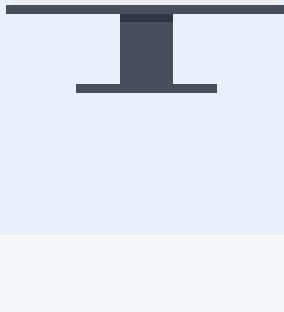




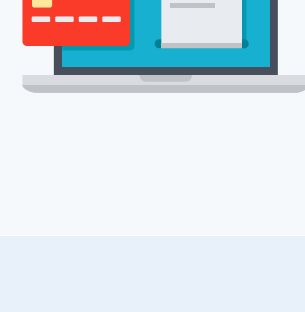
Machine Learning Is Poised to Overhaul **Every Industry**

Artificial intelligence has sparked seismic shifts in every sector and **disrupted industries** with everything from **chatbots** to **autonomous vehicles**. One particularly promising part of the AI field relates to machine learning, a method of data analysis that helps systems identify patterns in data and **make decisions with little human interaction**.

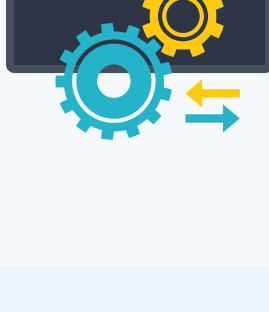
Machine Learning by the Numbers



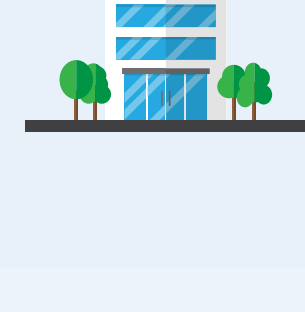
By 2035, AI will increase **profitability by 38%** and **productivity by 40%**.¹



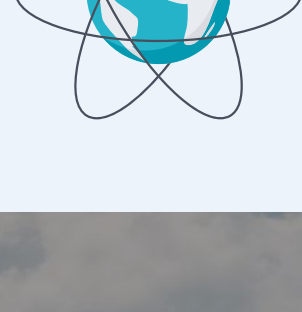
AI and machine learning spend is expected to increase from **\$12 billion** in 2017 to **\$57.6 billion** in 2021.²



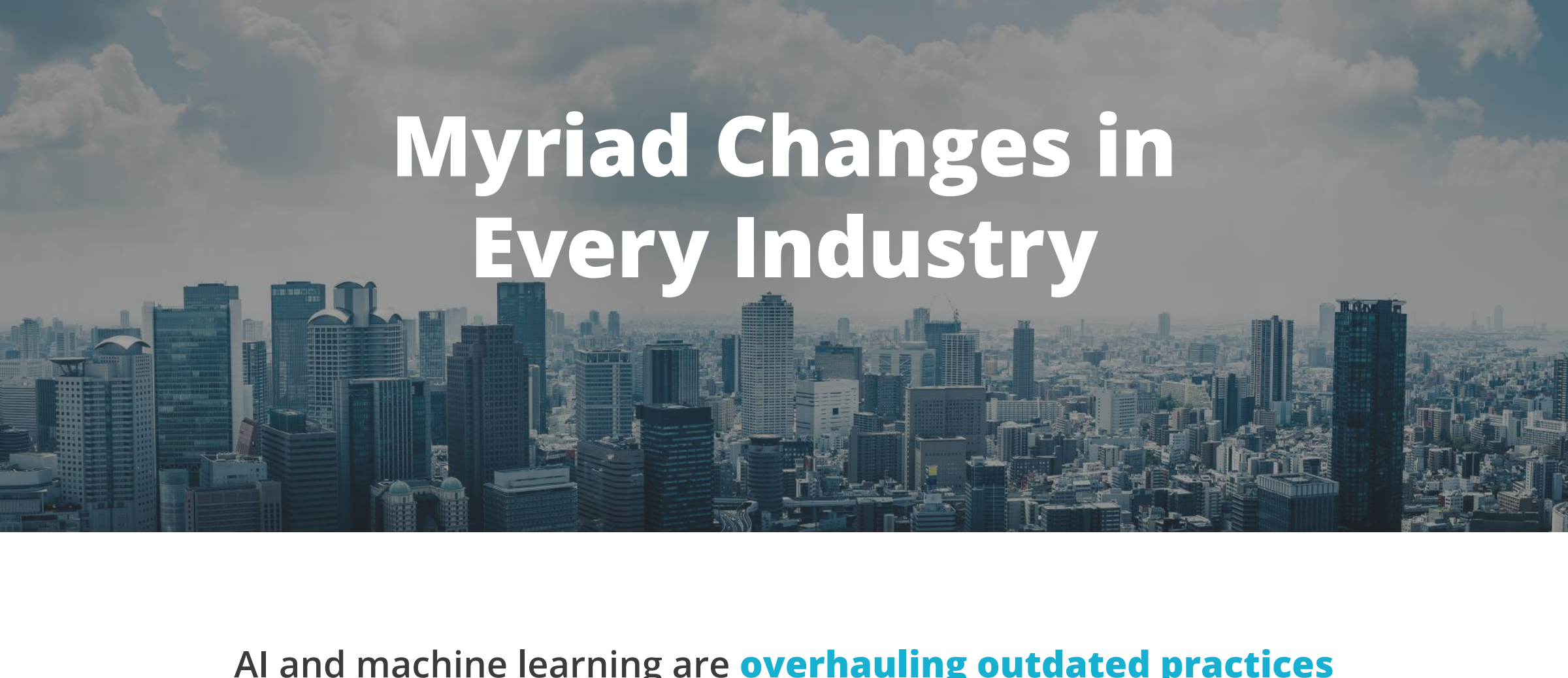
Machine learning patents grew at a **34% CAGR** between 2013 and 2017.³



