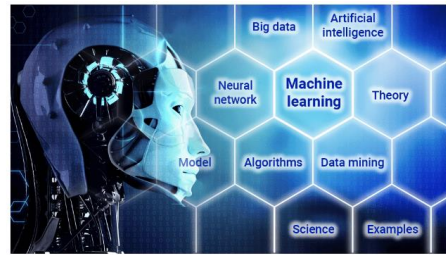


Career Foundry Data Analytics Program

Machine Learning Specialization

Luis Gil



Case-Study of Artificial Intelligence / Machine Learning



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Objective

In this article, we will see the importance of AI/machine learning and how big MNCs use machine learning or Artificial Intelligence to grow their business.

Before start, first we see introduction to Artificial intelligence and machine learning. So you can easily relate to my article.

<https://www.linkedin.com/pulse/case-study-artificial-intelligence-machine-learning-deepak-sharma/>

Machine learning (ML) is revolutionizing various industries by automating tasks that are too complex or time-consuming for humans. For instance, Coca-Cola utilizes ML to analyze customer preferences from its self-service machines, allowing them to develop new products like Cherry Sprite. McDonald's employs AI for digital menus that adjust in real-time based on factors like weather, time of day, and customer preferences. This resulted in a 3% sales increase in Canada. Rolls-Royce and Google are collaborating on autonomous ships, using ML to detect sea hazards and improve safety. In healthcare, Paris hospitals use AI to forecast patient volumes, enabling better staff allocation and reduced wait times. These examples demonstrate how ML enables companies to process vast amounts of data efficiently, enhancing decision-making, customer experience, and operational efficiency in ways that would be impossible or highly inefficient for humans to achieve alone. By automating data analysis and prediction, ML provides companies with insights and actions that are faster, more accurate, and scalable across global operations. This transformative technology is critical to optimizing business processes in real-time and helping industries stay competitive in an increasingly data-driven world.

