

## Day 8: Applications of Machine Learning

There are countless ways how ML is being used now. There are 2 diff methods to use:

- i) B2C (Business to Consumer)
- ii) B2B (Business to Business)

We will discuss about B2B:

5 examples of industries where ML helps:

1. Retail: { e.g. - Amazon, Reliance etc }

- Companies can utilise the data to predict what things they should stock up.
- They can plan sales better.
- Organising things in store (Market - Basket)
- Use purchase patterns & sell data.

2. Banking / Finance: { e.g. - Banks, Finance insti }

- Deciding if a person should be provided loan (matching profile).
- Analysing transaction patterns, purchases to identify scams & relevant offers.
- Selling credit cards: 😊
- Deciding where they need new branch or ATM etc.

3. Transportation: {Uber, Lyft etc.}

- Dynamic / surge fare pricing
- Optimizing path and grouping cabs.
- Balance supply / demand
- Planning cab-share rides.

4. Manufacturing: {Tesla, BP}

- Utilising IOT sensors to gather data about equipments to do predictive maintenance.
- Predict supply and gather required resource beforehand.
- Maintaining crisis situations better.

5. Consumer Internet: {Twitter, Facebook etc.}

- Making political predictions based on sentiment of people, can even change the sentiment.
- Use the data and sell to shared market operators.
- Many other unethical possibilities!