

6 Top Applications of Machine Learning



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machine learning applications

Isn't it equal to a miracle that your upcoming actions are being predicted by computers and software? Of course yes! And the charm of this miracle is being spread by one of the thrilling technology that is "Machine learning".

Machine learning technology does not need to be introduced as it has already made its place in the hearts of the people. But still, for the sake of the beginners, we would like to give a brief introduction to it.

Machine learning is the application of Artificial Intelligence which makes the computers to predict the outcomes automatically without the intervention of human beings.

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MACHINE LEARNING ALGORITHMS

Commonly three types of Machine learning algorithms are available:

A supervised Machine Learning algorithm

In Supervised Machine learning, you are having both input and output variable and then the algorithm is used there in order to predict the output variable.

Unsupervised Machine Learning

In unsupervised machine Learning, only input variable is available instead of an output variable. In Unsupervised Machine learning, data is divided into groups in order to get more information.

Whatever the smart actions we are taking today is the offering of this smart technology that is Machine Learning. There is no doubt that we are implementing machine Learning in most of the actions unknowingly.

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We don't even know what activities are under the shadow of Machine learning. We are just making use of it unknowingly. So, the application of Machine learning is being done in various sectors whether it is our personal life or other sectors.

So, let's focus once various sectors of the applications of Machine learning:

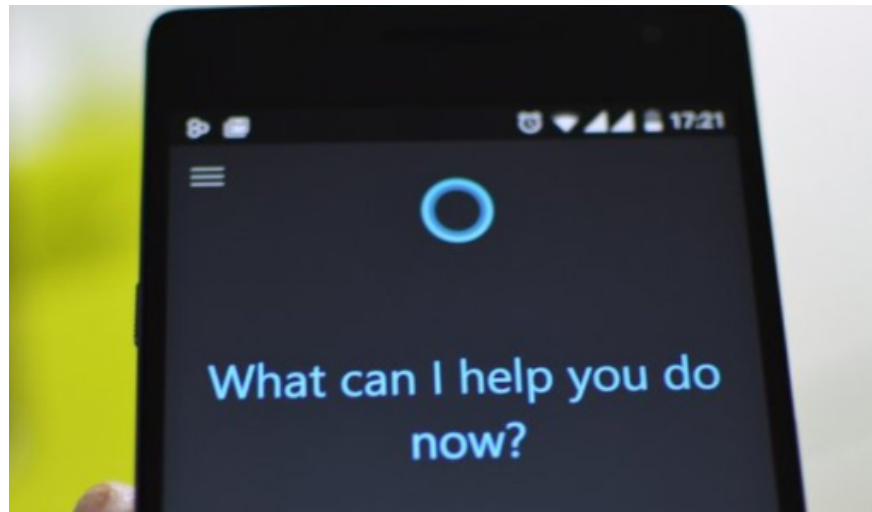
1. Machine Learning Application in Financial Services



Machine Learning technology can protect the companies that are dealing with finance, from financial fraud that may occur in the future. Apart from this, machine learning can help to predict the upcoming opportunities that could be implemented for further investments.

Cyber surveillance helps to protect those institutions which are more under the shadow of financial risk and is able to take action so that particular fraud could be stopped. So, it is needed to step inside the doors of machine learning companies as soon as possible in order to protect the finance related issues.

2. Machine Learning Application in Virtual Personal Assistants



On hearing the name of Assistants, the first thing that strikes our mind is that: Assistants are those who help to guide and assist for a particular direction. And here we are talking about the Machine learning based personal assistants that on the basis of the previous setting decide our upcoming actions through smart devices.

Siri, Alexa, Google Now are some of the examples of Virtual Personal Assistants which help in assisting information. You just have to ask through voice and you will get the result instantly according to the search.

Machine learning based virtual assistants like Amazon's Alexa, Google Assistant, and Apple's Siri that are running on our smart speakers and

smartphones are making our day to day life easier and entertaining.

Role of these smart assistants individually

In *Alexa*, you need to set a routine up. And whenever you say “Alexa, good morning,” the lights of your room will turn on automatically and your favorite playlist would start playing itself as this *Alexa*, a virtual assistant run on smart speakers.

Let’s know how *Siri* which is a smart device of the iPhone may entertain your day to day life. Well, for this follow this example: If you say “Siri, I am going home”. This will automatically open the navigation direction as well as sends the text message to your family at the same time.

Yes! We cannot deny that Machine Learning is the base of these personal assistants as they get input and gives the output (based on the previous involvement) in the form of the result according to your requirements.

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3. Machine Learning Application in Marketing and Sales



Marketing and sales on the basis of machine learning technology are such an amazing strategy to keep the customers always in touch in order to buy your products.

Well, how could this be possible? Simple! With the help of Machine learning technology, you would be able to analyze the purchase history of the customers and would suggest those products in the recommendations in order to make the customers buy it for the next time.

So, it could be said that as it is told before that Machine learning technology predicts future events on the basis of previous involvement, similarly in the case of marketing and sales, it is must say that, on the basis of previous captured customer's likings, it promotes future sales and marketing.

4. Machine Learning Application in Predictions while Traveling



So, what kind of prediction Machine learning does while traveling? Well, you almost know this. Today is the time when everyone travels with the help of Gps navigation. when you travel while taking the help of GPS navigation, Machine learning technology here predicts the upcoming traffic on the way as for that time being connected with the GPS, your current location and velocities are being connected with central server of managing traffic.

