NEUROCOMPUTATION LAB – NCAI

MACHINE LEARNING ASSIGNMENT # 01

Name: Rana Junaid

Question 1: How and where Facebook is using Machine Learning to improve user experience?

Answer: When we open a new account on Facebook, various questions are asked by Facebook about the games, movies, sports you like. Machine Learning uses this data provided by you to show related TV shows, games etc. Facebook is using Machine Learning in various ways to improve user experience. Some of which are stated below:

- **Facial Recognition** uses Machine Learning to identify faces in the newly uploaded pictures and send you a notification if you are in that picture.
- **Targeted Advertising** is also a feature of Machine Learning. When you have bought something or visited anything to buy, after some time you see ads of that product or products of that category.
- **News Feed** is maintained by mainly three factors. Your friends, family, public figures or businesses that you interact with, and also by the content you like.

Question 2: How do you think Deep Learning can change the world and do wonders?

Answer: Deep learning is simply a machine learning technique that teaches computers to do what comes naturally to humans and learn by example. It will use robotics in our daily life. These robots will learn from humans and will do the work more efficiently. It will ease the human being and will do wonders like driverless vehicles, education and various other fields.

Question 3: What is your dream AI project that can become into reality and can have a commercial value? Justify your answer.

Answer: My dream AI project is "Parking System”. This system would be installed in parking of shopping centers and plazas where finding a parking space for your car is a problem. The system would contain sensors which would be installed at each parking spot and it will show availability/non-availability on a large screen, which would help drivers to park their vehicles easily within no time. It would have a commercial value as it would help to park with ease and wouldn't make congestion in parking spaces.