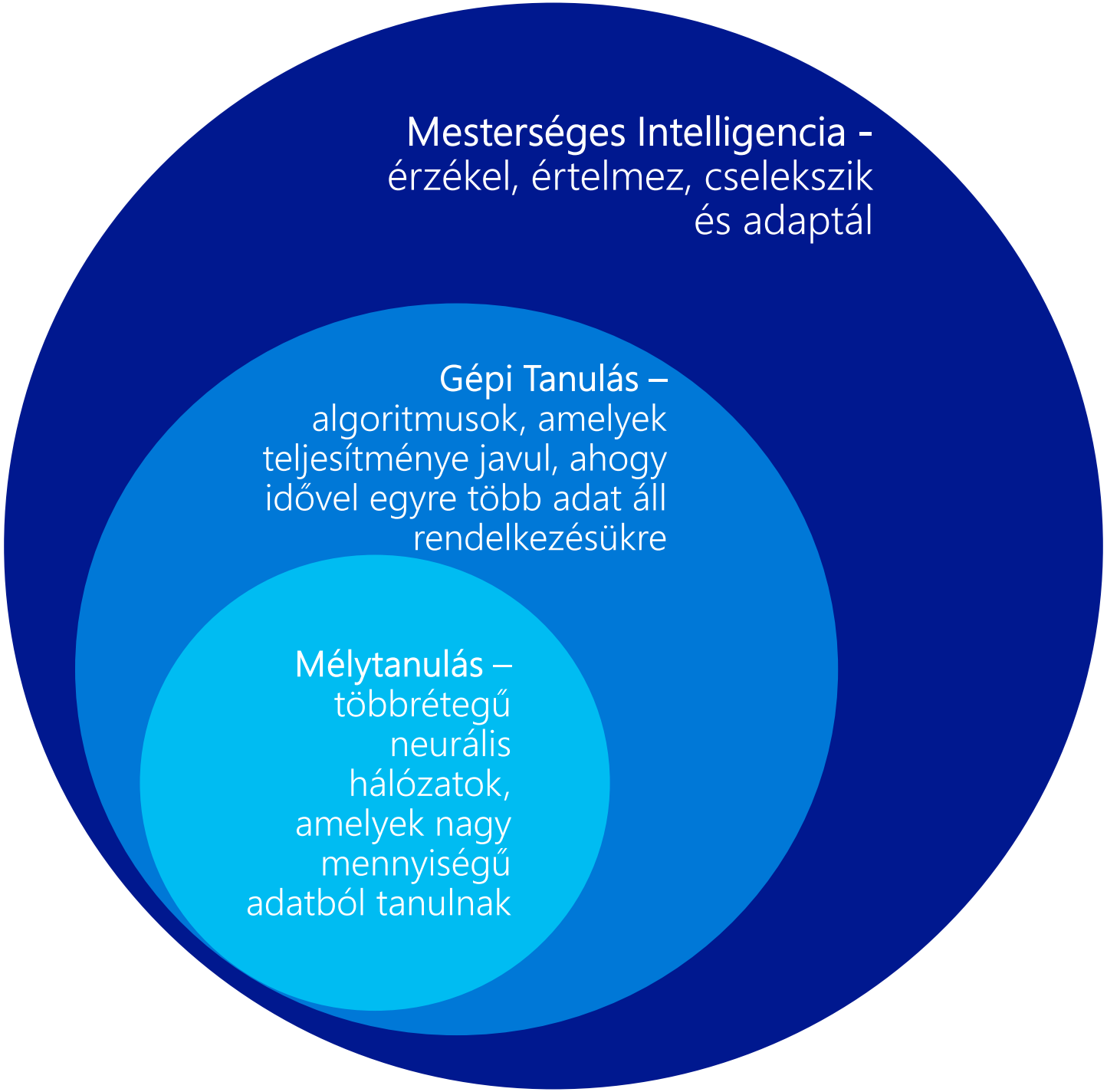
Microsoft

Mesterséges Intelligencia az adatvezérelt Marketingben

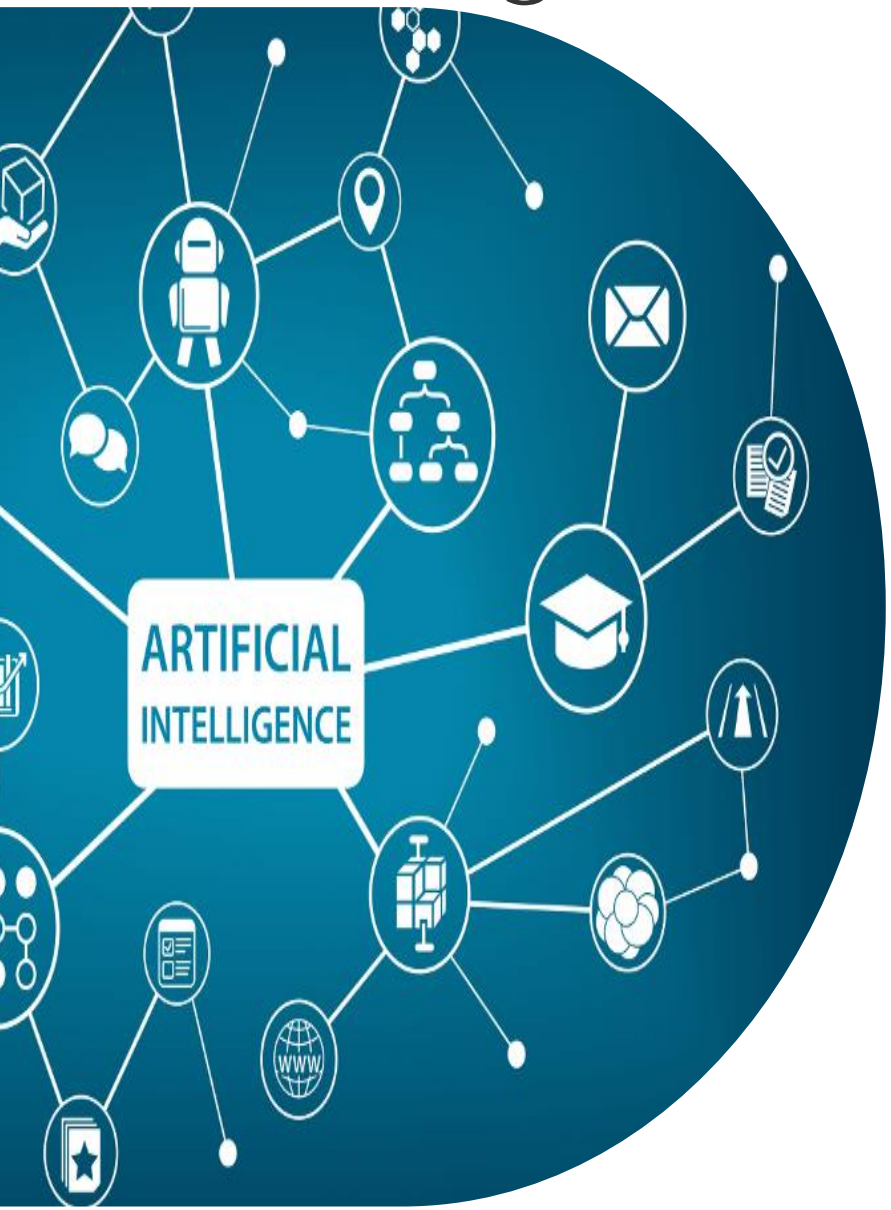
Szalay Angelika
Microsoft


Mesterséges Intelligencia -
érzékel, értelmez, cselekszik
és adaptál
Gépi Tanulás –
algoritmusok, amelyek
teljesítménye javul, ahogy
idővel egyre több adat áll
rendelkezésükre
Mélytanulás –
többrétegű
neurális
hálózatok,
amelyek nagy
mennyiségű
adatból tanulnak

