Top 10 Applications of Machine Learning: Machine Learning Applications in Daily Life

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Machine Learning is a buzzword in the technology world right now and for good reason, it represents a major step forward in how computers can learn. The need for <u>Machine Learning Engineers</u> are high in demand and this surge is due to evolving technology and the generation of huge amounts of data aka <u>Big Data</u>. On an Average, an ML Engineer can expect a salary of ₹719,646 (IND) or \$111,490 (US). So, let's discuss some of the Applications of Machine Learning.



I'll be discussing the following Applications of Machine Learning one by one:

- Traffic Alerts
- Social Media
- <u>Transportation and Commuting</u>
- Products Recommendations
- Virtual Personal Assistants
- Self Driving Cars
- <u>Dynamic Pricing</u>
- Google Translate
- Online Video Streaming

adjust your route according to it.

• Fraud Detection

Traffic Alerts (Maps)

Now, **Google Maps** is probably **THE** app we use whenever we go out and require assistance in directions and traffic. The other day I was traveling to another city and took the expressway and Maps suggested: "*Despite the Heavy Traffic, you are on the fastest route*". But, **How does it know that?**



Well, It's a combination of People currently using the service, Historic Data of that route collected over time and few tricks acquired from other companies. Everyone using maps is providing their location, average speed, the route in which they are traveling which in turn helps Google collect massive Data about the traffic, which makes the

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Facebook's Deep Learning project **DeepFace** is responsible for the recognition of faces and identifying which person is in the picture. It also provides Alt Tags (Alternative Tags) to images already uploaded on facebook. For eg., if we inspect the following image on Facebook, the alt-tag has a description.



<img class="spotlight" alt="Image may contain: sky, grass, outdoor and nature"</pre>

Transportation and Commuting (Uber)

If you have used an app to book a cab, you are already using Machine Learning to an extent. It provides a personalized application which is unique to you. Automatically detects your **location** and provides options to either go home or office or any other frequent place based on your **History and Patterns.**





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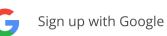






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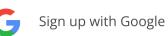
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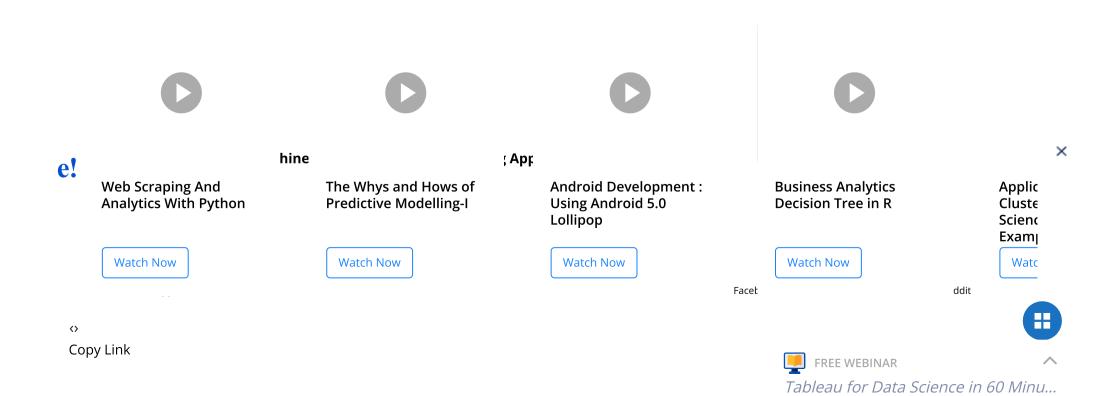


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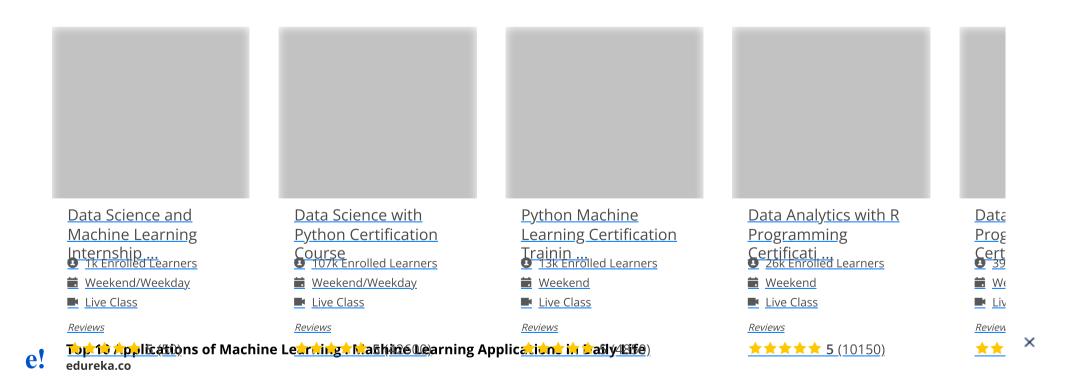
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