



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT613 – Artificial Intelligence for Managers

Unit II – Unboxing ML & Its Applications



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Design Thinker

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Guess the Topic!!!

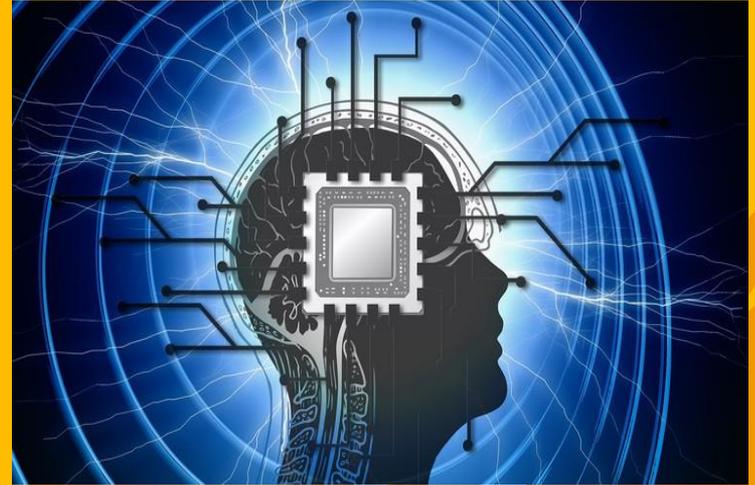
Application of Machine Learning in Business





Recap

- Reason to study Reinforcement Learning
- Reinforcement Learning
- Reinforcement Learning in ML
- Model-based and Model-free Reinforcement Learning
- Example for Reinforcement Learning

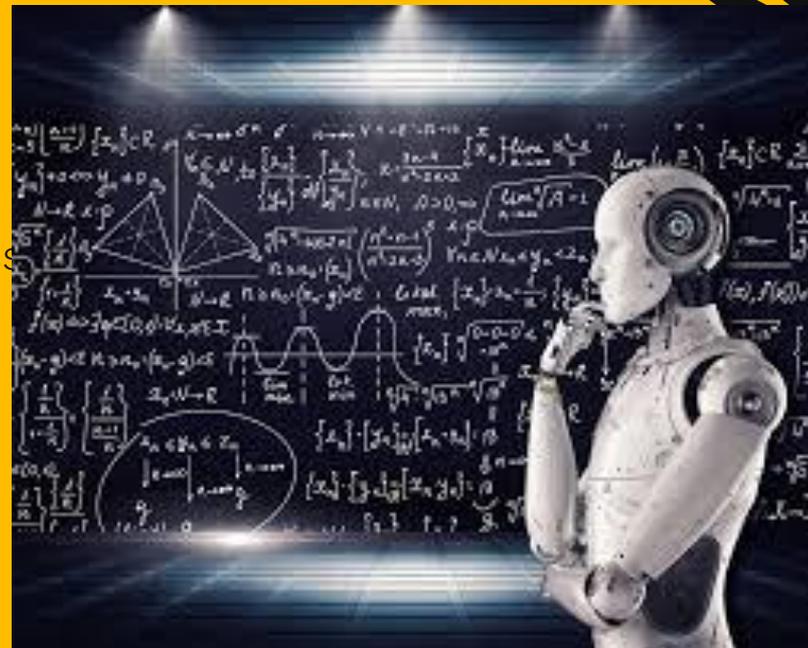




Discussion about....

Reason to study Application of ML in Business

- Top 9 applications of ML
- Machine Learning Algorithms for Business Applications
- How Machine Learning can help your Business Application to grow?
- Machine Learning across Industries





The machine learning process

In machine learning applications, a data scientist or other analyst:





