

# **MARKET ANALYSIS FOR OPEN AI APPLICATION**

## **1.Industry Identification**

a. The industries that I would like to choose where Open Ai application would have significant impacts are

- Manufacturing Industries
- Entertainment and Media Industries

### **b.1)Manufacturing Industries**

#### **Current Trends**

- Industry 4.0 is being introduced in most of the manufacturing industries nowadays
- Factories are getting smarter using Industry 4.0 technologies like the Internet of Things (IoT), artificial intelligence (AI), robotics, and cloud computing.
- Moving towards customizing and personalizing products in manufacturing to meet various customer needs and reduce the time it takes to bring products to market.
- Increased automation and use of robotics

#### **Technological Advancement**

- AI helps factories run better by predicting when machines need fixing.
- Robots are doing more work, making things faster and safe
- Predictive analysis tells how much stuff we need to make and when

#### **Societal needs**

- People need to learn new skills to work in these high-tech factories.
- We want to make things without hurting the environment.
- We need to keep our factories safe from hackers and protect our data.

## **2)Entertainment and media Industry**

### **Current Trends**

- Recently Apple vision pro has been introduced which has created a huge impact and excitement among the customers to experience it
- Streaming Services: More people want personalized suggestions for what to watch.
- More people are enjoying VR and AR experiences.

### **Technological advancement**

- AI in Content Creation: AI is getting better at making realistic audio, video, and text.
- Data Analytics: AI is better at predicting what people will like to watch.
- AI is improving at understanding and creating visual content, like recognizing faces and scenes.

### **Societal needs**

- People likes to see various kinds of contents in the streaming platform and social media as well.
- Ensuring online experiences promote happiness and connection while keeping a healthy balance with offline life.
- With so much content on the internet, it's important to teach folks how to tell what's true from what's not.

## **2)SWOT ANALYSIS**

### **a.1.DOCUSENSA**

#### **Strengths:**

- Easy to use.
- It can easily connect and work together with different software and platforms, making it more versatile and useful.
- Can quickly process documents.

**Weakness:**

- It doesn't offer many options for customization, so users might not be able to tailor it to fit their specific needs.
- May not have extensive support options for users needing help.

**Opportunities:**

- Can reach new type of users.
- Can team up with other companies.
- Can add more features which enhances the platform much better.

**Threats:**

- More competition from other similar tools.
- People worrying about their data.
- New introduction of other technologies making it less useful.

**PDF.ai****Strength:**

- Uses advanced AI for easy PDF editing.
- Gives precise text extraction and editing.
- Can extract text, summarize, and translate PDFs.

**Weakness:**

- Hard for Beginners: May be tough for new users to learn.
- Needs Strong Computers: Requires powerful computers for advanced tasks.

**Opportunities:**

- Can use new AI improvements to get better.
- Can be used in many different industries.
- Growing Demand: More people need digital document management.

## **Threats:**

- Many similar AI PDF tools in the market.
- May face issues with data protection laws.

## **3.USE PERSONA AND USE CASES**

### **a.Use persona**

Name: John.

Occupation: Operations Manager

Industry: Manufacturing (Industry 4.0)

John works in a modern manufacturing plant using advanced technologies like IoT, AI, and robotics. He focuses on keeping production efficient, ensuring quality, and handling complex documents.

Goals:

- Efficiently manage and review technical documents.
- Optimize production using advanced tech.

Challenges:

- Handling many complex documents.
- Integrating AI tools with existing systems.

### **Use Cases**

#### **1.Predictive Maintenance:**

Let's say John needs to predict machine failures using sensor data.

**Solution:** OpenAI Codex writes and runs scripts to analyze data and predict issues, helping John schedule timely maintenance.

## **2.Information extraction:**

- John needs maintenance schedules from equipment manuals.
- **Solution:** PDF.ai extracts the schedules quickly and accurately.

## **3. Automated Guided Vehicles (AGVs)**

**Need:** Improve material handling and transport within the factory.

**Solution:** Robotic Vehicles use AI to navigate the factory floor, efficiently transporting materials and reducing manual labor.

## **4. 1. Market Size Estimation for OpenAI Applications in Manufacturing Industry for 2024**

- **Predictive Maintenance:** \$2 billion  
**Reason:** New AI technology advancement for predictive maintenance helps reduce equipment downtime and maintenance costs.
- **Quality Control:** \$1.5 billion  
**Reason:** Increased adoption of AI-powered vision systems for defect detection and quality assurance.
- **Supply Chain Management:** \$1.5 billion  
**Reason:** AI improves demand forecasting, inventory management, and logistics planning.
- **Production Optimization:** \$1 billion  
**Reason:** AI enables real-time adjustments in manufacturing processes, increasing productivity and reducing waste.

**Estimated Total Market Size: \$6 billion**

## **2. Market Size Estimation for OpenAI Applications in Entertainment and Media Industry for 2024**

**Personalized Content Recommendations:** \$4 billion

**Reason:** AI-driven personalized content keeps viewers engaged by suggesting shows and movies they will likely enjoy.

**Automated Content Creation:** \$3 billion

**Reason:** AI tools help create text, video, and music faster and cheaper.

**Targeted Advertising:** \$2 billion

**Reason:** AI ensures ads reach the right audience, making advertising campaigns more effective.

**Audience Analytics:** \$1 billion

**Reason:** AI helps understand what viewers like and watch, allowing media companies to make better content choices.

**Total Market Size:** \$10 billion