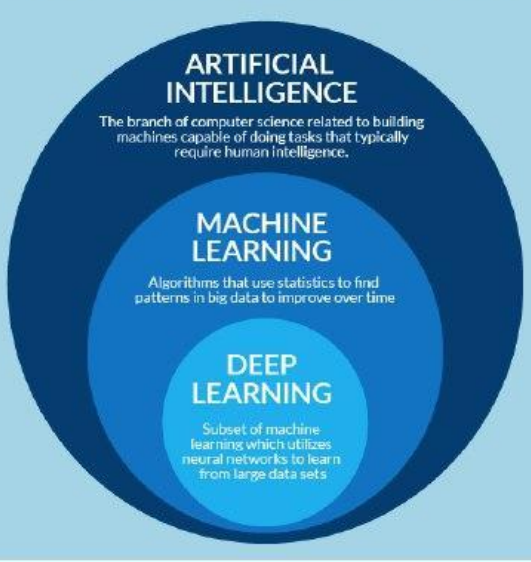
TOP MACHINE LEARNING APPLICATIONS

WHAT IS MACHINE LEARNING?



AI & ML MARKET OVERVIEW

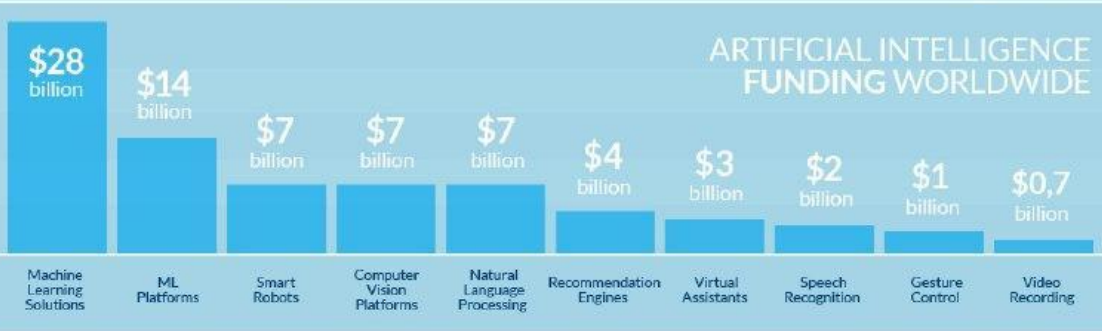
42.08% Compound Annual Growth Rate (CAGR)

TOP MACHINE LEARNING USE CASES

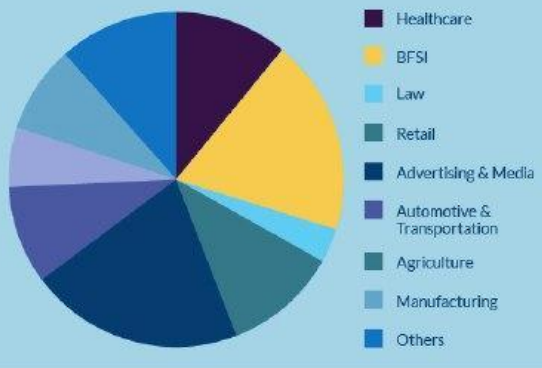
Risk Management | Performance Analysis and Reporting | Trading | Automation

LITSLINK

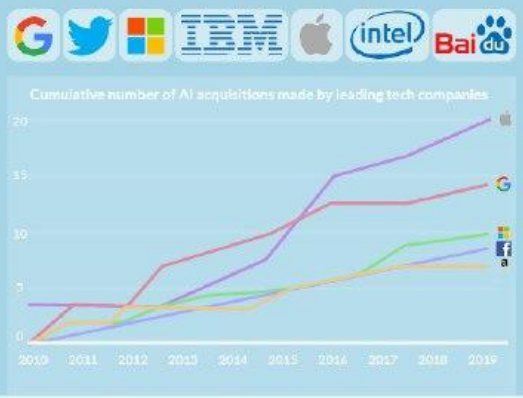
ARTIFICIAL INTELLIGENCE FUNDING WORLDWIDE



GLOBAL MACHINE LEARNING MARKET SHARE BY USE



BIG COMPANIES THAT BENEFIT FROM MACHINE LEARNING



APPLICATIONS OF MACHINE LEARNING

IN HEALTHCARE

- NLP for Administrative Tasks
- Patient Risk Identification
- Visual Data Processes for Diagnosis
- Convolutional Neural Networks for Skin Cancer Diagnosis

IN MARKETING

- Segmentation & Targeting
- Recommendation Engines
- Content Generation
- Hyper-targeted Ads
- Customer Churn
- Marketing Attribution

IN FINTECH

- Trading Algorithms
- Fraud Detection
- Risk Management
- Security Software
- Stock Market Predictions

IN RETAIL

- Chatbots
- Virtual Assistants
- Sentiment Analysis
- Pricing Optimization
- Predictive Analytics

TOP MACHINE LEARNING APPLICATIONS

Risk identification, generation of content, fraud detection, security software, smart chatbots and predictive analytics — all these examples are just a part of use cases of machine learning.

Lots of industries working with a huge amount of data every day have already benefited from using machine learning to optimize and enhance their work processes. ML provides crucial insights for companies, helps make businesses more efficient, enhance customer experience and stay ahead of the competitors.

For instance, machine learning benefits the retail industry by predicting the behavior of customers, providing them with personalized offers and discounts and improving customer experience with the help of smart chatbots.

ML algorithms learn from data about products, customers' feedback and behavior and then offer relevant predictions and recommendations on how to scale up your retail business and attract more customers.

Marketing agencies use machine learning for enhanced targeting, generation of content and market analysis. The more you know about your audience, the better marketing campaigns you will be able to create. The agencies usually have lots of data about the customers so it'll be easier to train the ML model properly.

The infographic describes what machine learning is all about, highlights top use cases of machine learning, provides a market overview and ML market share by use. You can also find out about companies that benefit from machine learning and applications of ML in various industries.
For more information visit our blog https://litslink.com/blog/machine-learning-applications-infographic