

# Application of Machine Learning

## 1 Content Generation



ChatGPT



Bard



DALL-E



Midjourney

These tools help with writing articles, creating stories, composing music and even producing images.

# Application of Machine Learning

**2**

## Content Recommendations



Netflix



Spotify

Streaming platforms use ML to suggest personalized connect for users recommend movies, songs and podcast.

# Application of Machine Learning

**3****Personalized Advertisements**The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.

Amazon



Noon

ML analyses your online behaviour, searches and purchases for targeted ads.

# Application of Machine Learning

**4**

## Virtual Assistants



**Siri**



**Alexa**



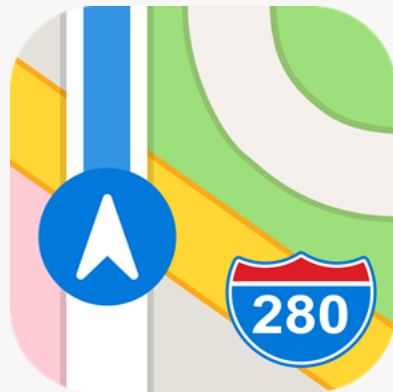
**Google  
Assistant**

Virtual assistants use ML to understand and respond to your voice commands as per your request or need

# Application of Machine Learning

**5****Smart Navigation**

Google Maps



Apple Maps

ML looks at real-time traffic data and predicts when you'll arrive. It can even suggest alternate routes to avoid traffic.

# Application of Machine Learning

**6****Language Translation**

**Google Translator**

Tools like Google Translate use ML to interpret and translate text between languages.

# Application of Machine Learning

**7**

Finance



ML is used to detect suspicious activity, fraud, manage risk and predict creditworthiness of a customer.

# Application of Machine Learning

8

Marketing



ML is used to analyze the customer data to improve marketing



# Application of Machine Learning

9

Operations



**Google Brain**

ML is used to predict equipment failures and improve processes by reducing energy consumption in data centers.

# Application of Machine Learning

## 10 Human Resource

The Hilton logo is displayed in a large, bold, black serif font, enclosed within a black rectangular border.

ML is used to identify talent and streamline recruitment to match candidates to job profiles and predict attrition risks.

# Application of Machine Learning

11

Healthcare



**Massachusetts  
Institute of  
Technology**

ML is used to improve patient outcomes, reduce costs, enhance care quality and even predict disease risks.

# Application of Machine Learning

12

Education

**Khan Academy****Growth  
School**

ML is used to personalize learning experiences by assessing students' strengths and weaknesses.

# Application of Machine Learning

13

Agriculture



**Farmers**

ML is used to optimize crop yields and reduce waste. It predicts crop health and recommends actions.

# Application of Machine Learning

14

E-commerce



ML is used to enhance customer experiences and streamlines operations to personalize suggestions.