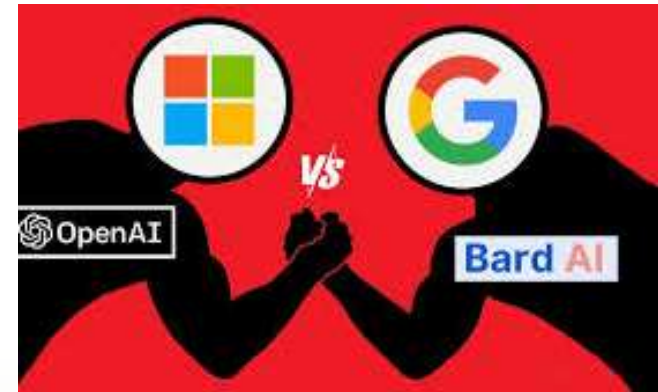


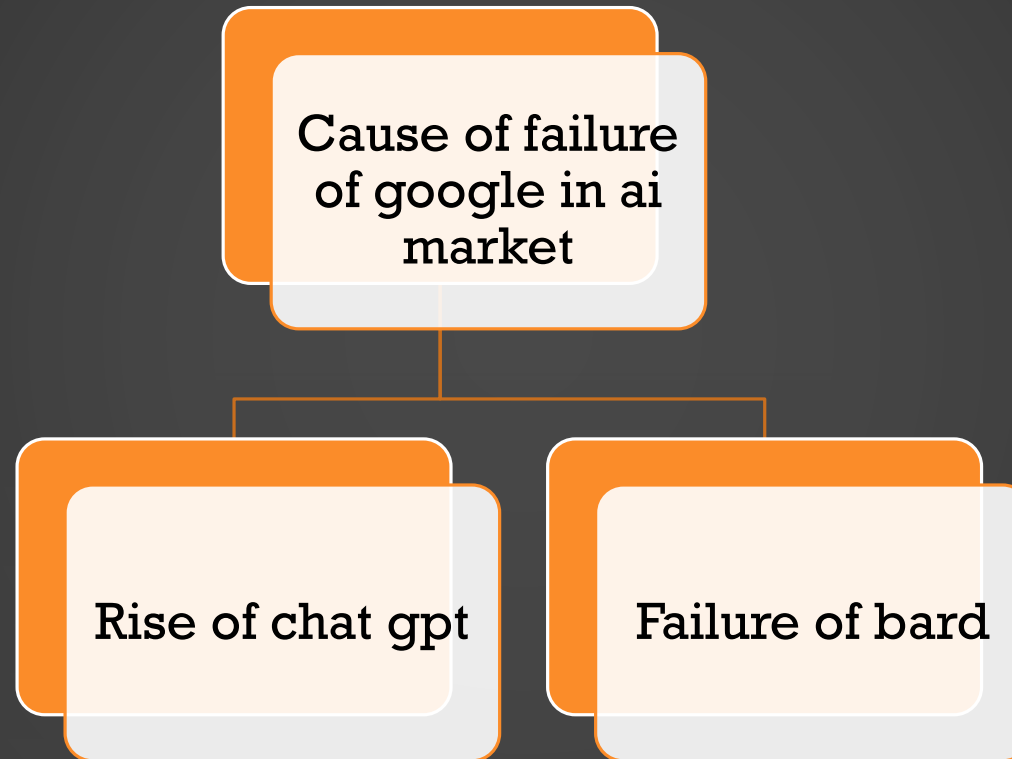
THE FUTURE OF THE INTERNET / THE AI WAR



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- Cause of bard's failure
- Threats to google
- Gemini AI
- How to make money out of AI ?
- Google's target audience
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- AI for developers?
- Final conclusion

WHAT IS CAUSE OF BARD'S (GOOGLE) FAILURE IN THE MARKET ?



WHAT IS CAUSE OF BARD'S (GOOGLE)FAILURE IN THE MARKET ?

- One of the main reason for the bard failure was the presence of Chatgpt , AI chatbot launched by openai(backed by Microsoft)
- Since then Microsoft has integrated Chatgpt with its various products which are commonly in day to day life.
- ChatGPT functions are already enabled in Microsoft Teams, its collaborative working environment featuring virtual conferencing and video calling functionality
- The Power apps are focused on the no-code/low-code concept, allowing users to create their own applications or set up complex automated processes but integrating chatgpt has decreased further complication and made it easy for users
- Also it can be used to write emails and formatting excel sheets make it looks more attractive

WHAT IS CAUSE OF BARD'S (GOOGLE) FAILURE IN THE MARKET ?

- Also many business have benefitted from it by applying it in customer services
- As most of the Microsoft software are used in many of the businesses and company it has benefitted hugely from it
- Seamlessly merging the power of ChatGPT with Knowledge Management Systems (KMS) revolutionizes customer interactions
- Chatgpt have much powerful integration with many softwares than bard
- Also chatgpt can generate ai images better than bard
- Chatgpt show more statistical data but google shows more humanly data .In coming future as the chatgpt become more intelligent its data will become more relevant .
- All these features have made chatgpt more attractive to larger audience

WHAT IS CAUSE OF BARD'S (GOOGLE) FAILURE IN THE MARKET ?

