

AI Vocabulary Terms, *Made Simple*

Term

Plain-English Explanation

ARTIFICIAL INTELLIGENCE (AI)

Smart software that performs tasks usually requiring human thinking.

MACHINE LEARNING

A type of AI that learns from data and improves over time.

DEEP LEARNING

A more advanced kind of ML that uses brain-like structures (neural networks) to learn from huge data sets.

ALGORITHM

A recipe of steps a computer follows to solve a problem.

MODEL (AI MODEL)

The trained result of an AI system — like the “brain” that makes predictions or generates content.

DATA

Information AI uses to learn or make decisions.

TRAINING DATA

The specific information AI “studies” to learn how to do its job.

INPUT

What you give the AI — a prompt, question, or file.

OUTPUT

What the AI gives back — an answer, image, or recommendation.

NEURAL NETWORK

A brain-inspired system that helps AI process information and make decisions.

GENERATIVE AI

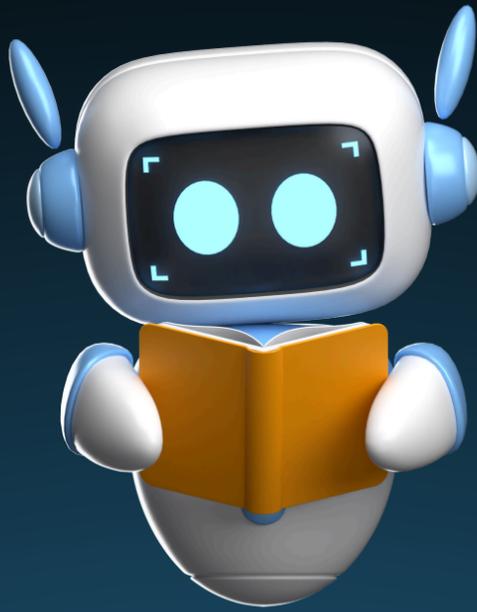
AI that creates new stuff — like writing, images, videos, or ideas — from scratch.

LARGE LANGUAGE MODEL (LLM)

A big AI system trained on tons of text so it can understand and generate human-like language.

PROMPT

Your instruction to the AI — like giving a task to an employee.



AI Vocabulary Terms, *Made Simple*

Term

Plain-English Explanation

PROMPT ENGINEERING

The skill of giving good instructions to get useful results from AI.

CHATBOT

A program that chats with users — can answer questions, help with support, etc.

CONVERSATIONAL AI

Smarter chatbots that can hold multi-turn, more natural conversations.

NATURAL LANGUAGE PROCESSING (NLP)

AI that understands and works with human language (talking, writing, reading).

TEXT GENERATION

AI creating new written content — blogs, emails, scripts, etc.

IMAGE GENERATION

AI making images from your descriptions.

AI ART

Visual art made using AI image tools.

CONTENT CREATION

Using AI to generate written, visual, or audio content for your business.

HALLUCINATION

When AI gives a confident answer that's actually wrong or made up.

CONTEXT WINDOW

How much recent text the AI can “remember” in a conversation.

TOKENS

Chunks of text AI reads (words or parts of words) — they affect pricing and memory.

FINE-TUNING

Taking an already-trained AI model and customizing it for a specific purpose.

CUSTOM INSTRUCTIONS / PERSONAS

Settings that tell AI how to behave or sound when talking to you.



AI Vocabulary Terms, *Made Simple*

Term

Plain-English Explanation

CUSTOM GPT

Your own personalized version of ChatGPT — trained to think and speak your way.

MULTIMODAL AI

AI that can work with multiple input types — text, images, files, voice, etc.

VOICE SYNTHESIS (TEXT-TO-SPEECH)

AI that can talk out loud using lifelike voices.

TRANSCRIPTION (SPEECH-TO-TEXT)

AI that turns spoken words into written text.

AUTOMATION

Using tech to take repetitive tasks off your plate.

WORKFLOW AUTOMATION

Automating a series of business steps (like follow-up emails, lead scoring).

EFFICIENCY

Getting more done with less effort, often powered by AI.

PRODUCTIVITY

Output per hour or day — AI is a booster for this.

PERSONALIZATION

Making things feel tailor-made for each customer, using AI insights.

CUSTOMER EXPERIENCE (CX)

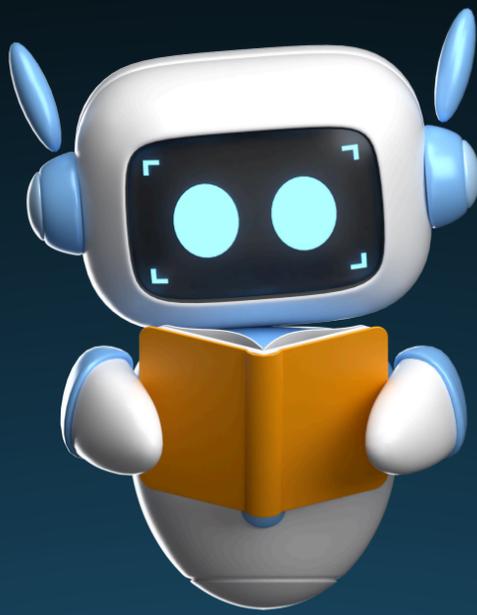
How customers feel about your business — AI can help improve it with personalization and responsiveness.

CUSTOMER SERVICE

Using AI to respond to customer questions and problems quickly (like with chatbots).

MARKETING AUTOMATION

AI tools that help send emails, schedule posts, or run ads on autopilot.



AI Vocabulary Terms, *Made Simple*

Term

Plain-English Explanation

CONTENT MARKETING

Attracting customers through valuable content — AI helps brainstorm and create it.

SEARCH ENGINE OPTIMIZATION (SEO)

AI helps you create search-friendly content so customers find you online.

DATA ANALYSIS

Letting AI examine data to find trends, patterns, or opportunities.

BUSINESS INTELLIGENCE (BI)

Turning data into insights to make better business decisions — AI is a major tool here.

PREDICTIVE ANALYTICS

AI looking at past data to guess what might happen next (sales, churn, etc.).

SENTIMENT ANALYSIS

AI figuring out whether people are happy, sad, or frustrated based on what they say or write.

RECOMMENDATION ENGINE

AI suggesting what your customers might want next (like Netflix or Amazon do).

VIRTUAL ASSISTANT

An AI helper that can handle tasks like scheduling or answering questions.

LEAD GENERATION

AI identifying potential new customers based on behavior or data.

SALES FORECASTING

AI predicting how much you'll likely sell in the near future.

SUPPLY CHAIN OPTIMIZATION

AI helping you manage inventory, logistics, and suppliers more efficiently.

COMPETITIVE ANALYSIS

Using AI to monitor and learn from your competitors online.