ARTIFICIAL INTELLIGENCE- TRANSFORMING HUMAN UNDERSTANDING

Human mind is a spectacular paradox, a merge of many universes, equipped with the power of reason and emotions where one is always trying to subdue the other. At some point in our lives, most of us must have entertained the idea of an "another me", a better version of our own self, someone who neither gets blindsided by the effort nor the repercussions of a decision and does what's best. For humans, this clash between emotions and reason doesn't always reap the maximum product.

Artificial Intelligence is something that shapes this ideology, a field of science that is solely dedicated towards emulating human behaviour characterised with rationality and the capability to take actions that would ensure the achievement of a specific goal.

Artificial Intelligence is an amalgamation of many different technologies with a collective function of enabling machines to learn, sense, decipher, rationalize and act with human-like levels of intelligence. It's like an independent being with different technologies as it's constituent cells, not a single object but a vast entity. Technologies like Natural Language Processing, Machine Learning and Deep Learning are all included within the AI world. With extensively developing courses, when these branches are applied in combination with data, analytics and automation, can help industries achieve their targets, be it optimizing the growth rate or indulging more customers.

STATISTICS PROVING THE RAPID EMERGENCE OF AI:

- According to Gartner, 37% of organizations have implemented AI in some form. The percentage of industries employing AI grew 270% over the past four years.
- As per Statista, global revenue from the artificial intelligence (AI) software market is expected to reach 126 billion dollars by 2025.
- According to Servion Global solutions, by 2025, 95% of customer interactions will be powered by AI.

- Latest 2020 report from Statista reveals that the global AI market is expected to grow approximately 54% per year and reach a forecast size of USD $22.6 billion.

WHAT IS IT DOING FOR US?

SOME OF ITS APPLICATIONS

> IN E-COMMERCE

- *Personalized Shopping*
  Artificial Intelligence technology enables the option of customized results and makes online shopping even more indulging. The recommendations are made in accordance with an individual's browsing history, preference, and interests.

- *AI-enabled Assistants*
  In online shopping virtual shopping assistants and chatbots help improve the user experience. [Natural Language Processing](#) is used to make the conversation sound as human and personal as possible. These assistants are also designed to engage with customers in real time. Soon, Amazon's customer service will be handled by chatbots.

- *Fraud Check*
  Credit card frauds and fake reviews are two of the most significant issues that E-Commerce companies deal with. By analysing the usage patterns, AI can help reduce the possibility of credit card frauds. Its very well known that most customer avail a service or buy a product based of previous consumer reviews, manipulation in which can be loss incurring for both the companies and the customer. AI can help with keeping these kinds of manipulation in check.

> IN ROBOTICS

  Robotics is another field where artificial intelligence application are commonly used. Robots powered by AI use real-time updates to sense obstacles in its path and pre-plan its journey instantly.

- Carrying goods in hospitals, factories, and warehouses

- Cleaning offices and large equipment
- Inventory management

➤ IN HUMAN RESOURCES

Did you know that companies use intelligent software to ease the hiring process? Artificial Intelligence helps with blind hiring. Using machine learning software, you can examine applications based on specific parameters. AI drive systems can scan job candidates' profiles, and resumes to provide recruiters an understanding of the talent pool they must choose from.

➤ IN HEALTHCARE

Artificial Intelligence finds diverse applications in the healthcare sector. AI applications are used in healthcare to build sophisticated machines that can detect diseases and identify cancer cells. Artificial Intelligence can help analyse chronic conditions with lab and other medical data to ensure early diagnosis. AI uses the combination of historical data and medical intelligence for the discovery of new drugs.

➤ IN AGRICULTURE

Artificial Intelligence is used to identify defects and nutrient deficiencies in the soil. This is done using computer vision, robotics, and machine learning applications, AI can analyse where weeds are growing. AI bots can help to harvest crops at a higher volume and faster pace than human laborers.

➤ IN GAMING

Artificial Intelligence applications has found prominence is the gaming sector as well. AI can be used to create smart, human-like NPCs to interact with the players.

It can also be used to predict human behaviour using which game design and testing can be improved. The Alien Isolation games released in 2014 uses AI to stalk the player throughout the game. The game uses two Artificial Intelligence

systems - 'Director AI' that frequently knows your location and the 'Alien AI,' driven by sensors and behaviours that continuously hunt the player.

Artificial Intelligence is revolutionizing the world with its applications and helping solve complicated problems. With AI backing us, our innovations will advance beyond comprehension. The grip AI already holds in all the sectors and functionalities will only expand in the future to come.