Advanced Analytics - segíti az üzleti innovációt

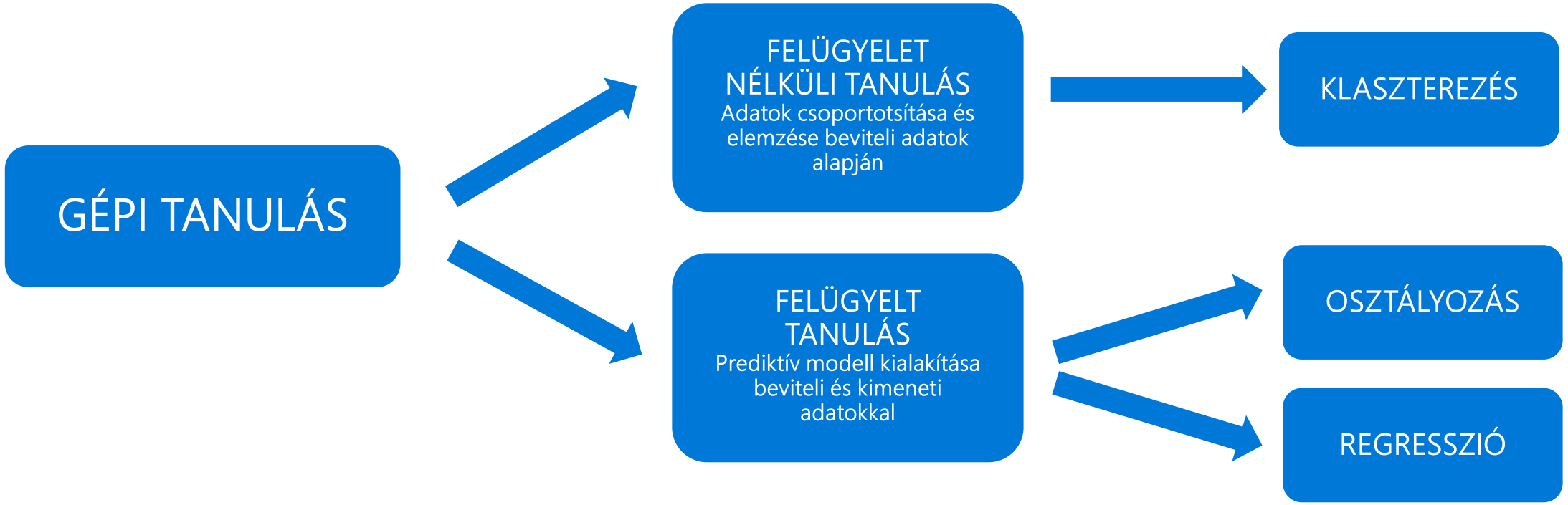
Marketing	Értékesítés	Szolgáltatás	Pénzügy	Üzleti folyamatok	Munkaerő
Termék javaslat	Lead osztályozás	Intelligens chatbotok	Pénzügyi előrejelzések	**Prediktív karbantartás**	Munkavállalói elemzések
Fogyasztói elemzések	Értékesítési elemzések	Virtuális Asszisztensek	Pénzforgalom előrejelzés	**Kereslet előrejelzés**	HR Betekintés
Ügyfélvesztés analízis	Dinamikus árazás	Várakozási idő optimalizálás	Kockázat menedzsment	Minőség biztosítás	Erőforrás tervezés

Mesterséges Intelligencia körülöttünk…



- Automatizált valós-idejű Média Vásárlás
- Javaslatok eCommerce oldalakon
- Azonos-idejű fordÍtások alkalmazásokban (pl. Powerpoint)
- Alexa, Siri & Cortana a telefonjainkon vagy komputereken
- Beépített Chatbotok weboldalakon
- Netflix mozi és sorozat ajánló
- Intelligens keresés a Bingben és Googleban
- Arc felismerő rendszerek felhasználása a kereskedelemben

Gépi tanulás



Kognitív szolgáltatások segítségével az adatok mennyisége is megszorozódott

Vizuális elemek

Képfeldolgozó algoritmusokat használva lehetővé teheti a képek intelligens azonosítását, rögzítését és moderálását.

