“Big Data & Artificial Intelligence”

----How to Achieve Accurate Sales

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Outline

- 1. Background
- 2. How to Achieve Accurate Sales
- 3. Applications in Other Industries
- 4. Future outlook

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1.Background

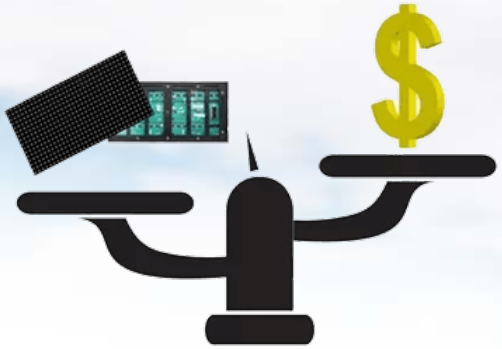
Sales to brand strategy

Internet technology and sales integration

“AI & Big Data “and sales Fusion

1.Background

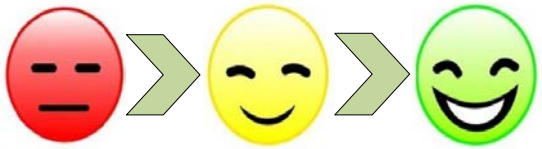
Update Sales Strategy In Time



Higher Performance Price Ratio

Significance and Function

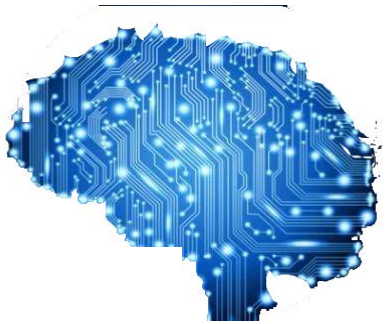
Reduce Enterprise Sales Cost



Enhancing Customer Satisfaction

1.Background

1.Background



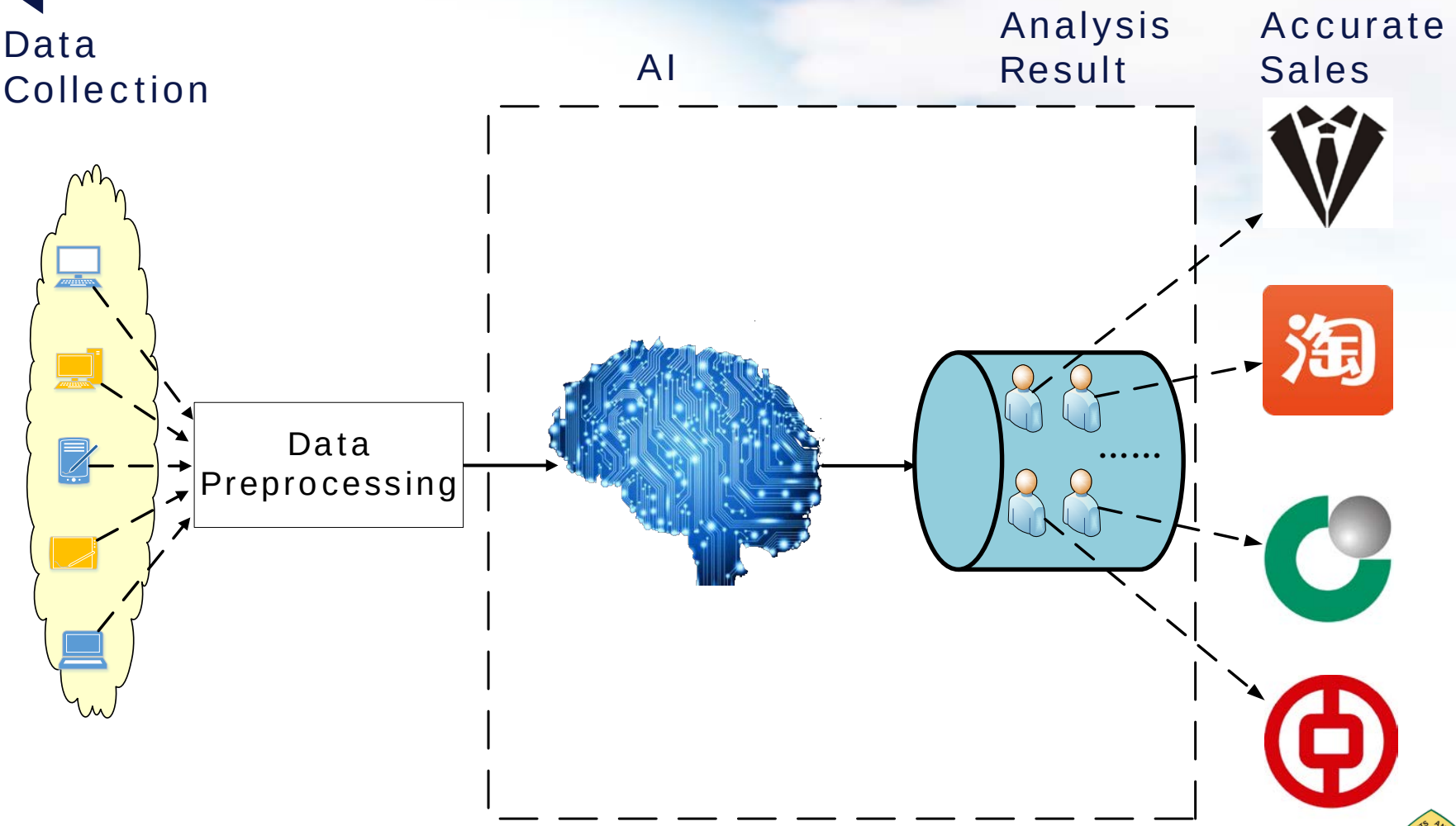
AI

Bank

