Case Studies of Real AI Applications.

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RESUMEN:

Companies are obtaining competitive advantages by using AI and automated machine learning systems.

This chapter analyses the best practices of 11 broad sectors that most employ these technologies to improve their efficiency, personalise their services and increase their growths. The chapter presents several 'Cases of AI Use and Applications in every industry and business functions; putting artificial intelligence to work', evaluating and implementing business applications: Customer service, Consumer: Marketing and sales, Energy, resources and industries, Financial services and FinTech, Government and Public Administration, Life Sciences and healthcare, HealthTech, Retail, Mobility and self-driving cars, Human Resources, Operations and Startups.

PALABRAS CLAVE:

Artificial intelligence; Automated machine learning systems; Advanced sectors; Companies; Robotic process automation; Deep learning.