

# BENEFITS OF 'MACHINE LEARNING' FOR THE BUSINESS WORLD

## 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.

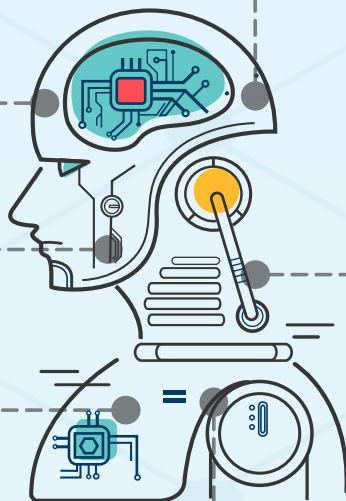
## IT PROMOTES INNOVATION

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



## IT IMPROVES TARGET AUDIENCE SEGMENTATION

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



## IT REDUCES COSTS

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



## IT IMPROVES CUSTOMER RELATIONS

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



## 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.