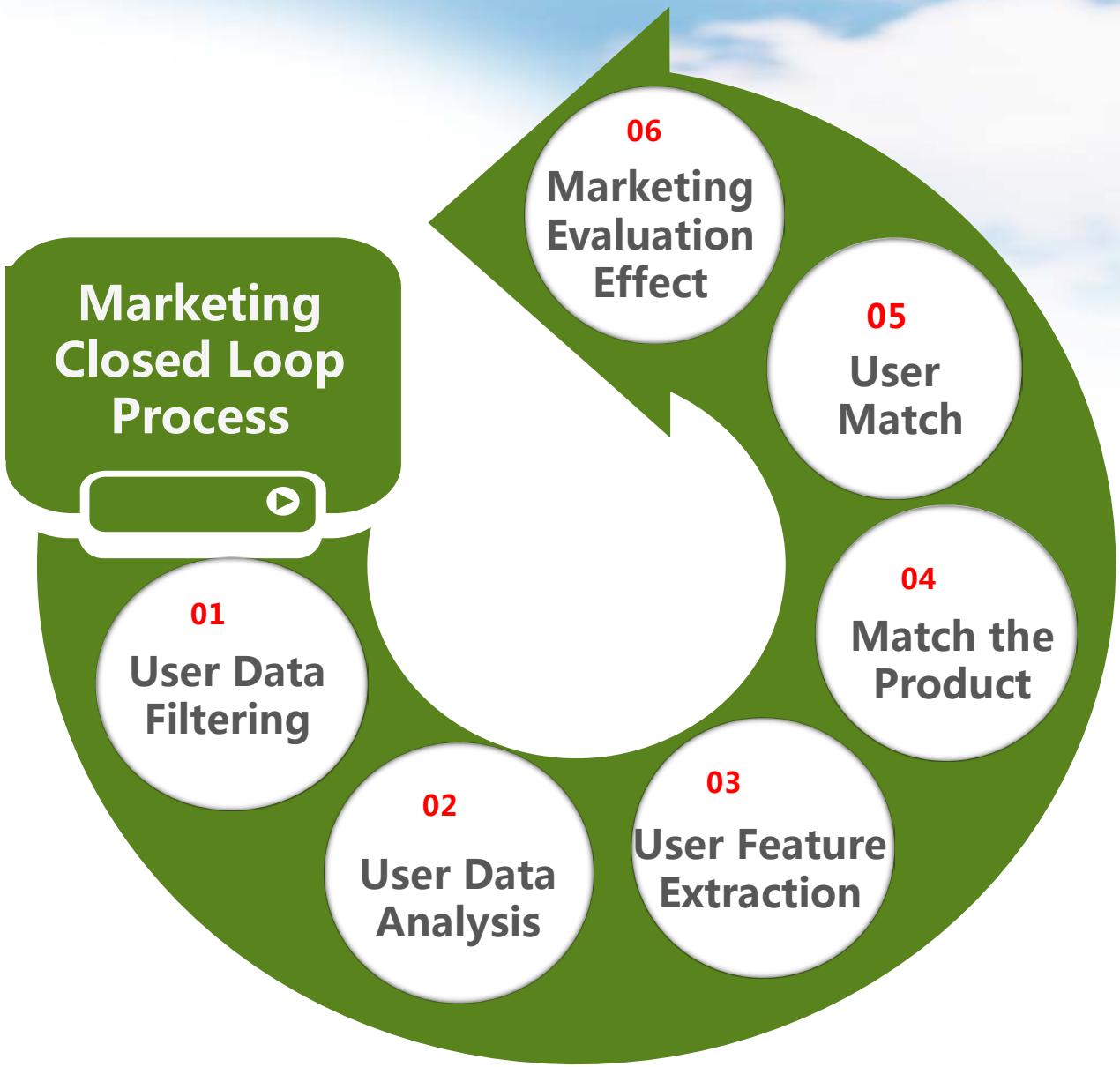
Insurance

Online Shopping

1.Background



1.Background



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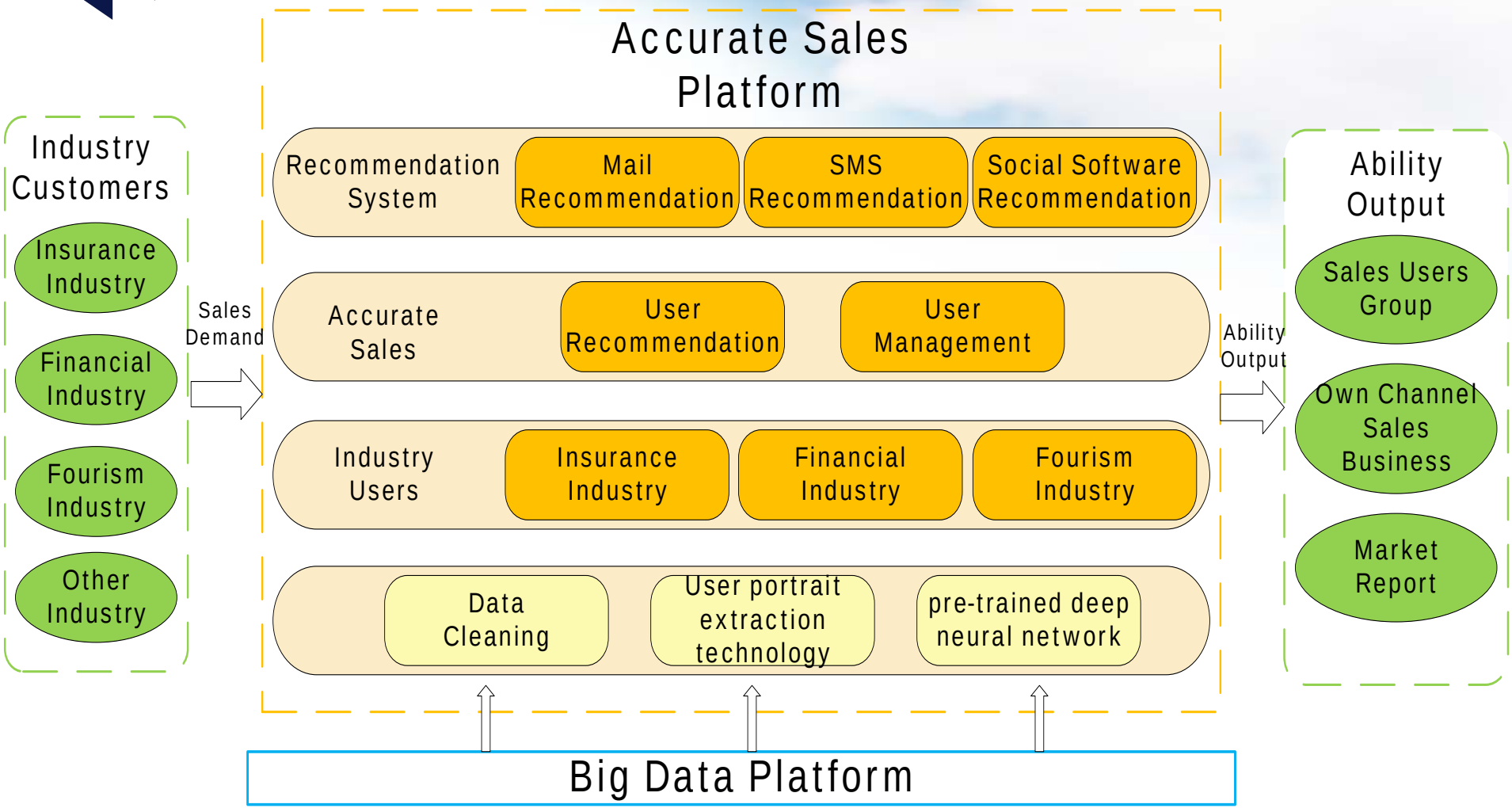
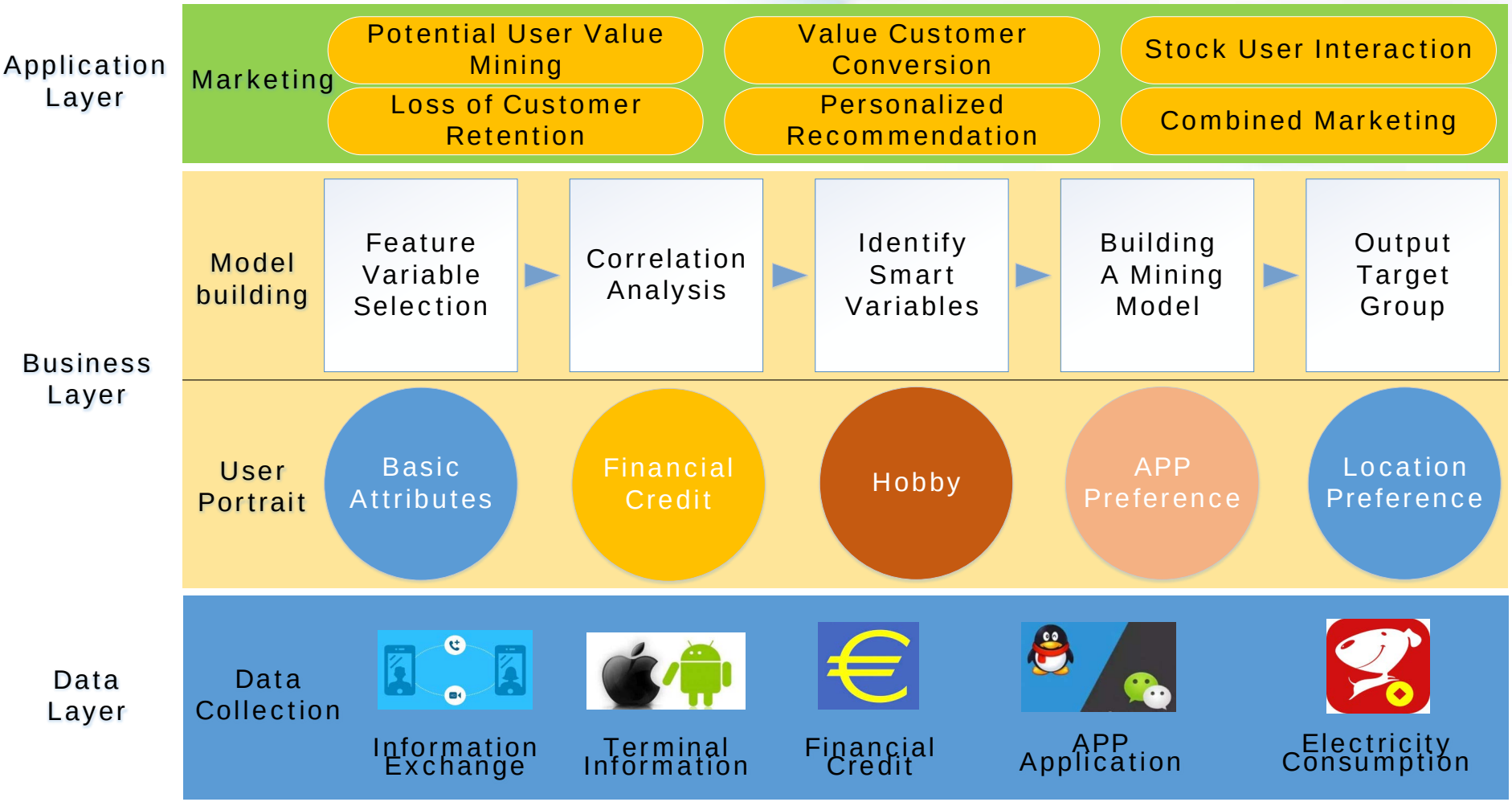
2. How to Achieve Accurate Sales



