AI: AI is about building intelligent computer programs that carry out tasks like:

* Visual perception
* Speech recognition
* Sentiment analysis

AI makes our lives easier with personalized recommendations, intelligent search results, and automation of tasks (but not killer robots).

AI is at an evolutionary tipping point with the convergence of data, computing power, and algorithms.

AI is embedded in the applications that we already use in our consumer lives and is surfaced inherently through various user interfaces (UIs).

Machine learning: it’s a way to have computers learn from data with minimal programming. Instead of writing code, you feed a machine data and it builds its own logical function based on this data.

Deep Learning

Deep learning is great at automatically learning the best features from somewhat noisy data (read: unstructured) so that algorithms can learn more effectively. It also:

* Uses complex algorithms to perform tasks in domains where it actually learns the domain with little or no human supervision.
* Learns how to learn. For example, consumer apps like Google use deep learning to power facial recognition in photos.

Natural Language Processing (NLP)

Natural language processing (NLP) is a form of machine learning that recognizes language and its many usage and grammar rules by finding patterns within large data sets. It also:

* Can perform sentiment analysis, where algorithms look for patterns in social media postings to understand how customers feel about a specific brand or product.
* Handles speech recognition, providing a text summary derived from “listening” to an audio clip of a human speaking.
* Conducts question answering, typically handling those questions with a specific answer (for example, What is the square root of 4?), but also exploring how to handle more complex and open-ended questions.

Einstein is Your Smart CRM Assistant, and it can be viewed as two categories.

1. Einstein Out-of-the-Box Applications
2. Einstein Platform