

# AI: Security and Retail

A case study on the emergence of artificial intelligence in security and retail domain.



# "When they say AI is just if-else statements, disagree in your natural brain and just move on



—–3 Layer Neural Network

# What's it all about!

01 Current Situation in Al

What are the current market trends for the AI domain and it's future.

**02** Al in Security

How AI is enabling smart physical and virtual security around town.

03 Al in Retail

Buying something? Get customized as your shopping behavior is going to change.

**04** Al for Education

Who is going to build it all and how should you create the data scientists of the future.





# Artificial Intelligence:

The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

- Wikipedia

# A.I. TIMELINE











## 1950

#### **TURING TEST**

Computer scientist Alan Turing proposes a test for machine intelligence. If a machine can trick humans into thinking it is human, then it has intelligence

## 1955

#### A.I. BORN

Term 'artificial intelligence' is coined by computer scientist, John McCarthy to describe "the science and engineering of making intelligent machines"

# 1961

#### UNIMATE

First industrial robot, Unimate, goes to work at GM replacing humans on the assembly line

# 1964

#### ELIZA

Pioneering chatbot developed by Joseph Weizenbaum at MIT holds conversations with humans

# 1966

#### SHAKEY

The 'first electronic person' from Stanford. Shakey is a generalpurpose mobile robot that reasons about its own actions

# A.I. WINTER

Many false starts and dead-ends leave A.I. out in the cold

# 1997

#### **DEEP BLUE**

Deep Blue, a chessplaying computer from champion Garry Kasparov

# 1998

#### KISMET

Cynthia Breazeal at MIT introduces KISmet, an IBM defeats world chess emotionally intelligent robot insofar as it detects and responds to people's feelings

















# 1999

#### AIBO

Sony launches first consumer robot pet dog autonomous robotic AiBO (Al robot) with skills and personality that develop over time

## 2002

#### ROOMBA

First mass produced vacuum cleaner from iRobot learns to navigate interface, into the and clean homes

# 2011

Apple integrates Siri, an intelligent virtual assistant with a voice iPhone 4S

# 2011

#### WATSON

IBM's question answering computer Watson wins first place on popular \$1M prize television quiz show Jeopardy

# 2014

#### EUGENE

Eugene Goostman, a chatbot passes the Turing Test with a third of judges believing Eugene is human

# 2014

#### ALEXA

Amazon launches Alexa, Microsoft's chatbot Tay an intelligent virtual assistant with a voice interface that completes inflammatory and shopping tasks