61% of organizations believe machine learning and artificial intelligence are their most significant data initiatives for the next year.⁴

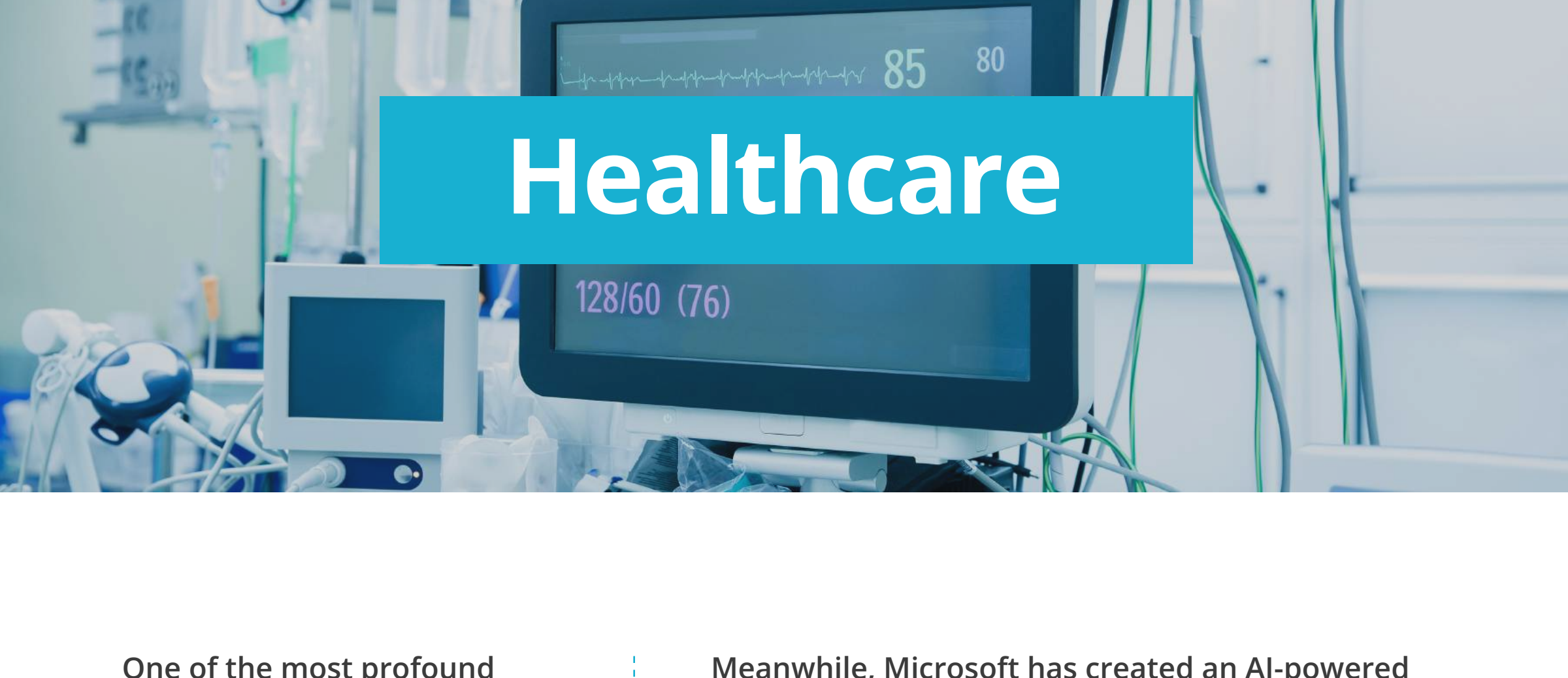


The number of machine learning pilots and implementations will be **4 times higher in 2020** than it was in 2017.⁵