Top 9 Applications of ML

01



Identification of Spam



02



Recommending Products



03



Customer Segmentation



04



Image and Video Recognition



05



Fraudulent Transactions



06



Demand Forecasting



07



Virtual Personal Assistant



08



Sentiment Analysis



09



Customer Service Automation

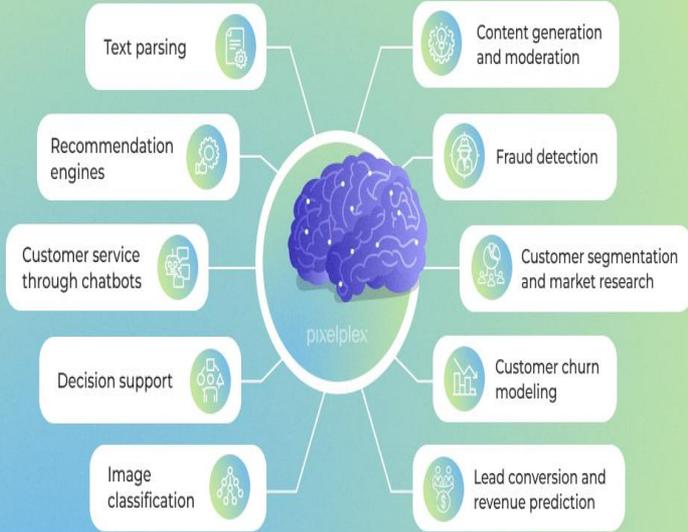




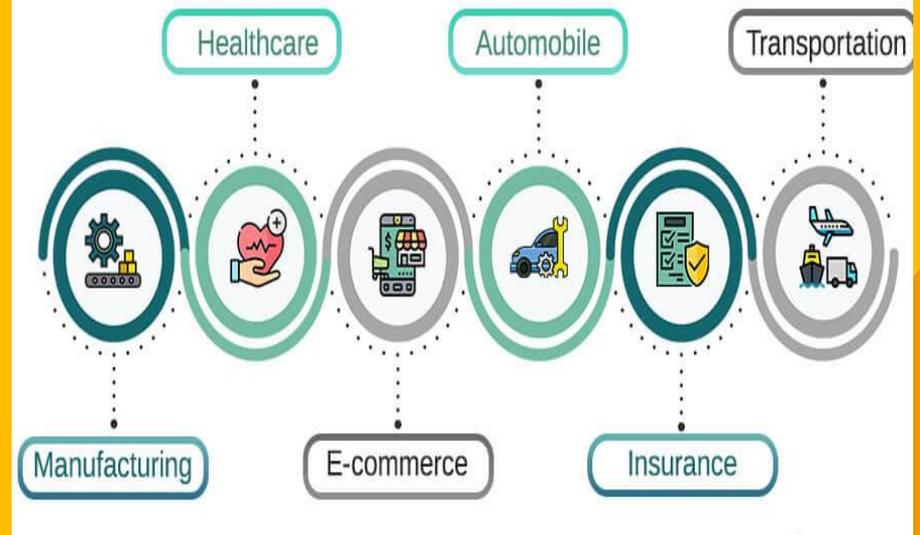
Application of Machine Learning



10 machine learning applications in business

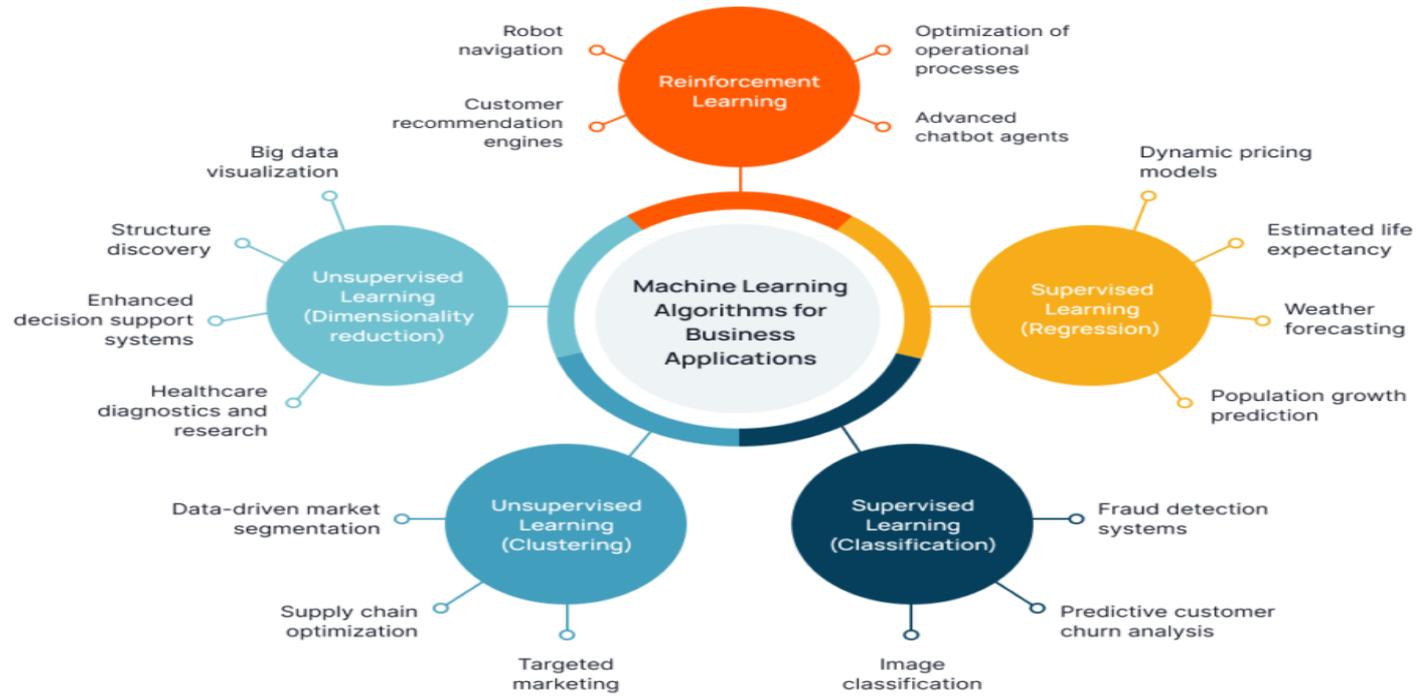


Applications of Machine Learning





Machine Learning Algorithms for Business Applications





How Machine Learning can help your Business Application to grow?

Creating wireframes for apps

ML helps to develop wireframes for apps.



Customer segmentation

ML provides a growing deep knowledge of customer behavior, which is essential for strategy formulation and feedback.



Fraud control

ML techniques in mobile applications, a developer creates apps with crucial security features.



Effective app testing

ML allows developers to build a customized module for testing their ML apps or use a general AI testing module





Machine Learning across Industries

- Predictive maintenance or condition monitoring
- Warranty reserve estimation
- Propensity to buy
- Demand forecasting
- Process optimization
- Telematics

Manufacturing

- Predictive inventory planning
- Recommendation engines
- Upsell and cross-channel marketing
- Market segmentation and targeting
- Customer ROI and lifetime value

Retail

- Alerts and diagnostics from real-time patient data
- Disease identification and risk stratification