# 2016

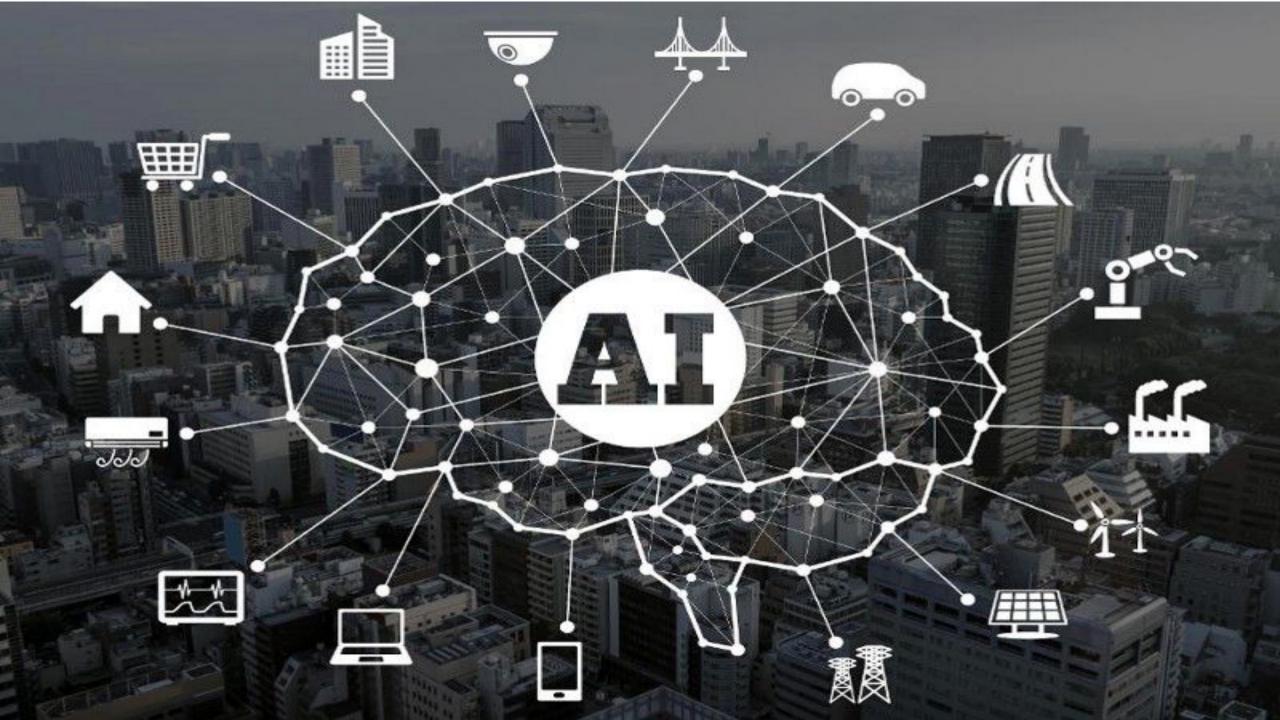
#### TAY

goes roque on social media making offensive racist comments

## 2017

#### ALPHAGO

Google's A.I. AlphaGo beats world champion Ke Jie in the complex board game of Go, notable for its vast number (2170) of possible positions



# Current Situation: THE STAGE HAS BEEN SET

1

Chatbots and NLP



2

Systems
deployed at
scale by
governments
and
organizations.

3

Autonomous systems: Vehicles, Robotic Automation etc.



4

Improved analytics and better customer spending due to targeted advertising.

5

Enhanced and Open Source large datasets.





Mechanical production equipment, steam and water power

Electricity, mass production, assembly line Computers and automated production

Cyber-physical systems









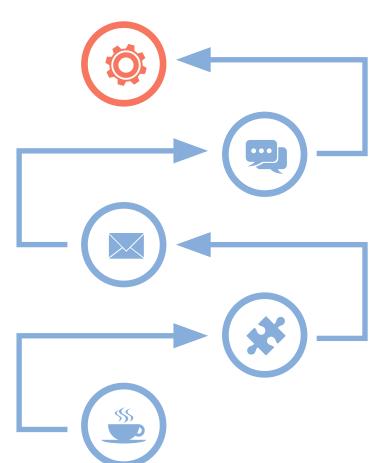
# Al in Retail

#### **Analytics**

Use the intelligence of the designed algorithms and speed of the machines to deliver real-time and actionable statistics.

#### **Decisions and Inputs**

Data Scientists and potential customers sit together to formulate best possible inputs and outcomes that are desirable in the deployment phase for analytics.



#### **Customer centric**

All the available data is then generalized towards the audience based on age, gender context which improves the overall customer experience making his tasks easier.

#### **Design and development**

Pool of data scientists sit together and decide the KPIs that will drive the algorithms and a best possible way to achieve it.





# Shopping the AI way



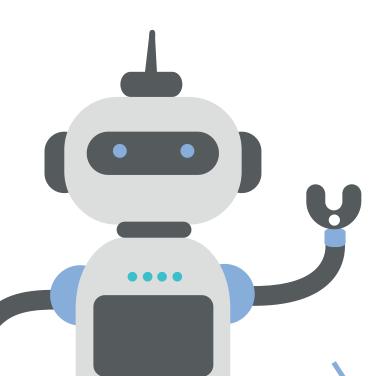
- Assisting Robots
- **Followers**
- **Shelfers**
- IoT Sensors
- **Computer Vision**
- Customer data



# Al in Security

#### **Intelligent Camera network**

CCTV's now come equipped with facial, motion and gesture recognition to have the complete circle when it comes to personal security.

