

DELOITTE JAM TOPICS

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Contents

1	JAM	1
1.1	Use of data for product advertisement	1
1.2	Using AI to combat fake news	2
1.3	Using bots on social media	2
1.4	Usage of Augmented Reality in e-commerce	3
1.5	Usage of AR in the retail industry	4
1.6	Pattern Detection in Healthcare	4
1.7	Introducing AI in the healthcare sector	4
1.8	Video calls replacing Voice calls	5
1.8.1	advantage	5
1.9	Use of technology in sports	6
1.10	Use of technology in sports	6
1.11	Including chat-bots in Customer services	7
1.12	e-learning vs Classroom learning	7
1.13	Usage of Virtual Reality at borders(Military)	8
1.14	Usage of Cryptocurrency in transactions,	8

Chapter 1

JAM

1.1 Use of data for product advertisement

Marketing and advertising is all about reaching target audiences in a meaningful and relatable way, standing out from the crowd, and producing innovative and unique messages that customers will not only receive, but preferably convert into purchases. In order to create such effective advertising and marketing campaigns, industry professionals need to have access to information on their target consumers, and this is where data comes in handy.

Knowing who the consumers are, what they buy, and their name and location not only paints a picture of their current purchasing behavior, but also helps predict future patterns, which, in turn, translates to more optimal marketing strategies.

The golden rule in business is that the customer is always right and should

always be put first. In the past, it was near impossible to read the consumer's mind. With the help of data tracking and analytics, marketers today know their customers' preferences, behaviors, and tendencies.

1.2 Using AI to combat fake news

Fake news is false or misleading information presented as news. It often has the aim of damaging the reputation of a person or entity, or making money through advertising revenue.

It is very difficult to authenticate the source of content. This problem is exacerbated for journalists scouting for the latest sensational news. Artificial Intelligence provides certain features which help us rate the news for authenticity and define it as fake. The best way to combat fake news is using an automated tool.

Once big data came into the picture, Artificial Intelligence and Machine Learning tools became more sophisticated and reliable. Now, we need to focus on educating people (starting as early as primary school) to be critical thinkers and to not take every story at face value.

1.3 Using bots on social media

Bots are operated on social media networks, and used to automatically generate messages, advocate ideas, act as a follower of users, and as fake accounts to gain followers themselves. It is estimated that 9-15% of Twitter accounts

are social bots.

Some social media bots provide useful services, such as weather updates and sports scores. These ‘good’ social media bots are clearly identified as such and the people who interact with them know that they are bots.

Social bots can create fake accounts (although this is becoming more difficult as social networks become more sophisticated), amplify the bot operator’s message, and generate fake followers/likes. It is difficult to identify and mitigate social bots, because they can exhibit very similar behavior to that of real users.

1.4 Usage of Augmented Reality in e-commerce

Augmented Reality allows ecommerce customers to preview products or experience services in their own environment and on their own time, before electing to make a purchase. Using Augmented Reality your customers can preview products and be more likely to pick the right product the first time. Increased awareness of a brand or product: It is a great way to showcase a new product by telling people to ‘test’ how it’ll look on them.

Increased engagement: Augmented Reality filters are a good way to boost audience engagement. For example, you can encourage people to tag you in their stories when they use the filter to enter a competition.

There are so many brands on social media right now. Adding an Augmented Reality filter can help showcase just what makes you special.

1.5 Usage of AR in the retail industry

AR is an amazing tool to enhance a company's brand awareness to wider audiences. Mobile apps with state-of-the-art Augmented Reality features will help a brand provide unique experiences to users. The use of Augmented Reality for retailer marketing strategies gives a lot of leverage to brands to find ingenious ways for interactions creating a tunnel for instant feedback.

1.6 Pattern Detection in Healthcare

A pattern is an entity that could be named, e.g. fingerprint image, handwritten word, human face, speech signal, DNA sequence and many more. Pattern recognition has its roots in artificial intelligence(AI). Pattern recognition is the study of how machines can learn to distinguish patterns and make some decisions about the categories of the patterns. Medical and healthcare sector are a big industry nowadays. Image based medical diagnosis is one of the important service areas in this sector. Various artificial intelligence techniques such as artificial neural network and fuzzy logic are used for classification problems in the area of medical diagnosis. Most of these computer-based systems are designed by using artificial neural network techniques.