Beszéd

Hangfelvételeit szöveggé alakíthatja, hangellenőrzést alkalmazhat, illetve lehetővé teheti, hogy alkalmazásai felismerjék a beszélő személyt.

Nyelv

Kész parancsprogramok futtatásával lehetővé teheti, hogy alkalmazásai a természetes nyelvi közléseket feldolgozva kiértékeljék a hangulatot és véleményeket, és megtanulják, hogyan ismerhetik fel a felhasználók igényeit.

JFK Files

JFK Files takes complex files including photos, handwriting, government documents, and more—then uses Cognitive Search to extract information.

Check out JFK Files

The need

In 2017, more than 34,000 pages related to the JFK assassination were released. It would take researchers months to read through this volume of documents. How can we take in all this information and any new info that's released?

The idea

We can use Microsoft AI to understand and organize the vast flow of data—and also interpret handwritten documents and learn key topics. We can combine Azure Search and Cognitive Services together to create a solution to these problems.

The solution

Introducing Cognitive Search—an AI first approach to content understanding.

Microsoft

Esettanulmányok

Opening the black box of mobile advertising

"**We can tell customers who's actually consuming their advertising.** For example, we might say that to target women aged 24 to 35 who have children, they'll need to do so between 6 and 8 AM on the East Coast, preferably in Pennsylvania or New Jersey. It's mind-blowing to tell them that, because they're not getting that level of intelligence from anybody else."

"Jaladhi and I sat down today, and he was **running some queries that ordinarily would have taken the best part of 15 hours to run,**" says Beach. "Now **they're coming back in 15 seconds**. It's almost scary to see the performance changes and how easily we can tap into the very deepest level of information."

"Our **conversion rates are** something **like three times the click-through rates of standard benchmarks**"

Christopher Beach, Senior Vice President of Engineering, MediaBrix

Case study link

Digital advertising company gets answers from terabytes of data with Microsoft Azure platform

ASOS

"By unifying our tech stack and bringing our engineers in Big Data and online software together with data scientists, we got our development time down from months to just a few weeks."

—Naeem Khedarun, Principal Software Engineer, ASOS

Situation:

Online fashion retailer ASOS had two intermeshed goals: to craft one data model solution where there'd been three, and to give its data science teams a satisfying, productivity-boosting collaboration model.

Solution:

ASOS standardized on **Microsoft Azure Machine Learning service to build the models that support its fashion recommende**r, publishing brand recommendations **for its 19.2 million customers** to Azure Cosmos DB for global scalability.

Impact:

The **company has achieved an AI transformation that drives down model build times from months to weeks** and improves collaboration and the model-building experience for its data scientists and engineers.

Customer: ASOS
Industry: Retailers
Size: 4,300 employees
Country: UK
Read full story here

Products and Services:
Microsoft Azure AI
Microsoft Azure Machine Learning service
Microsoft Azure Cosmos DB

Microsoft

Anheuser-Busch InBev brews up game-changing business solutions with Microsoft Azure

"We've made a **big change in the way we connect with our customers**," says Emery. "It used to be that all you needed to do was plaster an ad on a billboard and everyone passing by would see it. But **now more and more of our customers are millennials and digital natives who're used to social media and expect a more personalized experience.** By **using sophisticated data analysis**, we are able to make a personal connection that stands out in the vast sea of information that washes over us all every day. **It's a much more targeted approach."**