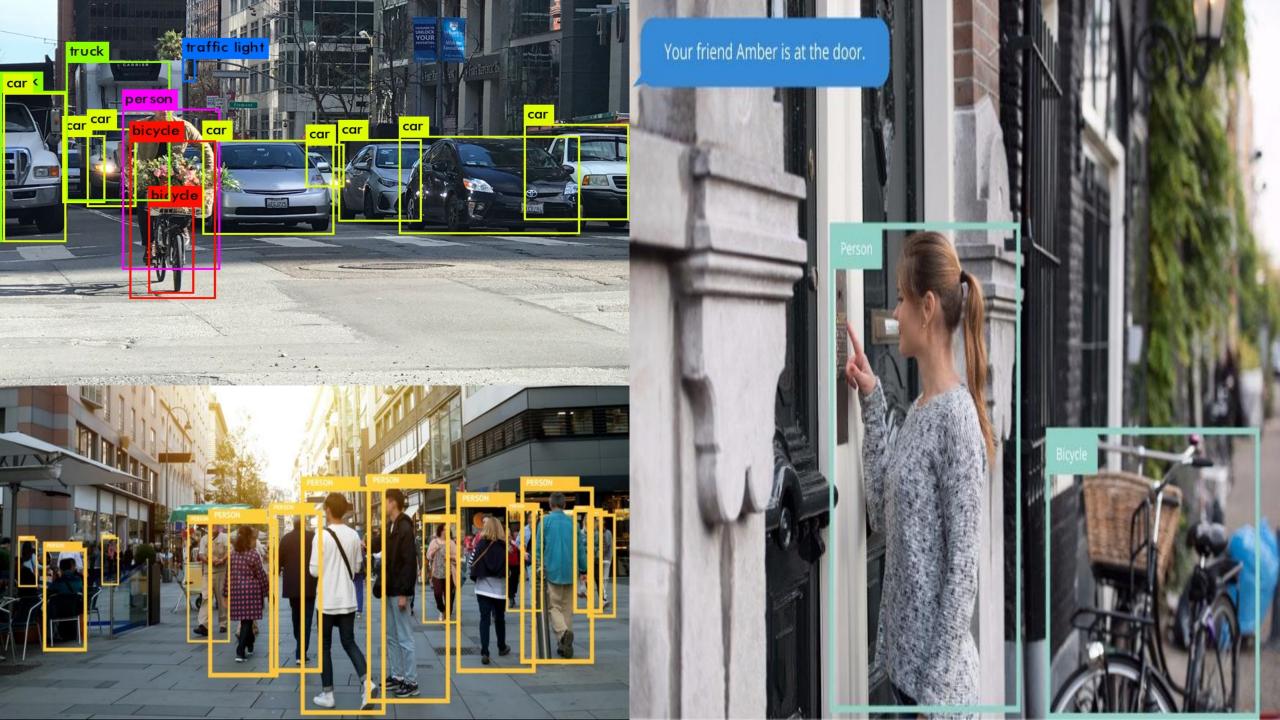


# **Asset Security**

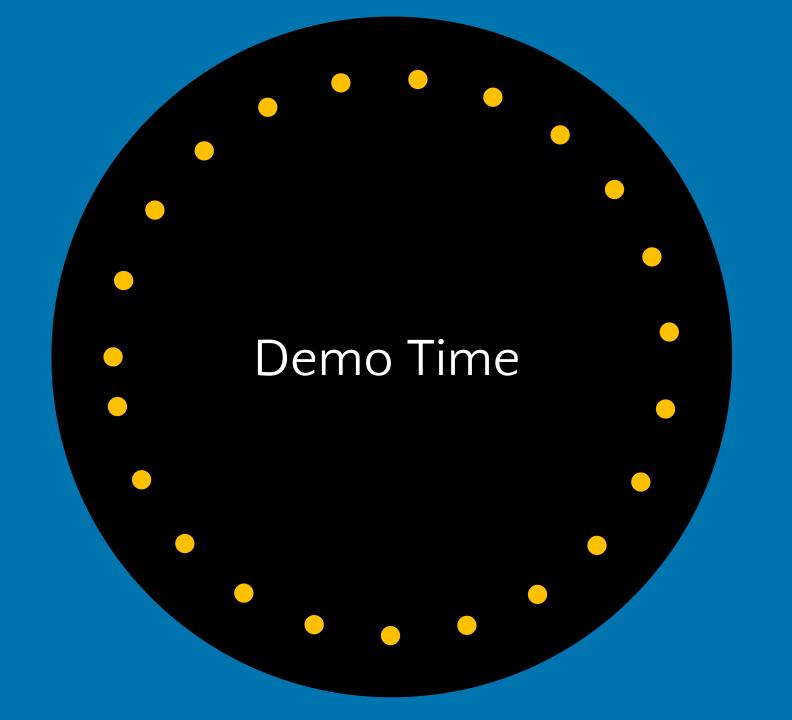
#### **Behavioral Neural Networks**

