

03/01/2022

Day 26/100

Amazon Rekognition:

- Find objects, people, text, scenes in images and videos using ML.
- Facial analysis & facial search to do user verification, people counting
- Create a database of 'familiar faces' or compare against celebrities
- Use Cases:
 - Labeling
 - Content Moderation
 - Text Detection
 - Face Detection and Analysis [gender, age, race, emotion --]
 - Celebrity Recognition
 - Face Search & verification
 - Path Gen: for sports game analysis

Amazon Transcribe

- Automatically convert speech to text
- Uses a deep learning process called automatic speech recognition (ASR) to convert speech to text quickly & accurately.

• Use Cases:

- transcribe Customer service calls
- automate closed captioning & subtitling
- generate metadata for media assets to create fully searchable archive.

Amazon Polly

- Turn text into lifelike speech using deep learning
- Allowing you to create application that talk.

Amazon Translate

- Natural & accurate language translation
- Amazon Translate allow you to localize content - such as websites & applications for international user and to easily translate large volume text efficiently

Amazon Lex & Connect

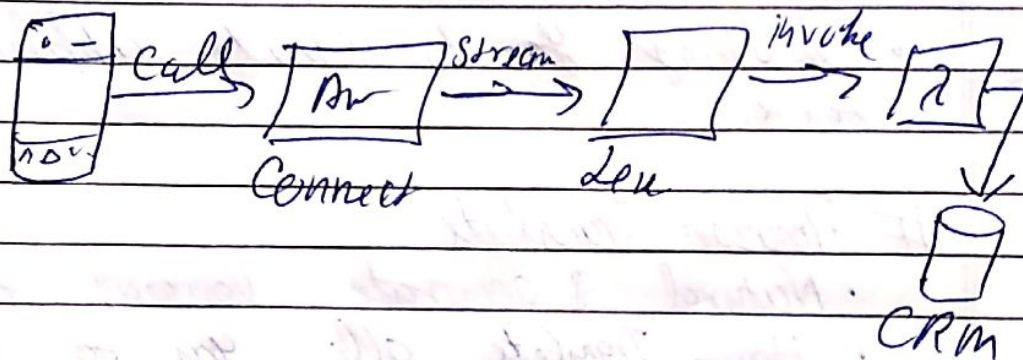
- Amazon Lex (same technology that powers Alexa)
 - Automatic Speech Recognition (ASR) to convert speech to text
 - Natural Language Understanding to recognize the intent of text, callers
 - Helps build chatbots, call center bots

CRM → Customer Relationship Management

• Amazon Connect

- Receive calls, create contact flow, cloud based virtual contact center
- Can integrate with other CRM system or PMS.
- NO upfront payment, 80% cheaper than traditional contact center soluh

Phone Call
Schedule an
appointment



Amazon Comprehend

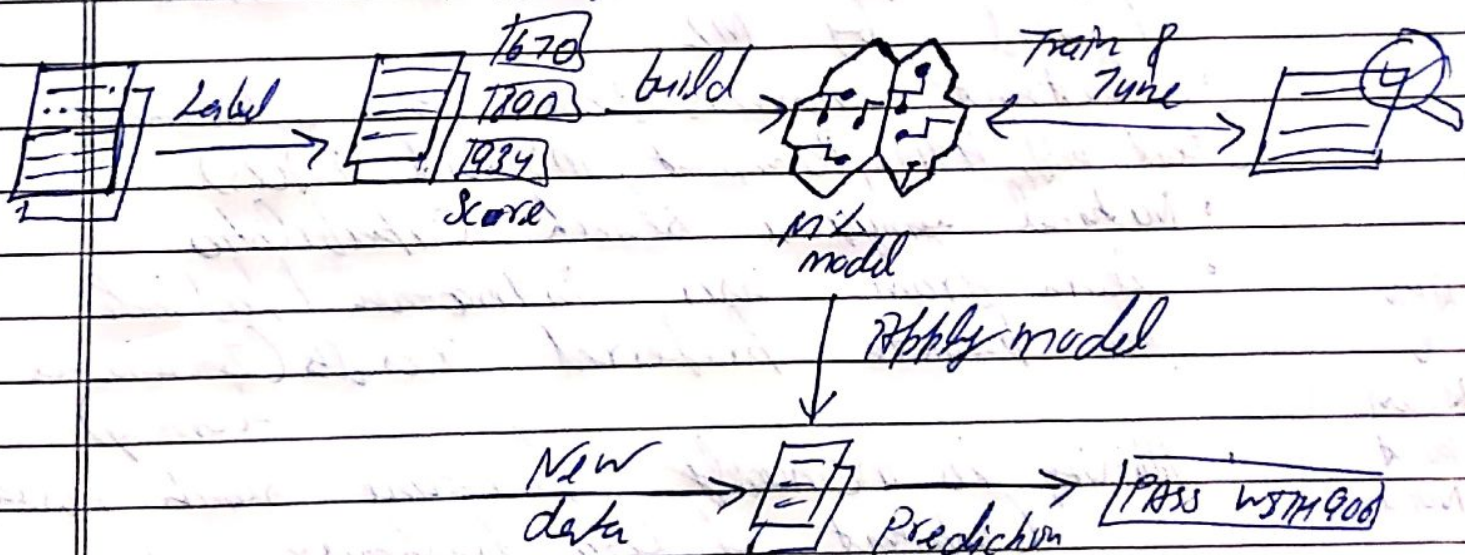
- For Natural Language Processing - NLP
- Fully managed & serverless service
- Uses machine learning to find insights & relationships in texts
 - Language of the text
 - Extract key phrases, places, people, brands or events.
 - Understand how positive or -ve the text is
 - Analyzes text using tokenization and parts of speech
 - Automatically organizes a collection of text files by topic

