Problems that being solved using Deep learning

# 1. Identifying Spam

Spam identification is one of the most basic applications of machine learning. Most of our email inboxes also have an unsolicited, bulk, or spam inbox, where our email provider automatically filters unwanted spam emails.

# 2. Making Product Recommendations

Recommender systems are one of the most characteristic and ubiquitous machine learning use cases in day-to-day life. These systems are used everywhere by search engines, e-commerce websites (Amazon), entertainment platforms (Google Play, Netflix), and multiple web & mobile apps.

# 3. Customer Segmentation

Customer segmentation, churn prediction and customer lifetime value (LTV) prediction are the main challenges faced by any marketer. Businesses have a huge amount of marketing relevant data from various sources such as email campaigns, website visitors and lead data.

# 4. Image & Video Recognition

Advances in deep learning (a subset of machine learning) have stimulated rapid progress in image & video recognition techniques over the past few years. They are used for multiple areas, including object detection, face recognition, text detection, visual search, logo and landmark detection, and image composition.

# 5. Fraudulent Transactions

Fraudulent banking transactions are quite a common occurrence today. However, it is not feasible (in terms of cost involved and efficiency) to investigate every transaction for fraud, translating to a poor customer service experience.