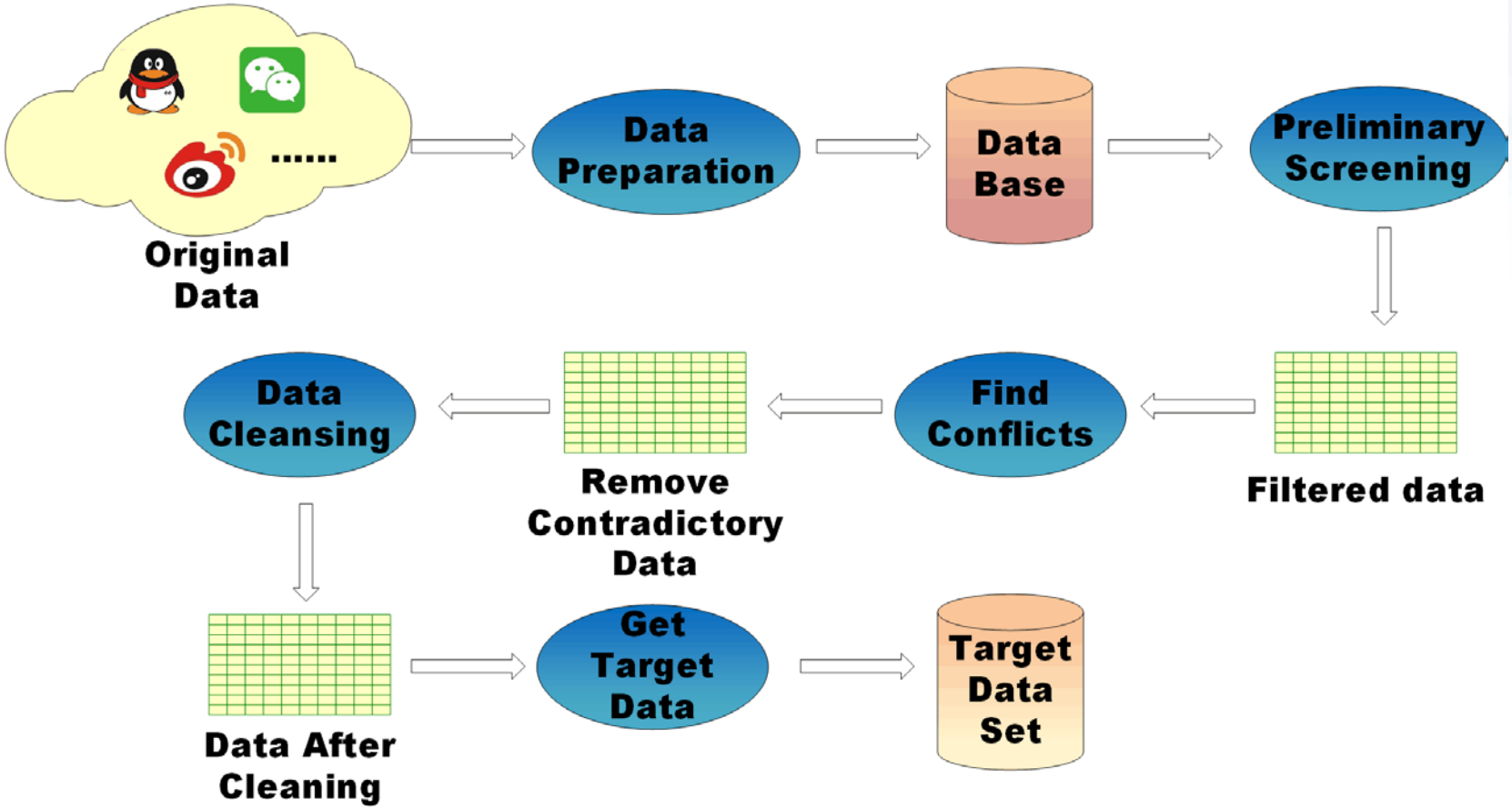
2. How to Achieve Accurate Sales



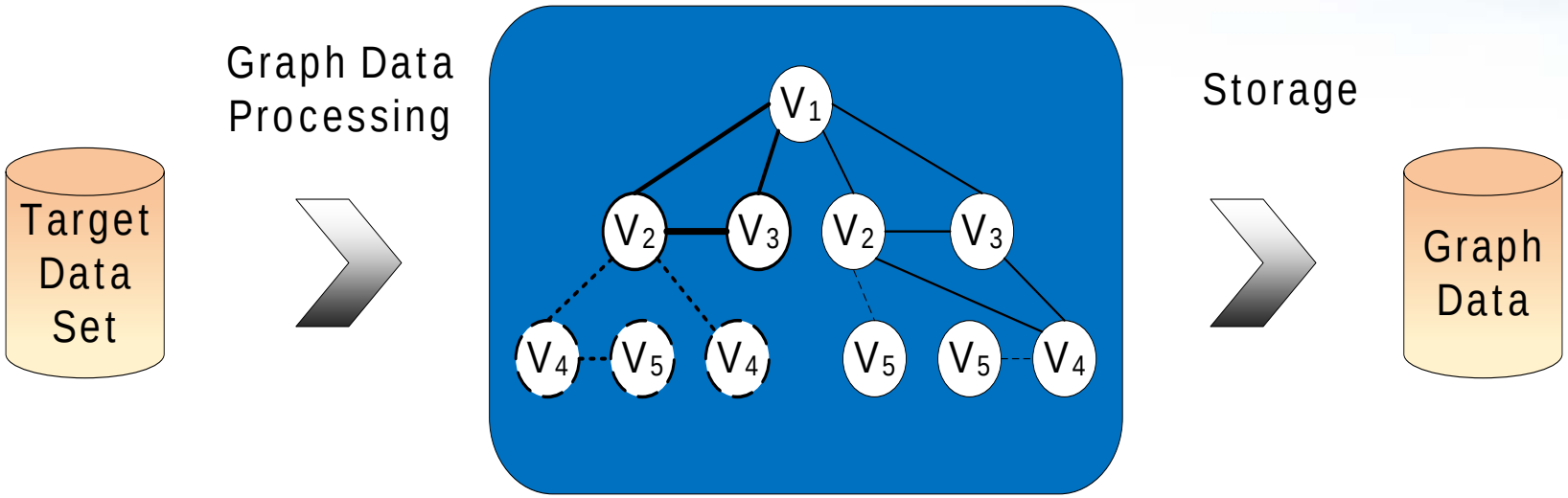
2. How to Achieve Accurate Sales

Step1： Data cleansing

Data cleansing



