|  |
| --- |
|  |
| **Use cases** | **Domain** | **ML Supervised / ML Unsupervised / Deep Learning (Predominantly applied technique)** | **Data** | **Business impact** |
| Diagnosis is based on symptoms, diagnostic tests, and experience | Pharmaceuticals | ML Supervised / Deep Learning | Symptoms, diagnostic tests, and experience | •       Get early predictions  •       Proactive diagnosis |
| Credit scoring | Finance | ML Supervised / Deep Learning | Financial data like Loans, Credit Cards, Bull Payment Data | •       Get early predictions on who will default the loan.  Avoid Non performing assets |
| Predict which employees are likely to leave | HRM | ML Supervised / Deep Learning | Workday Reviews, Skill Set, workday ratings | Retain top talent, business prosperity |
| Personalized product recommendations | Retail | ML Supervised / Deep Learning | Purchase history, Demographics, family members and their age group, income of purchaser | Better customer experience |
| Email is Spam or not | IT | ML Supervised | Previous email data | Avoid junk email, save lots of time |
| Topic modelling of Movie Reviews | Entertainment | ML Supervised | Previous movie history, movie reviews | Retain customers, better customer experience |