

5 real world applications of Data Science

1) JioStar / Hotstar:

* Hotstar analyze user watch history, preferences and recommend movies and TV shows according to this. This is called as Recommendation System. It also adjust video quality based on internet speed using AI.

2) Zomato:

* They suggest foods and restaurants based on your past orders and liking of your choices. Also they use an predicting time for food delivery time using the real time traffic, preparation time of food and rider availability.

3) Facebook:

* They use an personalization method for every user to personalize their news feed and showing content based on history of user behaviour. It also use ML to detect fake news.

4) OLA:

* Ola predicts demand in different areas and adjusts surge price. They also use AI for optimization for checking estimate travel time, reducing waiting time like that. Also driver behaviour analysis helps improve safety and customer experience.

5) Ajio:

* Ajio recommends fashion products based on browsing history, past purchases, and style and trends, it uses image recognition to find similar outfits by uploading pictures.