Myriad Changes in Every Industry

AI and machine learning are **overhauling outdated practices** in every industry, but there are areas in which this technology truly shines. Here are a few ways this **automation revolution** is changing the way we operate:



Healthcare

One of the most profound ways the medical field is using AI and machine learning relates to cancer. A tool dubbed "Doctor Hazel" is able to use deep learning to screen and diagnose skin cancers with **80 percent accuracy**.⁶

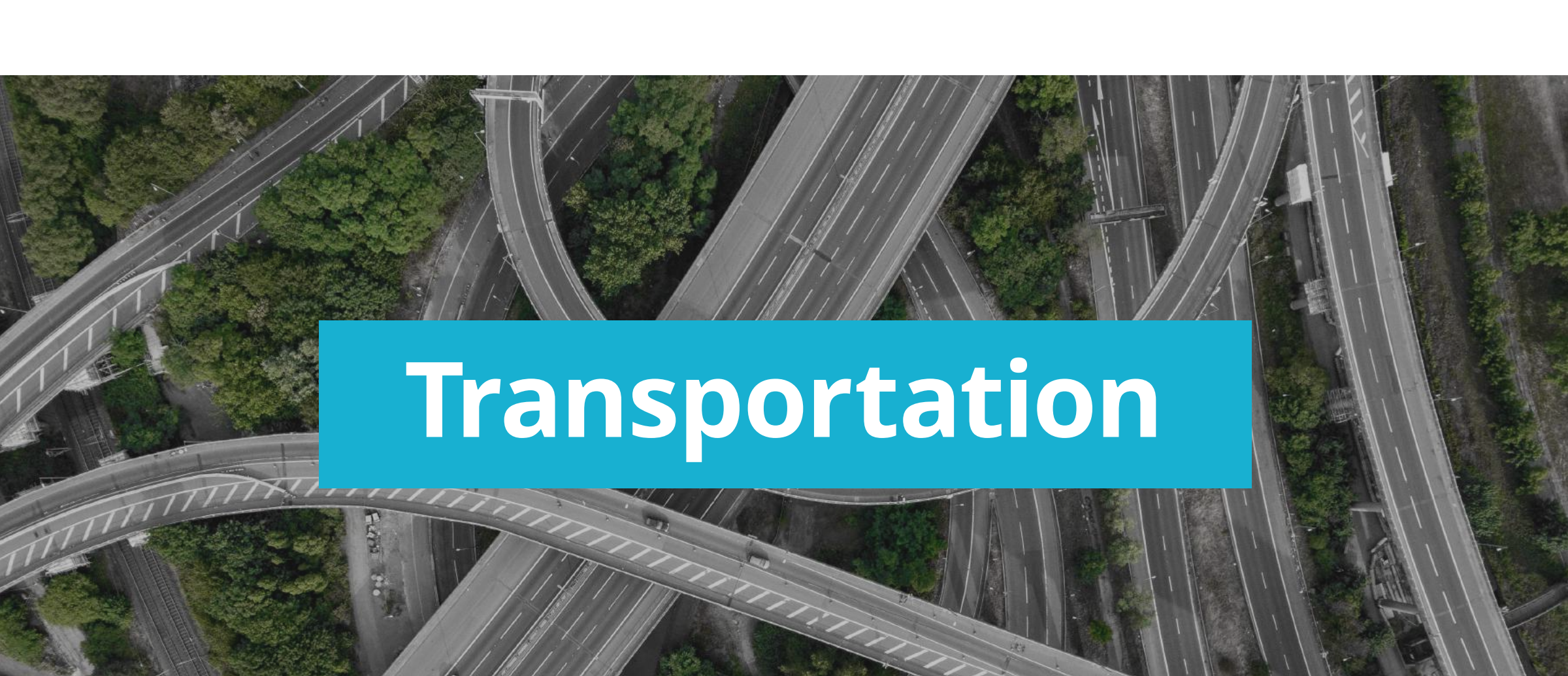
Meanwhile, Microsoft has created an AI-powered platform that can prevent patients from going into cardiac or respiratory arrest, sparking a **44 percent decrease in codes** over the course of three months. Experts also believe radiology will be dramatically altered by machine learning, with the international market for the technology's use in medical imaging set to exceed **\$2 billion by 2023**.⁷



