

1. Retail Sector - Amazon

Application: Recommendation Systems

Example: Amazon uses machine learning to analyze your browsing and purchase history to recommend products you might like, enhancing the shopping experience and increasing sales.

2. Banking and Finance

Application: Fraud Detection

Example: Banks use machine learning algorithms to detect unusual transaction patterns that may indicate fraudulent activities, thereby protecting customers' accounts from unauthorized access

3. Transportation - Ola and Uber

Application: Ride Pricing and Route Optimization

Example: Ola and Uber use machine learning to dynamically adjust ride prices based on demand, traffic conditions, and distance. They also use it to find the quickest routes for drivers, improving efficiency and customer satisfaction.

4. Manufacturing - Ford

Application: Supply Chain Optimization

Example: Ford utilizes machine learning to optimize its supply chain by predicting demand for different car models. This helps them manage inventory, reduce costs, and ensure that production meets customer demand efficiently.

5. Consumer Internet - Facebook

Application: Ad Targeting

Example: Facebook uses machine learning to deliver targeted advertisements to users. By analyzing user data such as likes, interests, and browsing behavior, Facebook can show ads that are more relevant to each individual, improving ad effectiveness and user experience.