

GENERATIVE AI IN THE OIL AND GAS INDUSTRY

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The oil and gas industry faces challenges such as growing demand, environmental regulation, operational efficiency and safety. Artificial intelligence (AI) can offer innovative solutions that use data, algorithms and creativity. In this presentation, we will look at how generative AI can be applied in various aspects of the industry, such as exploration, exploration, drilling, production, equipment, subsea facilities, environment and sustainability. Generative AI can increase efficiency and reduce carbon emissions in industrial use cases. However, poor data quality and fragmentation, as well as a lack of governance, can affect AI usability and changeability. The goal is to eliminate data silos and integrate all sources into an intelligent data platform that enables transformational workflows, accelerate the implementation of digital solutions and drive use cases and accelerate innovative movements in the industry. Building an intelligent data platform is related to the success of AI implementations in industry.

KEYWORDS: Generative AI, Data Platform, Efficiency, Sustainability, Challenges, Opportunities