



Assumption:
 1. Apple and Amazon Assistant performance and popularity can act as threat and opportunity both for Google Assistant.
 2. Google microphones hardware can be treated as both strength and weakness as this impact audio quality needed for google assistant performance.
 3. Advancement in IoT Devices can help Google integrate its assistant on different devices.
 4. AI Advancement can help train AI Models to learn from text, speech, videos, etc more effectively.
 5. Government regulation on data will impact data collection which is crucial for training the models of assistant.