• Sample Use Cases:

- Analyze Customer interaction (emails) to find what leads to a +ve or negative experience
- Create 8 groups articles by topics that comprehend will uncover

Amazon SageMaker

- Fully Managed Service for developers / data scientists to build ML models
- Typically difficult to do all the process is one place + provision servers
- Machine learning process (simplified):
Predicting your exam score



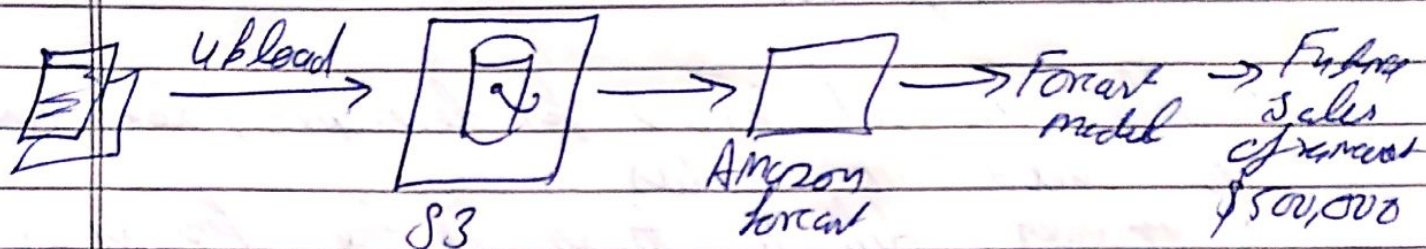
Amazon Forecast

- Fully managed service that uses ML to deliver highly accurate forecasts

103/01/2022

DATE

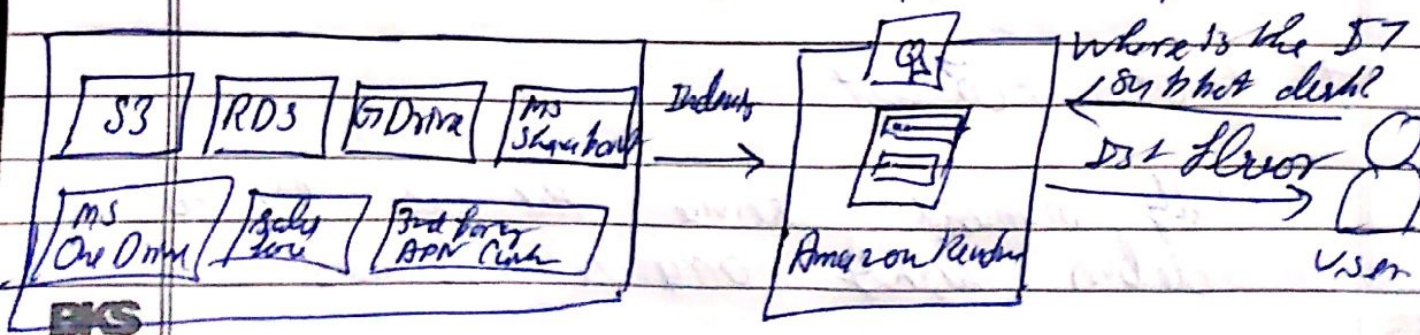
- Example: predict the future sales of a raincoat
- 50% more accurate than looking at the data itself
- Reduce forecasting time from months to hours
- Use Cases: Product Demand planning, Financial Planning, Resource Planning



Amazon Kendra

- Fully managed document search service powered by ML
- Extract answers from within documents (text, pdf, HTML, Powerpoint, MSWord, FAQs)
- Natural language search capabilities
- Learn from user interaction / feedback to promote preferred results (Reinforcement Learning)
- Ability to manually fine-tune search results (Influenced by data, freshness, custom...)

APN
↓
Account
Name



03/01/2022

PAGE

162

DATE

--	--	--	--	--	--

Amazon Personalize

- Fully managed ML-service to build apps with real time personalized recommendations
- Example: personalize product recommendation/re-ranking
Customized direct marketing.
- Example: user bought gardening tools, provide recommendation on the next one to buy
- Some technology used by Amazon.Com
- Integrated into existing website, application, sms, email marketing systems
- Implement in days not months (You don't need to build, train, deploy ML models)
- Use Cases: retail stores, media & entertainment.

