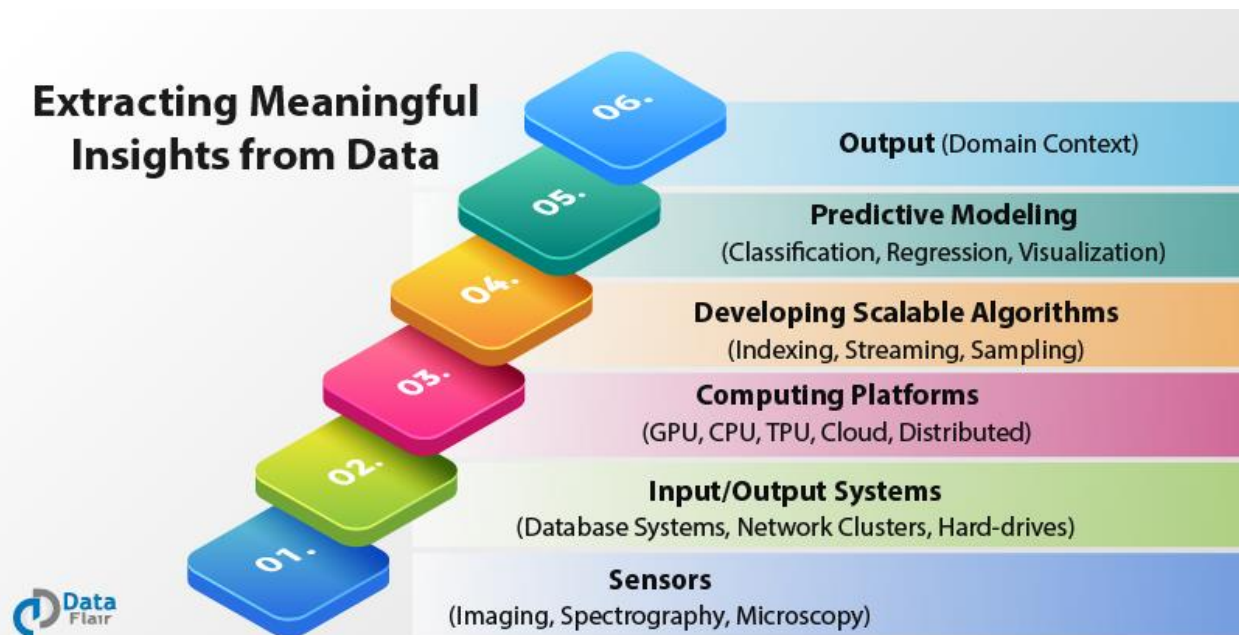# APPLICATION OF DATA SCIENCE
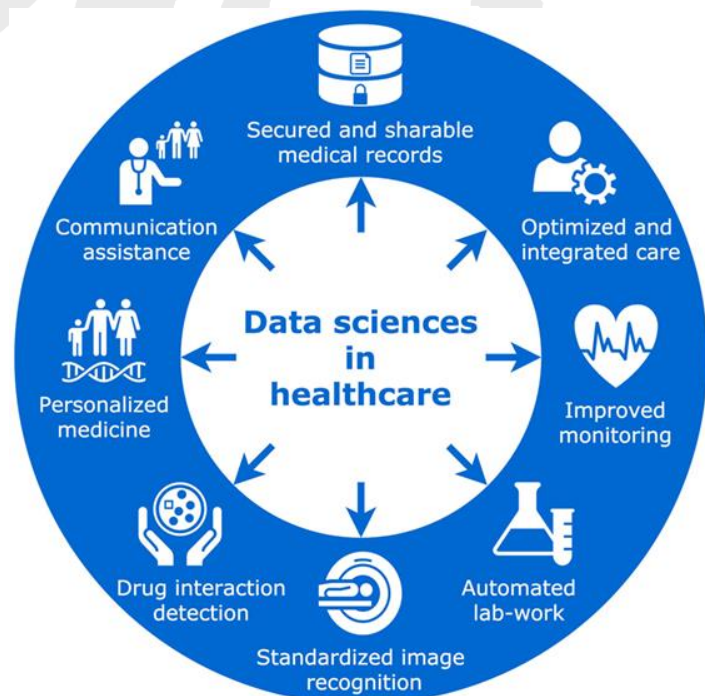

Let's discuss about some top data science applications.

1. Healthcare

Data science is helping the health care sector tremendously. One of the most effective uses of data science in healthcare is medical imaging. Computers can learn to interpret MRIs, X-rays, mammography, and other types of images, identify patterns in the data, and detect tumors, artery stenosis, organ anomalies, and more.

