

LAB ACTIVITY 1:

OVERVIEW OF MACHINE LEARNING APPLICATIONS

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DOMAIN: MARKETING

CUSTOMER SEGMENTATION

PROBLEM BEING SOLVED

- Implementing customized marketing strategies to target the right audience.



TYPE OF MACHINE LEARNING USED

Unsupervised Learning

IMPACT

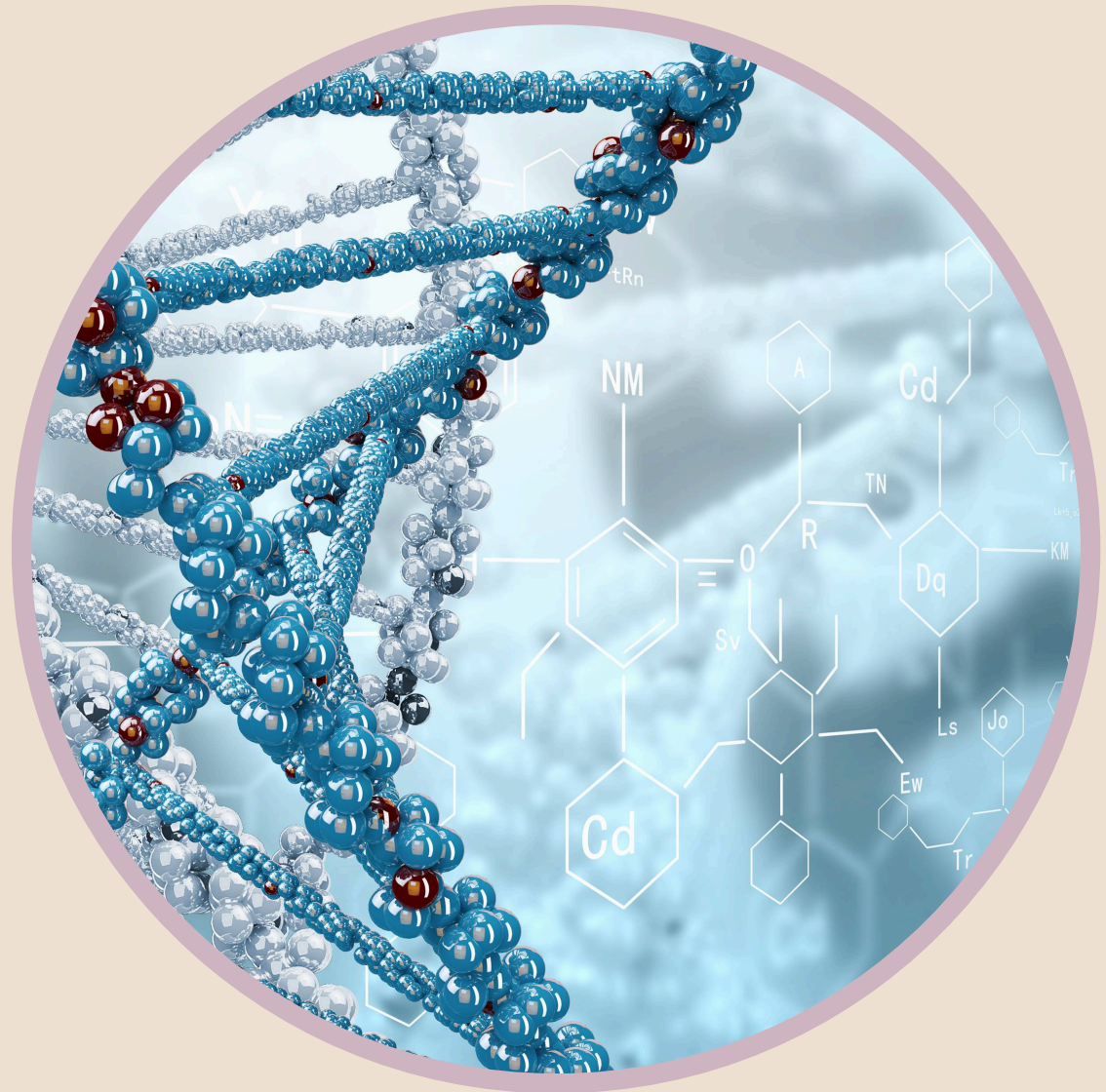
- Increased customer engagement and improved conversion rates.

DOMAIN HEALTHCARE

PREDICTIVE DIAGNOSTICS

PROBLEM BEING SOLVED

- Early detection of diseases like heart disease, cancer, COVID-19, etc...



TYPE OF MACHINE LEARNING USED

Supervised Learning

IMPACT

- Better patient outcomes as a result of early intervention and personalized medical programs.

DOMAIN: FINANCE

FRAUD DETECTION

PROBLEM BEING SOLVED

- Identifying fraudulent transactions in real-time.



TYPE OF MACHINE LEARNING USED

Supervised Learning

IMPACT

- Decreased losses of value and improved security for financial organizations.

CONCLUSION

Machine learning improves performance, drives innovation, and creates significant value across industries, changing markets and producing previously unimaginable outcomes.