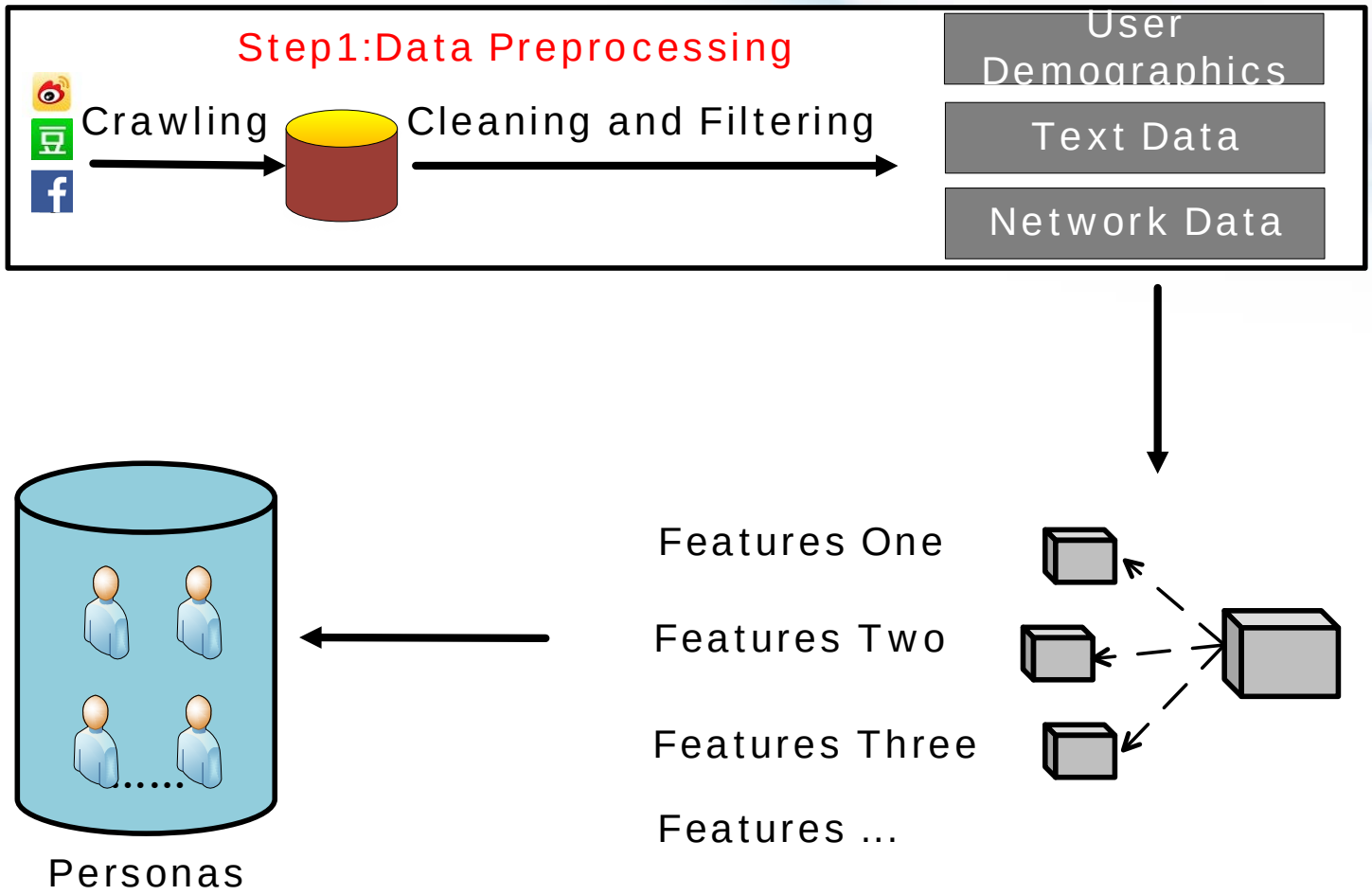
Data cleansing



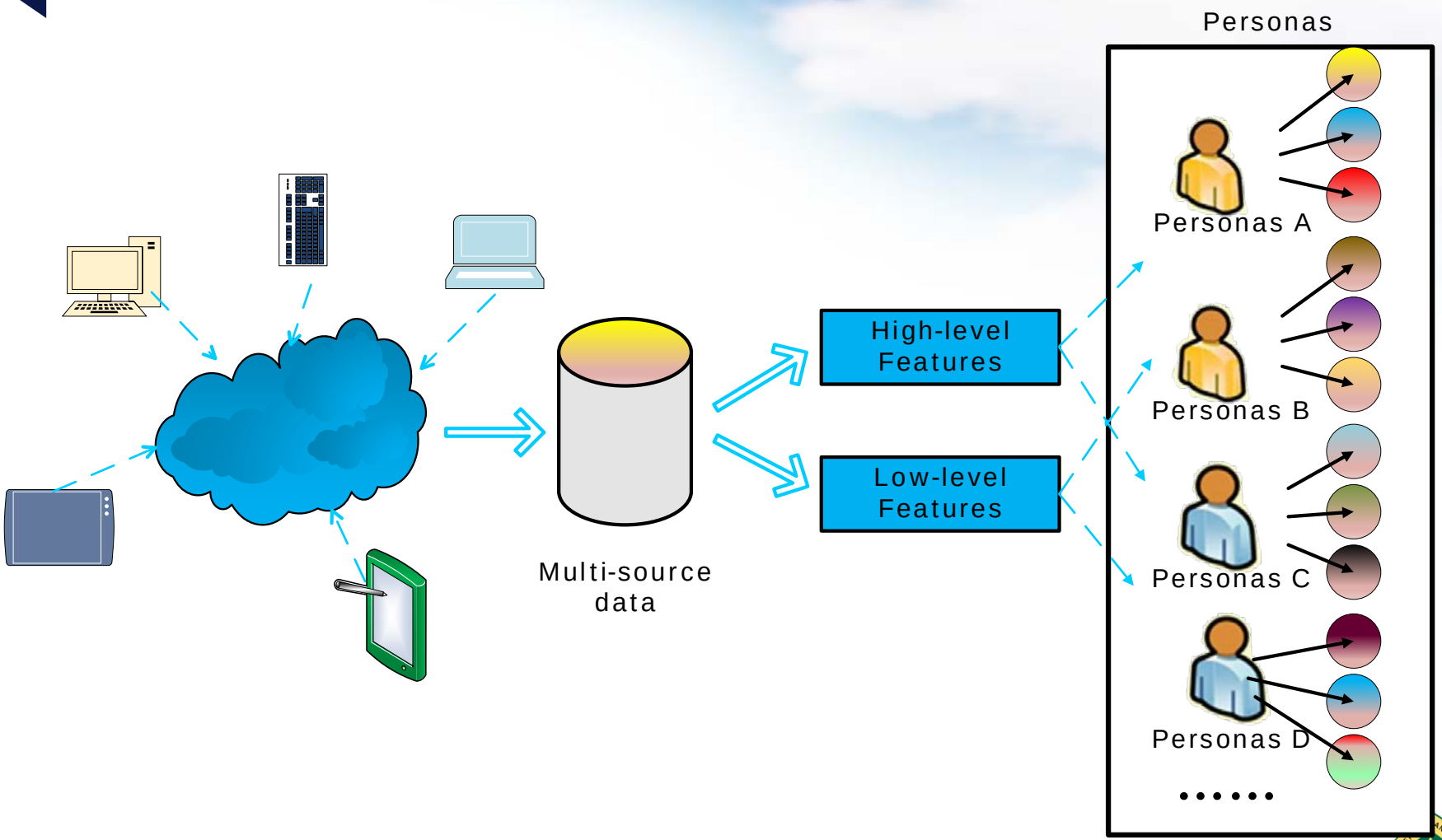
2. How to Achieve Accurate Sales

Step2： Personas

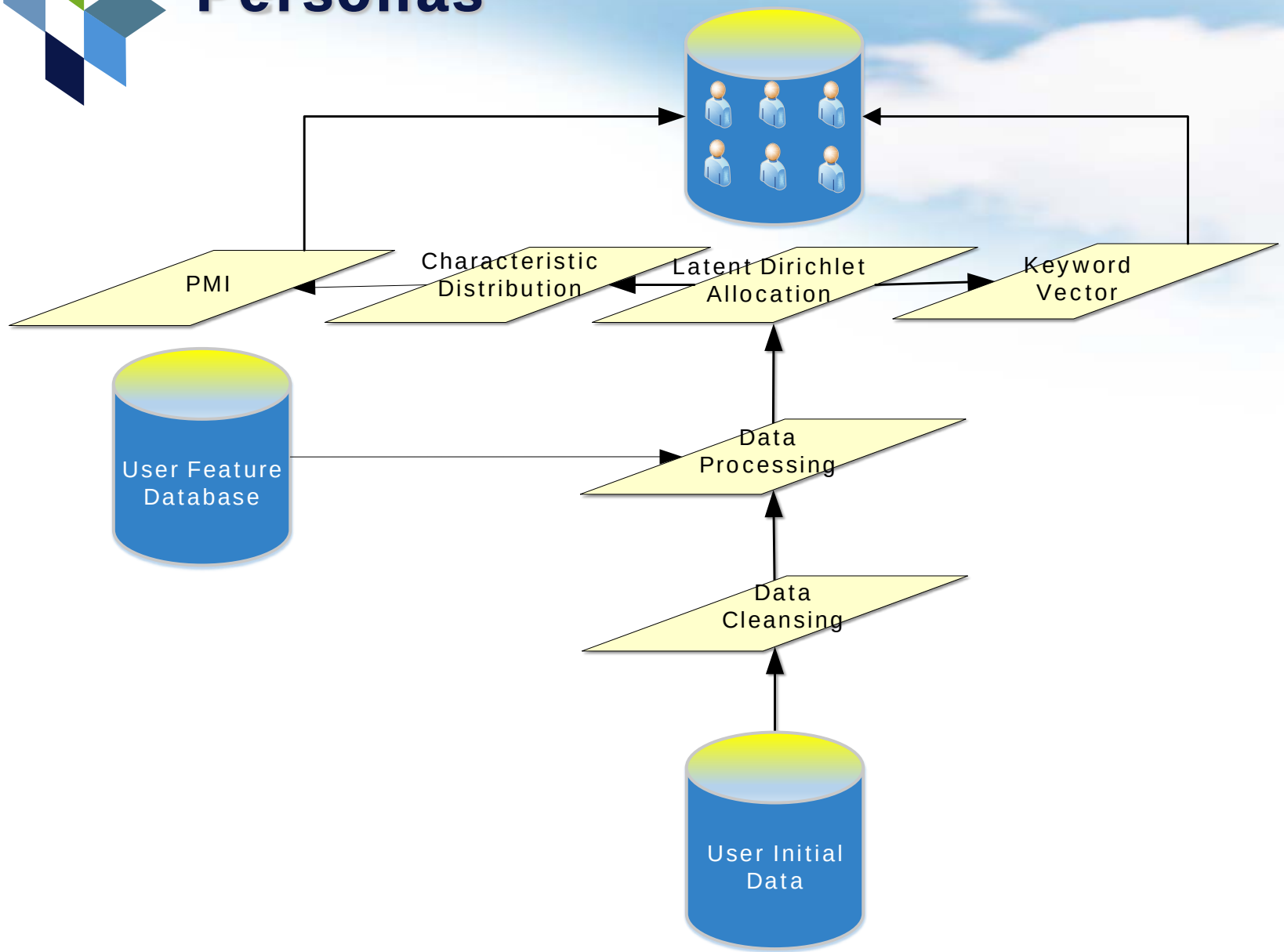