ABInBev

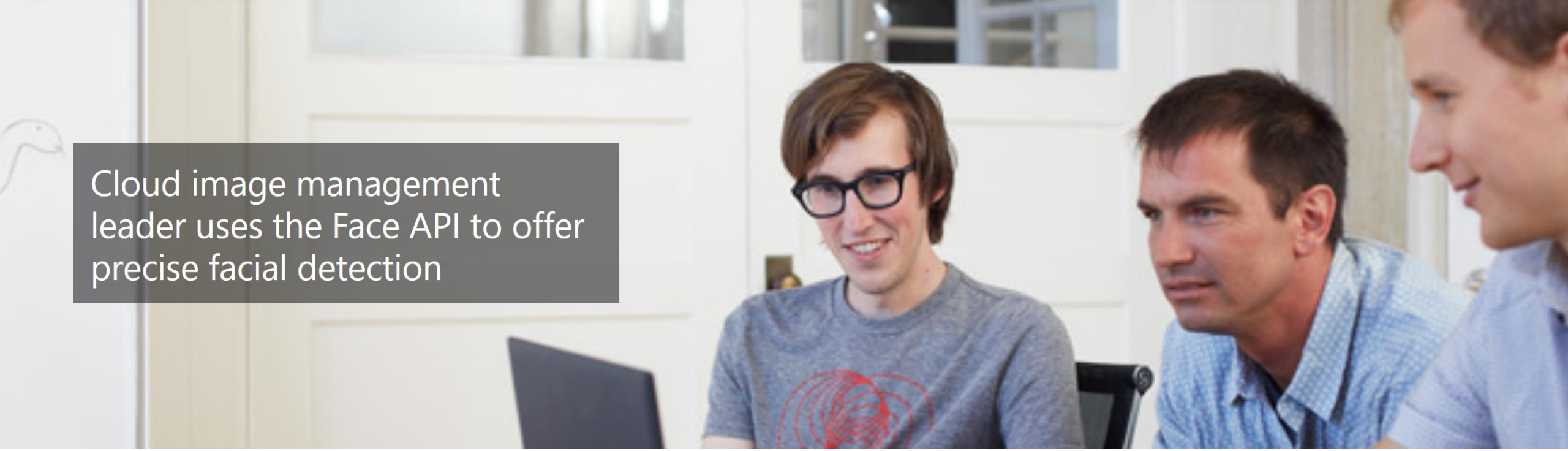
Products and Services
Microsoft Azure Blob storage
Microsoft Azure Data Lake
Microsoft Azure HDInsight
Microsoft Azure IoT Hub
Microsoft Azure SQL Data Warehouse
Microsoft Azure Stream Analytics

Organization Size
180,000 employees

Industry
Consumer goods

Country
Belgium

Case study link



Cloud image management leader uses the Face API to offer precise facial detection

Many applications and websites need to ensure that their photos of people display properly when reformatting for responsive design. To deliver accurate face-based images, Cloudinary used the Microsoft Cognitive Services Face API to add precise facial detection capabilities to its image management service in just two weeks. Hundreds of customers use the capabilities to crop millions of images a month automatically and accurately, and Cloudinary is exploring other Cognitive Services APIs to further improve its service. Case Study link

Cloudinary

"Although we have image processing and machine learning experts on staff, we were able to get a highly accurate facial detection capability to market much faster by turning to Microsoft."

—Nadav Soferman: Cofounder and Chief Product Officer
Cloudinary

Breaking news: international news service uses machine learning to increase website engagement

When the global news organization Reuters wanted **to enhance its news readers' experience and generate more value from its visual assets, it used Microsoft Azure Machine Learning**, Azure SQL Database, and the Web Apps feature of Azure App Service **to build a video recommendation engine that matches news articles to related videos on the Reuters.com website.** With automated matching, Reuters drives higher engagement on its website, realizes more news and business value from video assets, and creates new revenue opportunities.

Photo credit: REUTERS/Carlos Barria

REUTERS

Products and Services

Microsoft Azure
Azure Machine Learning
Azure SQL Database

Organization Size

1K-9,999 Employees

Industry

Media and communications

Country

International

Case study link

Microsoft

AI Business School