How Machine learning leave its another kind of impact on traveling?

You might have booked cab online, and you have seen that it automatically shows you the estimated cost of the ride. So this is all

because of Machine learning.

Sometimes it also happens when you select the option of “sharing ride”, it automatically reduces the price of the ride. This is again happening with the intelligence of machine learning technology.

5. Machine Learning Application in Healthcare



Machine learning is playing an important role in the healthcare sector too. Sensors that are fixed in the wearable of the patient in order to provide information regarding the patient's condition, heartbeat, blood pressure, etc.

The information that is gathered through the sensors could help the doctors in analyzing the health and condition of an individual. Doctors can predict the upcoming health issues that may worry about the patients.

And in case, if you are running a healthcare department, do consult some good **software development company in India** which may help you in various ways in order to maintain good relation with your patients.

6. Machine Learning Application in Social Media Services



How entertaining and colorful your social media has become?
Whatever the thing is wandering in your mind, social media starts flashing the ads of that particular interest. So, this is all about that Social Media has smartly connected with Machine learning in order to make your social presence beneficial and knowledgeable.

Let's see the impact of Machine learning on Facebook

Here is a very simple concept where Machine learning is dominating the most used app Facebook.

How?

Well, actually by suggesting the various friend suggestion. On the basis of experience, Facebook keeps on noticing the friends you may connect and the profiles that you have ever visited.

Another way where Machine learning is working on Facebook. And this is when you upload a picture with some friend of yours, Facebook instantly recognizes the unique feature of that person after going through your friend list.

Some Other Machine Learning Applications:

7. Videos Surveillance

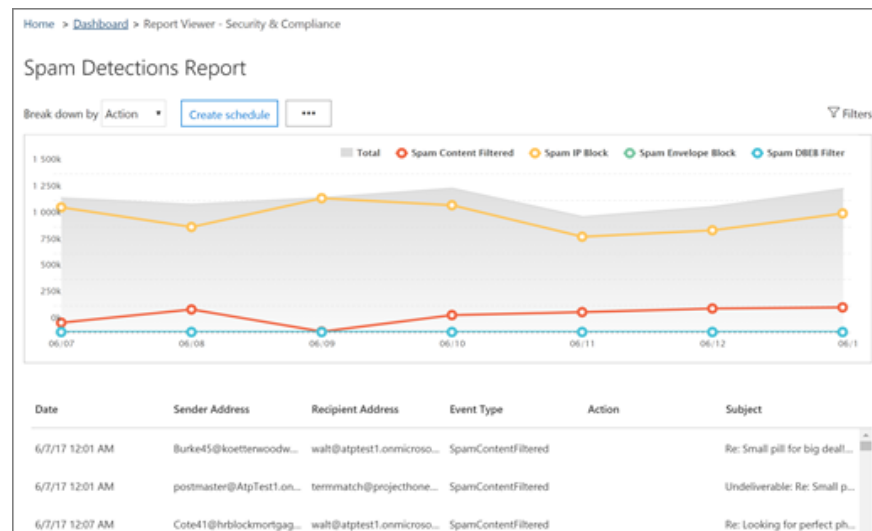
Isn't it difficult when a single man has to manage a lot of cameras in order to record videos of different areas? This is why the need for training computers has been realized.

Earlier the procedure of Surveillance or video Surveillance was not smart but, Video surveillance is AI-powered and can manage things more smartly in comparison of the past.

AI-powered video Surveillance can detect the crime even before it happens. It can notice the activities of the people standing at that particular place and gives the alert to the human attendants who can stop the mishappening before passing.

8. Email Spam and Malware Filtering

Emails clients use a lot of spam filtering approaches but still, some times there may be left various issues. So, in order to update these spam filters, the implementation of Machine learning technology is used there so that the malware could be detect at proper timing.



According to ques10 Stat, Over 325, 000 malware are detected every day and each piece of code is 90–98% similar to its previous versions. The system security programs that are powered by machine learning understand the coding pattern. Therefore, they detect new malware with 2–10% variation easily and offer protection against them.

9. Online Customer Support

You can see that there are various websites which entertain you by providing live customer care chat. But, all websites are not offering you this option. Some websites provide you the option of chatbots.

Chatbots are able to answer the queries with already saved data into them. But with the passage of time or it could be said that ML-based chatbots are more advanced that they can understand the queries of the customers well and can answer them accordingly. That's why most of the software product development companies in India are using this feature in creating web and mobile app.

10. Search Engine Result Refining

Now, look at how search engines are improving with the help of Machine learning. What is actually done by Google and other search engines, they make use of Machine learning in order to improve the search results.

Whenever you do research something in Google and instantly open the first link, then Google determines that the search result was according to your requirement.

But, sometimes you search for something and reach to the next and again the next page, then Google determines that the search result was not according to your requirement.

So, keeping into consideration this fact, Google keeps on modifying the search result and all this happens with the help of Machine Learning.

Wrapping up

This is how Machine learning is continuously making your lives easier and entertaining. From the above-given examples, you might have understood how Machine learning is helping to predict your output in the form of future activities.

As it is well known that machine learning is amazingly revolutionizing the world, there are various mobile app development companies in India that are giving the provision of building ML-based applications.

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