Here are list of some uses of data science in health care.

    a. Medical Image Analysis
    b. Genetics and Genomics
    c. Drug Discovery
    d. Predictive Model for Diagnosis
    e. Health bots or virtual assistants.

2. E-Commerce

Data science has found an important place in the e-commerce and retail industry. Purchase prediction, profits and losses can be done using this. Using previous purchase data and other relevant information, it can even nudge customers into buying additional products. A customer profile can be made using such information. This is done to sell market products to the customers and companies use it to drive customer loyalty and thereby more revenues

75% of users watch movies based on Netflix recommendations

35% of Amazon's revenue is generated from it's recommendationengine

Some uses of data science in the field of E-Commerce are-
 a. Recommendation Engine
 b. Merchandising
 c. Customer Sentiment Analysis
 d. Customer Lifetime Value Prediction
 e. Purchase Analysis

3. Transport

Transportation touches the lives of nearly every living person every day. The public sector entities that build and operate the world's roads, highways, and other public transportation networks are ravenous to hire data scientists with the skills to make sense of their voluminous data.
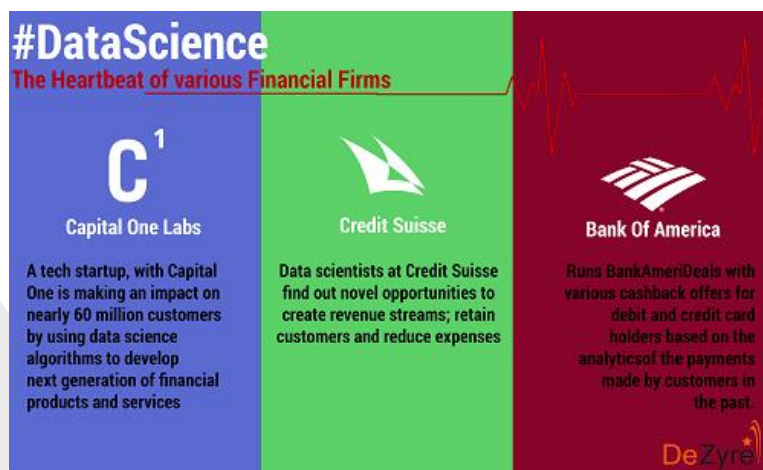
From a software-development perspective, there won't be much difference between a moving vehicle and a smart phone. Your car will be a platform for apps providing a range of services, from entertainment and real-time navigation to collision avoidance and predictive maintenance.

4. Finance

Finance deals with numbers. Hence it comprises of data. This data may include day to day user purchase to company sales and production. Hence data science has many applications in the field of finance. Exploring data that is available in the hand of industry, one can formulate business plan, make cost effective production strategy and many more.
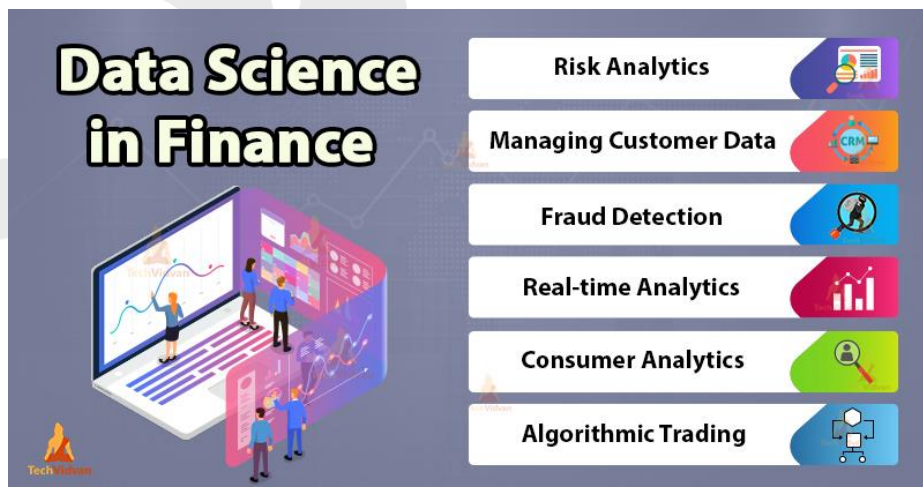

Some applications of data science in finance are-

    a. Consumer Analytics
    b. Customer Data Management
    c. Personalized Services
    d. Algorithmic Trading
    e. Risk Analysis
    f. Cost Benefit Analysis

5. Banking:

Like finance sector, banking sector also utilizes various data science methods in their business. Banks deals with numbers. Data science plays a crucial role in determining banks various operations. This process may be anything from a statistical survey to revenue prediction.

This concludes our today's session. Feel free to ask any query in the comment section or in the mailing address bits.and.bytes.8b1b@gmail.com. For any other issues, you can also use this same email address.

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