1.7 Introducing AI in the healthcare sector

The primary aim of health-related AI applications is to analyze relationships between prevention or treatment techniques and patient outcomes. AI programs are applied to practices such as diagnosis processes, treatment protocol

development, drug development, personalized medicine, and patient monitoring and care. AI algorithms can also be used to analyze large amounts of data through electronic health records for disease prevention and diagnosis.

1.8 Video calls replacing Voice calls

video conferencing allows people at different location to see and hear each other at the same time.

it is fully interactive and almost like face-to-face meeting. another word video conferencing system enables people at different place can discuss certain issue of common interest.

this method of communication is very effective for executive, political leaders, consultants etcetera. with the help of this facility.

1.8.1 advantage

- face to face communication
- Building relationship
- Time and cost saving
- Global office
- improve appeal and retention including diverse media like videos and audio clip, animation for demonstration

1.9 Use of technology in sports

The use of technology in sports is growing rapidly. In football, for instance, new devices are used for different reasons such as to help referees in decision-making and to quantify the athletes' performance during a game, thus helping the coach to set the training program and the game strategy.

One of the most famous and recent technologies introduced in football, is called "goal line technology". It is used to determine if a ball has crossed the goal line, in order to support the referee.

Moreover, athletic trainers, team doctors and coaches can utilize heart rate and sensors data to prevent injuries when players are about to exceed their physical thresholds.

it can be argued that the use of new technologies is changing not only the way of training football players and playing football, but also the whole experience of living and watching the most popular sport in the world.

1.10 Use of technology in sports

Basically, it's an algorithm-based information filtering system that suggests relevant items/products/services to the users.

Think of phrases such as "Recommended For You," "Frequently Bought Together," etc. that you've seen across multiple online platforms which do the job of enticing the customer as unobtrusively as possible.

One of the best ways to ensure repeat purchases or repeat interaction is by using a Recommender System on your website as effectively as brands such as Netflix, Youtube, Tinder, and Amazon do.

Typically, there are three types of filtering you can use: Collaborative, Content-Based, or Hybrid (a combination of both).

The best part is that you can extract and study your buyer's interactions on the website and use inputs from the recommender system to send personalized emails and newsletters.

1.11 Including chat-bots in Customer services

The use of chatbots in customer service industry is growing. According to estimates, more than 67% of consumers worldwide used a chatbot for customer support in the past year and around 85% of all customer interactions will be handled without a human agent by 2020. 40% of consumers do not care whether a chatbot or a real human helps them, as long as they are getting the help they need. Chatbots can save up to 30% in customer support cost and can help businesses save on customer service costs by speeding up response times and answering up to 80% of routine questions.

1.12 e-learning vs Classroom learning

In e-learning v/s classroom learning, difference is that e-learning provides flexibility to students across the globe. In addition, e-learning appears to be organized with more and smaller parts which are easier to consume and operate on a busy schedule as well.

Students can study at their own pace and give tests at their selected timings. There is no pressure for students to stay in class. If an individual, who is

in e-learning medium, having any issues with a method or understanding a course material. They can always go through their course material or replay the video recording to find a solution of any query.

While traditional learning has fixed timings and one teacher manages limited numbers of students at a particular location.

1.13 Usage of Virtual Reality at borders(Military)

One of the key advantages of virtual reality is the ability to immerse users in a virtual, yet safe, world. This is ideal for applications in the defence sector, providing military personal and defence contractors a way to gain valuable experience of dangerous or life threatening environments from the safety of a training room.

1.14 Usage of Cryptocurrency in transactions,

Cryptocurrency networks rely entirely on a peer-to-peer network. These peer-to-peer networks regulate transactions and ensure everything checks out. For users of cryptocurrencies, the decentralized network helps prevent fraud and government interference. It also helps create efficient transactions.

These networks operate through users passing cryptocurrencies directly to other users. As each exchange takes place, it gets regulated by others in the network. It is never regulated by a central bank, government, or authority. After each transaction takes place, it gets recorded in the network's public ledger. This ledger is visible to every user of the network and is referred to

as the blockchain.