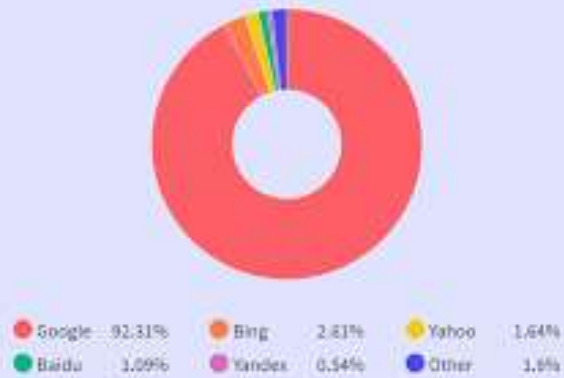
One of the main reason for google's failure was the ai launch by google engineers which was shut down due to safety issues and wrong information shown by bard about james telescope

Now let us compare the revenue system of both the companies.

For search engine, we can see 58%o google income depend on it but for Microsoft it is only 6%



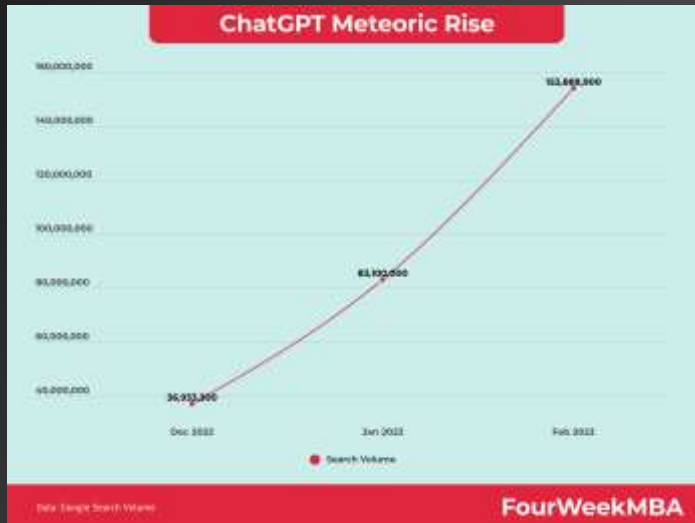
Search Engine Market Share Worldwide



WHAT IS CAUSE OF BARD'S (GOOGLE)FAILURE IN THE MARKET ?

- Here we can see google's market share in search engine is whopping 92.31%
- Whereas for bing is 2.61%.
- But as the use chatgpt is rising exponentially in future it will become a huge challenge for google also as its major source of income will hit very badly

ChatGPT Meteoric Rise



THREATS FOR GOOGLE DUE TO AI?

- As google income is more based on revenue it earns from advertisements runs on its search engine, use of chatgpt can change the whole equation of search engines
- Also companies can launch similar products like google and integrate it with ai to enhance its powers causing further threats to google
- A major chunk of google revenue is also from youtube so if ai taps the market of video sharing platform then it will cause huge disadvantage to google

GEMINI AI:GOOGLE'S COMEBACK ?

- Gemini ai is the prove to be comeback for google in AI field
- It is most advanced ai tool available in market
- There are three verions of gemini ai
- First is used in gemini nano(can be used in android and it can be used without internet)
- Second is Gemini pro(brain behind google's ai service)
- Third is gemini ultra(designed for business and data centres)
- Also it is able to attract many investor attention due to its amazing capabilities.

HOW TO MAKE MONEY OUT OF AI?

- As AI is not limited to only to search engine,it can be used in almost very field.
- Its still in development stage but as it progresses we can surly say in the next 10 y gears the company that will make most use of it will surely be the market leader if the future
- As google is the leading company in tech world it also become very important for it to make full use of it