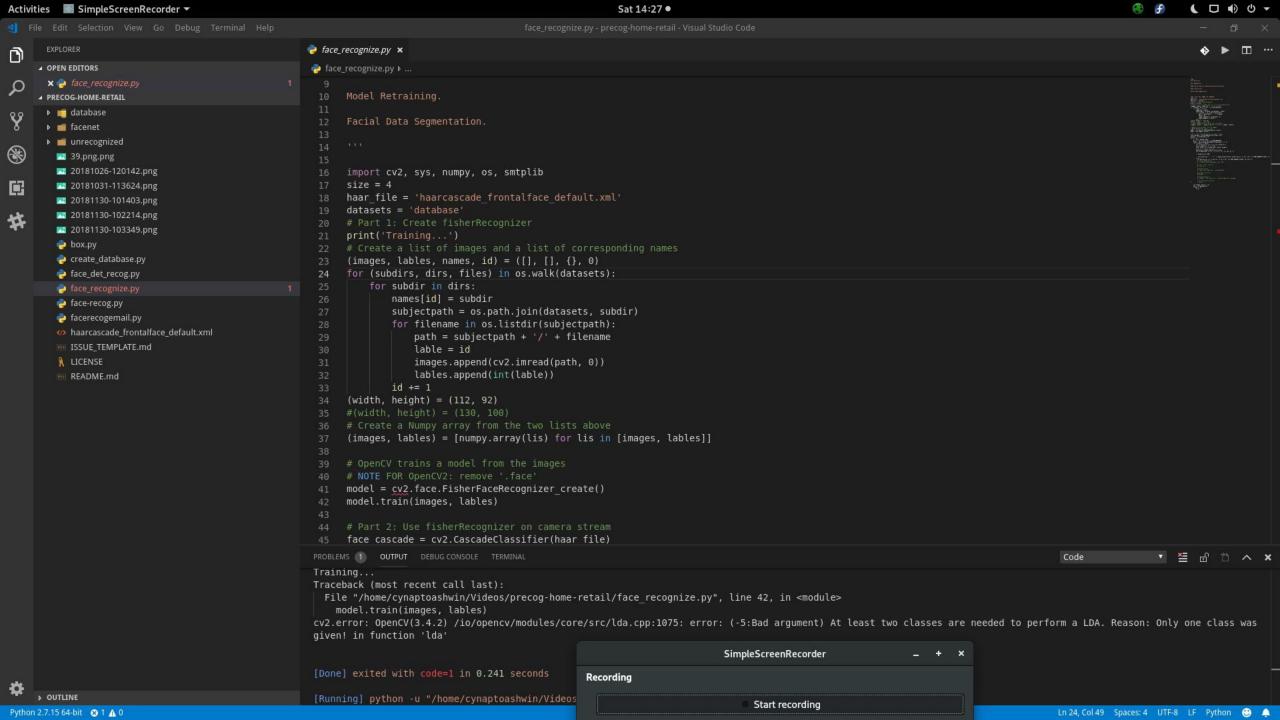
Cyber attacks mostly occur in certain patterns that can be picked up by trained neural networks.

