the experiment might not perform as well in another industry, population or environment. It is thus essential that it should be continuously monitored, independently validated and periodically updated to ensure reliability [52]. Implementation is further complicated by regulatory requirements and ethical responsibilities, especially in the context of automated decisions impacting health outcomes, job opportunities or public services. The following areas should be explored in future research: standardized evaluation frameworks, adaptable algorithms, secure mechanisms of data sharing, and human-centred governance approaches [53]. Solving these interrelated issues will ensure more resilient, fair, scalable and credible AI systems that can offer sustained positive impacts in different areas.

FUTURE RESEARCH DIRECTIONS

Artificial Intelligence, Machine Learning and Data Science are constantly evolving, presenting possibilities for innovation in health care, industry, agriculture, business and public administration. To move towards more accurate, efficient, secure, transparent and adaptable intelligent systems,

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future research efforts should be directed towards development of such systems [54]. While there are existing technologies that have shown significant potential, there is still a need for more research to overcome computational constraints, privacy concerns, algorithmic bias, and implementation challenges. The solutions to these problems will require interdisciplinary efforts from computer scientists, healthcare practitioners, data analysts, engineers, and policymakers [55].

Generative AI and foundation models are also areas of interesting research since they have the potential of consuming multiple types of information sources, generating content and helping with complex analytical tasks. Future studies have to evaluate their reliability, interpretability, computational efficiency and use in special applications [56]. There's also a need to increase focus on privacy-preserving analytics and federated learning, especially in healthcare and other settings where sensitive data can't be easily consolidated. Collaborative learning models that are secure in nature can help organizations reap the rewards of distributed data without exposing any unnecessary confidential data. Likewise, edge AI can enhance the responsiveness of connected devices and monitoring systems with real-time information, minimizing communications delays and decision-making latency [57].

Research for explainable and trustworthy AI should continue to be a key research focus. Future models should explain the reasons behind these decisions clearly, should perform well in similar ways across population groups, and should avoid generating unfair outcomes across population groups. Researchers should also explore better ways to detect data drift, monitor model performance and ensure reliability post deployment [59]. The combination of AI with big data platforms, IoT, and block chain can open up new possibilities for secure data sharing, real-time monitoring, and data transparency. But, these integrations have to be carefully examined with respect to interoperability, energy usage, scalability, and cost of implementation [60].

Another key avenue is the creation of cross domain analytical models that can be translated to new application domains while preserving reliability. These can be used in a variety of applications, such as useful analytical modules for healthcare prediction, industrial quality management, agricultural monitoring, financial forecasting and public-sector planning. Future work should focus on developing consistent benchmarks, available data sets, repeatable experiments, and comparisons of different methods in representative conditions [61]. Another aspect of human centered AI that needs to be addressed is the usability and accessibility of the technology, its professional supervision, and the

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implications of algorithmic decision-making for social issues. The study of intelligent systems that can augment human judgment is an area worthy of further investigation. In summary, the responsible innovation, practical validation, sustainable computing, and equitable access are key features of future AI and data science developments [62]. All these could help to reinforce intelligent decision making and to create dependable technological bases to tackle new scientific, economic and societal challenges in a variety of fields.

CONCLUSION

Artificial intelligence (AI), machine learning (ML), data science and big data analytics are key technologies driving the revolution of information into insights and intelligent decision-making in various fields. The basic concepts, analytical methods, applications and problems related to these technologies have been discussed in this review, as well as directions for future research. The discussion emphasizes the potential applications of these advanced computational techniques, such as enhancing prediction capabilities, streamlining complex processes, optimizing resources, and creating more effective solutions to real-world problems. Their use in the health, public health, industrial, agricultural, financial, educational, business management, and government sectors clearly shows their wide-ranging potential impact on improving the performance of operations and enabling data-driven innovation.

Machine and deep learning algorithms offer immense capabilities of handling pattern recognition, predicting results, and analyzing large and complex datasets, while big data analytics offers the ability to process large amounts of data and diverse information. In the health sector, these technologies can help with disease forecasting, clinical decisions and public health monitoring. They play a role in quality control and management systems, optimizing processes for industrial or business operations, forecasting demand, and streamlining supply chain management. Likewise, intelligent decision support systems can enhance planning, resource management, and organizational responsiveness. The merits of these applications, however, rely on the quality of the data, the right model, the correct validation and the suitability to a given operational context.

While their potential is great, there are also a number of obstacles to widespread adoption, such as concerns over data privacy, cybersecurity risks, algorithmic bias, lack of interpretability, complexity of computation, and the challenges of embedding intelligent systems within present day

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infrastructures. What is needed to tackle these fears is robust data governance, clear review processes, responsible use of AI and ongoing human oversight. Federated learning, edge intelligence, explainable AI, and privacy-preserving analytics are some emerging techniques that could enhance the security, reliability, and adaptability of future systems.

Future research should focus on reproducible assessment, interdisciplinary cooperation, scalable analytical methods and practical validation in various settings. Ethical responsibility, access, sustainability and equitable technological adoption will also be key. In summary, the interplay between AI and data science holds great promise for scientific discovery, organizational efficiency, and solving complex societal problems. Collaborative implementation and ongoing innovations will be essential to the success and sustainability of intelligent systems in several areas.

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