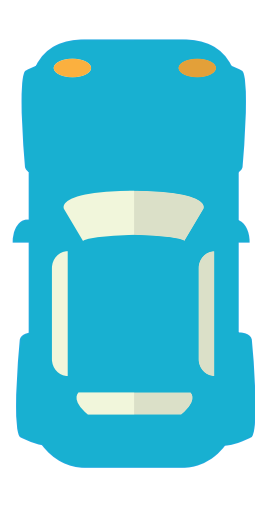
Fintech



On the whole, fintech companies that adopt AI will see **12.5 percent higher profit margins** than those of their competition.⁸ A study by PricewaterhouseCoopers suggests that a whopping **82 percent of banks, insurers, and asset managers** plan to partner with fintech companies in the next few years.⁹ Cutting-edge services like peer-to-peer lending, supply chain management, merchant finance, and invoice financing will be far more accessible in the near future thanks to fintech companies.



Transportation

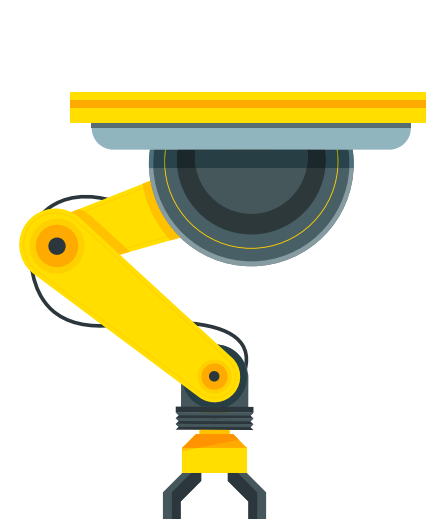


Autonomous vehicles are the obvious change, but it's incredible to think that the technology could **reduce the number of car-related fatalities in the U.S. by 40,000**.¹⁰

Intel suggests the vehicles could generate as much as **\$7 trillion in annual revenue by 2050**, so it's likely to be a huge industry.¹⁰ Even at this early stage, cars operating as part of Google's Waymo project have logged about **5 million miles of road testing**, learning how to make better decisions the more they drive.¹¹



Manufacturing



Machine learning empowers manufacturing companies to **eliminate bottlenecks** and streamline inventory management. Based on research from McKinsey & Co., machine learning could **remove half of all errors** in supply chains while reducing administration costs by 40 percent.¹² While many workers fear AI and machine learning will cost them their jobs, the technology will just change the work those workers perform. A different McKinsey & Co. study suggests machine learning could **automate about 78 percent** of the time we spend on **predictable physical work**.¹³



Machine learning can reduce costs, increase profits, improve productivity, and lead to superior business outcomes.



While those benefits are incredible, it can feel intimidating to explore this constantly changing landscape without any guidance.

Thankfully, you don't have to go it alone. The Dogtown Media team is ready and willing to walk you through the best ways for your business to make the most of machine learning. Contact us to learn more about how machine learning and AI can change your company for the better.

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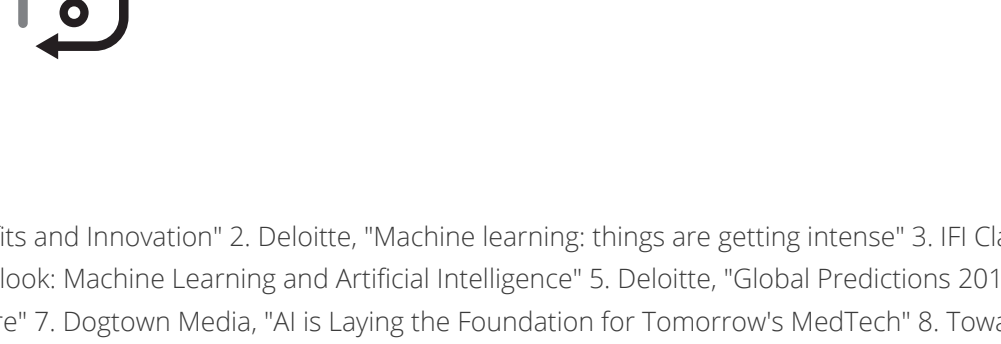
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