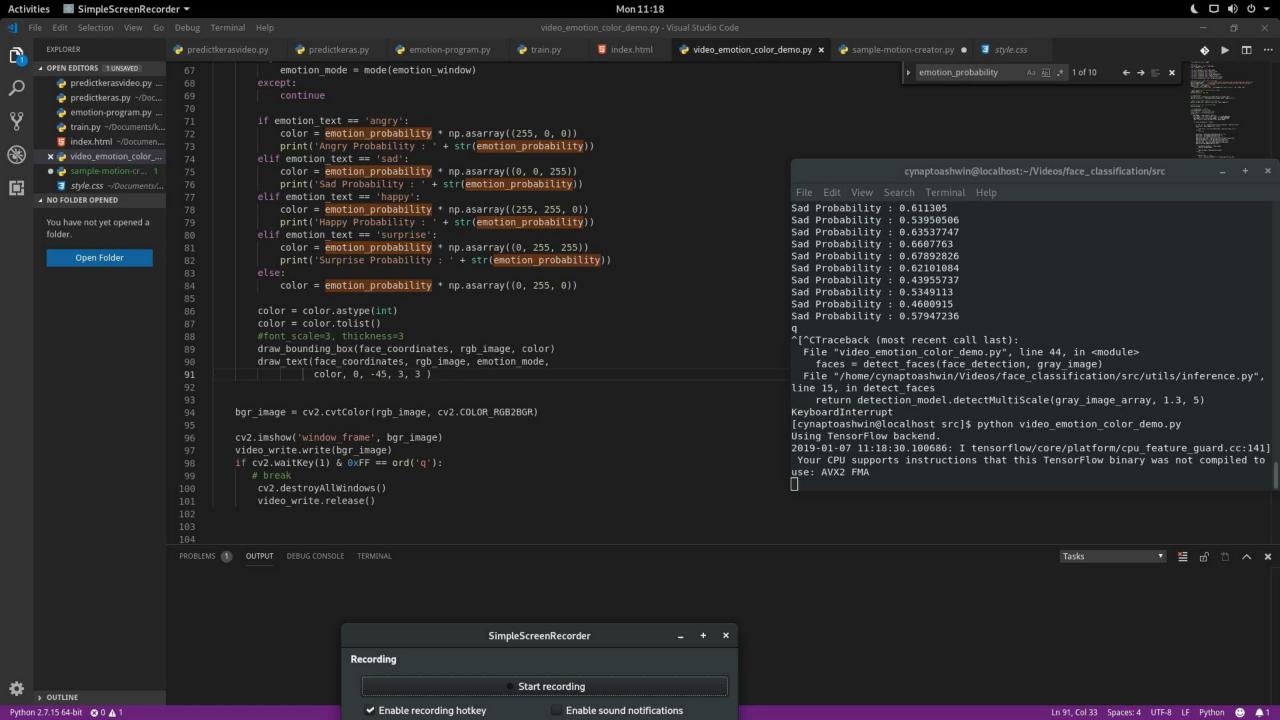
Cyber Security











# Where are 'your' skills in this>?



"The most important factor is not how you acquire\* the skills, it's how you implement them"



# Thank You

Questions, Suggestions always welcomed.

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