- Patient triage optimization
- Proactive health management
- Healthcare provider sentiment analysis

Healthcare and Life Sciences

- Aircraft scheduling
- Dynamic pricing
- Social media – consumer feedback and interaction analysis
- Customer complaint resolution
- Traffic patterns and congestion management

Travel and Hospitality

- Risk analytics and regulation
- Customer Segmentation
- Cross-selling and up-selling
- Sales and marketing campaign management
- Credit worthiness evaluation

Financial Services

- Power usage analytics
- Seismic data processing
- Carbon emissions and trading
- Customer-specific pricing
- Smart grid management
- Energy demand and supply optimization

Energy, Feedstock, and Utilities



Knowledge Check

In which of the following scenarios can Machine Learning (ML) be applied to improve business operations?

- X A) Predicting customer churn based on historical data.
- X B) Designing company logos for branding purposes.
- X C) Calculating quarterly financial reports manually.
- X D) Creating employee schedules using pen-and-paper methods.
- X **Answer: A) Predicting customer churn based on historical data.**



Summary

- Reason to study unsupervised Learning
 - Unsupervised Learning - types
 - Unsupervised Learning -Clustering
 - Unsupervised Learning – Dimensionality Reduction
 - Unsupervised Learning – Association Rule
 - Supervised Learning vs Unsupervised Learning



WMA



References

- <https://onlinedegrees.scu.edu/media/blog/applications-of-machine-learning-and-ai-in-business>





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Thanks!

