

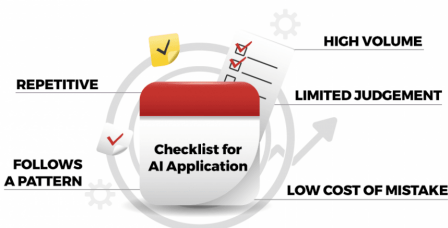


APPLICATIONS OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN BUSINESSES

According to a report by BofA Merrill Lynch, Robots and AI solutions market will grow to US\$153bn by 2020, comprising US\$83bn for robot and robotics, and US\$70bn for AI-based analytics.

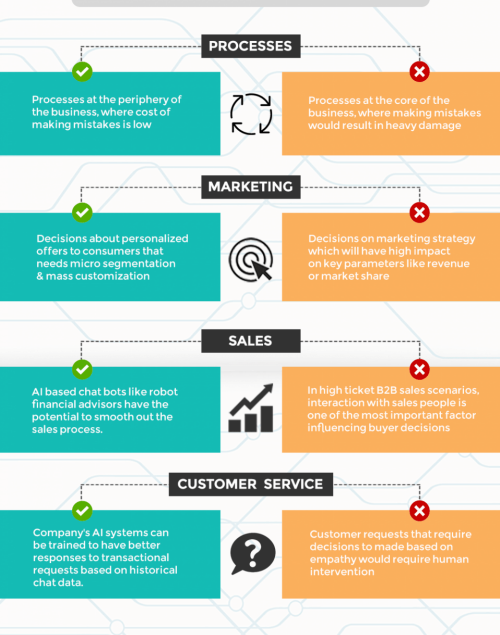
Here is our view on how organizations can start implementing AI.

AI IMPLEMENTATION CHECK LIST: WHERE TO START?



Tasks which satisfy these criteria are starting points for AI implementation.

ARTIFICIAL INTELLIGENCE BASED AUTOMATION



What can be automated should be. In rule based processes, AI is more efficient than human interaction. However we are far away from AI being center stage. I estimate that on an average about 90 percent of analysis today is done by humans and 10 percent by machines. As we build technology that helps machines get smarter, this will change. In another 10 years, machines will do 50 percent of analysis.

- Venkat Viswanathan,
Chairman and Founder at LatentView Analytics

HOW TO INITIATE AI BASED AUTOMATION IN YOUR BUSINESS

IDENTIFY THE PROBLEM



Start by identifying the business problem. Decide where can using AI improve efficiency?

In commercial airlines, one of the major issues is to suggest best possible alternatives when customers miss their flight.

IDENTIFY THE DATA SOURCE



Now, identify the data source & focus on collecting data from the relevant customer touch points

In this case, when the customer request is received, airlines will have internal data to suggest an alternative route.

DEVELOP AN AI BASED SOLUTION



In this step, an AI based solution must be developed to aid algorithmic decision making.

Use NLP to understand the request & develop an algorithm to suggest possible alternatives based on the request real-time

IMPLEMENTATION AND ACTION



Once the AI solution is developed, it has to be implemented & training must be given to operate it.

Now, airline staff must be trained to understand where to use AI and where human intervention is needed