

Benefits of 'Machine Learning' for the business world



1 It predicts trends

By analysing purchasing habits, it can predict **which products will be more in demand** and when it is a good time to raise or lower prices.

2 It promotes innovation

Thanks to the mass of data that it is capable of analysing, automatic learning assists in **the search for new solutions**.

3 It improves target audience segmentation

Unsupervised learning algorithms find **patterns** in the information on consumers that is collected by companies.

4 It reduces costs

ML **automates tasks** to save on human capital or optimise online stores and shopping centres using browsing data and customer flows.

5 It improves the segmentation of adverts

ML algorithms can predict **which content is more effective** for each target and which time of year and medium are more appropriate.

6 It improves customer relations

Chatbots answer customers 24 hours a day, seven days a week and collect data to **increase knowledge of consumers**.