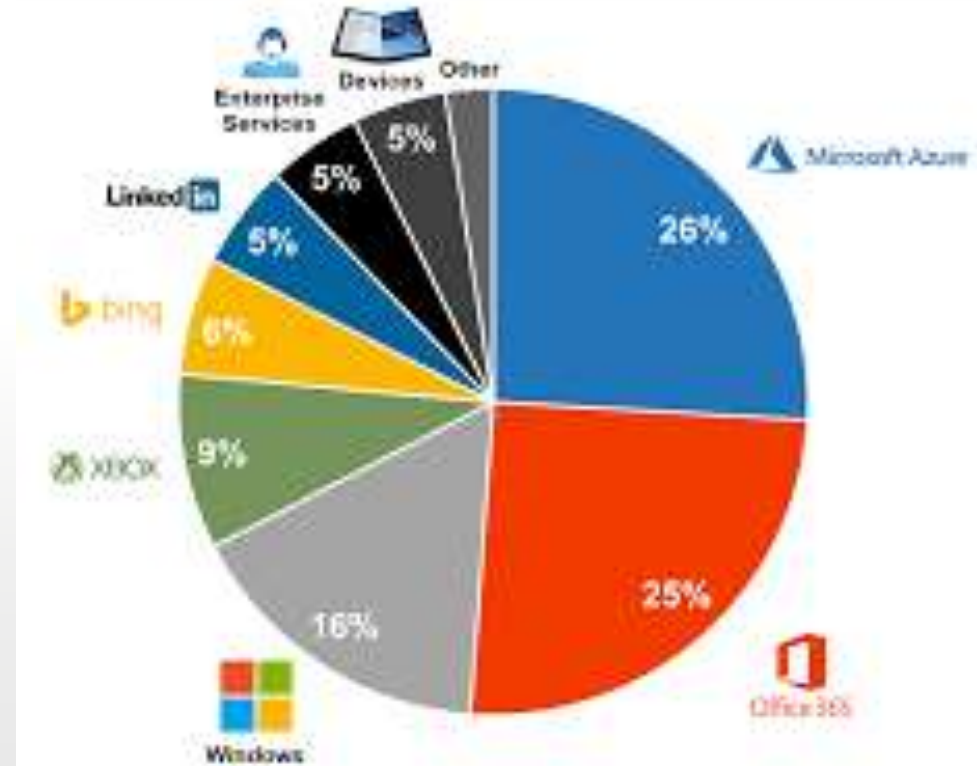
GOOGLE'S TARGET AUDIENCE

- *Google's target market is vast and encompasses almost everyone with access to the internet. The company has a wide range of products and services that cater to different needs, which is why its target market is so large.*
- **Google users** are primarily from the upper middle class. People in the industry are generally educated or technologically savvy. Most Google users are business-minded individuals who use the internet for business purposes.
- There is no definitive answer to google's target audience as **Google segmentation strategies** are constantly evolving. However, some methods that Google has used in the past to segment the market include targeting specific demographics, geographic regions, and user interests. There is no definitive answer to this question as **Google segmentation strategies** are constantly evolving. However, some methods that Google has used in the past to segment the market include targeting specific demographics, geographic regions, and user interests.



GRABBING THE MARKET ?

- If we again see Microsoft revenue share
- We can see most of the revenue of the microsoft is from office 365 and Microsoft azure
- These two products are mostly use by a large no. of business and companies



GRABBING THE MARKET ?

- If we see google's revenue framework ,its major revenue is from the advertisement that runs on its search engine.
- To grab ai market it become very important to make companies and business make use your ai market as they are the ones whoe are gonna use ai at very large level
- Therefore Microsoft is at very ahead in its ai game.
- For google it become important to make its office use product more advance with ai and promote it.

EXCEL VS GOOGLE SHEETS

- MARKET SHARE OF EXCEL IS 12.57%
 - Extensive library of formulas; includes advanced functions and statistical tests
 - Advanced AI capabilities built into the platform, offering deep data insights, complex analysis, and predictive assistance; designed to augment Excel's powerful data manipulation
- MARKET SHARE OF GOOGLE SHEETS IS 5%
 - Extensive library of formulas; lacks some statistical tests and functions
 - A growing set of AI features focused on accessibility and simplicity; capable of generating plans from prompts and aims to improve data organization and analysis

GRABBING THE MARKET?

1. Microsoft has using AI extensively in excel therefore google also has to make fast and reliable changes in google sheets to make it more mainstream
2. More over ai has to be inculcated in gmails also as it is the one of the most important tools in today's world
3. Also AI has to be used to be in analytics tool provided by google so it can also give some advice to people in business and content creation.

AI FOR DEVELOPERS ?

- AI is reshaping the way developers approach software creation, making processes more efficient, and enabling the development of more intelligent and user-centric applications.
- AI has helped developers making code more better and helps them finding mistakes faster
- AI plays a crucial role in software testing and quality assurance. AI-powered testing tools can generate test cases automatically, execute tests across various scenarios, and analyze test results in real time.

AI FOR DEVELOPERS ?



AI FOR DEVELOPERS ?

- As AI will become an important partner for human in programming they need to be developed that way also
- Google should include AI in the developing tools it provide developers
- AI should be helpful to them and guide them time to time
- AI shoulds also give them meaningful insights about their code

FINAL CONCLUSION

- Google should start making their ai more optimize in search engines
- They should see that besides they are market leader in search engine they should use AI to make it more optimize
- Google should also develop more products for company and business use and make it more useful by using AI
- Google also use AI in developing tools

APPENDIX

- <https://www.zdnet.com/article/microsoft-apple-and-google-where-does-the-money-come-from/>
- <https://www.doofinder.com/en/statistics/google-revenue-breakdown>
- <https://www.chatsimple.ai/blog/industry-report-of-chatgpt-application-market-share-tables-chatgpt-application>
- <https://woodwardavenue.org/what-is-googles-target-market/>
- <https://zapier.com/blog/google-sheets-vs-excel/>