

## Video transcript

### Examples of using AI to find patterns, offer insights, and automate tasks

Every day, AI helps organize massive amounts of data. AI can support you by finding patterns, offering insights, and automating mundane tasks.

Take your email inbox, for example. AI can detect patterns and help you manage your inbox.

Spam filters can use AI to scan messages for features commonly found in junk mail. These systems are trained on thousands of examples and can detect text, links, or sender behavior patterns. Once a message is flagged, it can be routed to a separate folder. This pattern detection reduces distractions and helps people stay focused.

Pattern recognition is one of AI's key strengths. By processing thousands or millions of examples, an AI model can detect what humans might miss, especially when patterns change slightly over time.

Now, consider how AI offers insights. Streaming apps, online stores, and social platforms often suggest what to watch, buy, or read next. AI models base these suggestions on what users have done before and compare that to the actions of other users. AI finds patterns across many users and uses those trends to suggest likely options. These predictions aren't guesses; AI bases them on statistical patterns in the data.

AI is also used to automate repetitive tasks. Take customer service, for instance. AI can scan incoming messages, sort them by topic, and suggest possible replies. This automation enables human agents to focus on complex questions that require personal attention. In finance, AI can automate parts of data entry, flag issues for review, or help prepare reports based on structured data.

In all of these use cases, AI acts as a tool. It doesn't decide what's true or what action to take. Instead, it supports users with insights and suggestions based on data, allowing them to decide what to do next.

Three key ways AI helps you work more efficiently are finding patterns, offering insights, and automating tasks. Understanding how AI systems work helps users ask more informed questions, use AI responsibly, and focus on what matters most.