Tesla uses Big Data & AI to Analyze customer satisfaction

Tesla not only utilizes big data to solve problems, but it also uses it to improve customer happiness. They collect data from their customers' online forums and utilize it to better their future manufacturing. No other business has such a close interaction with its clients.

Tesla claims that its autopilot software has collected data from over 100 million kilometers. This information is being combined in the cloud to create route maps for self-driving cars. According to Tesla, they say that their system is 100 more accurate than the standard navigation system.

Tesla may sell this data to other automobile companies in the future, or it may upload it to the cloud for use by the government to improve road safety.

Without a question, Tesla is pushing its competitors to the limit to be the first to deploy a completely autonomous driverless car, and it has well outpaced the competition in terms of data collection.