Personas


Step1:Data Preprocessing
Crawling
Cleaning and Filtering
User Demographics
Text Data
Network Data
Features One
Features Two
Features Three
Features ...
Personas
Step2：Features Extraction

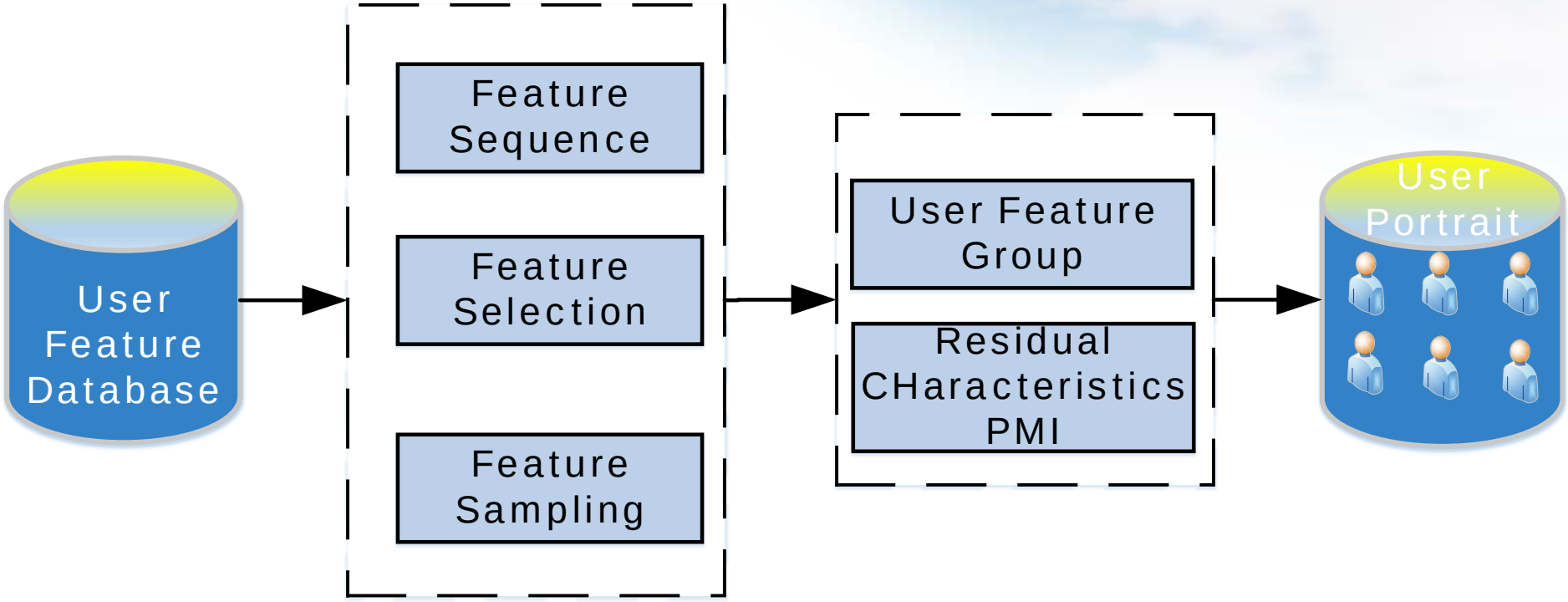
Personas


Personas
Personas A
Personas B
Personas C
Personas D
.....
High-level Features
Low-level Features
Multi-source data

Personas

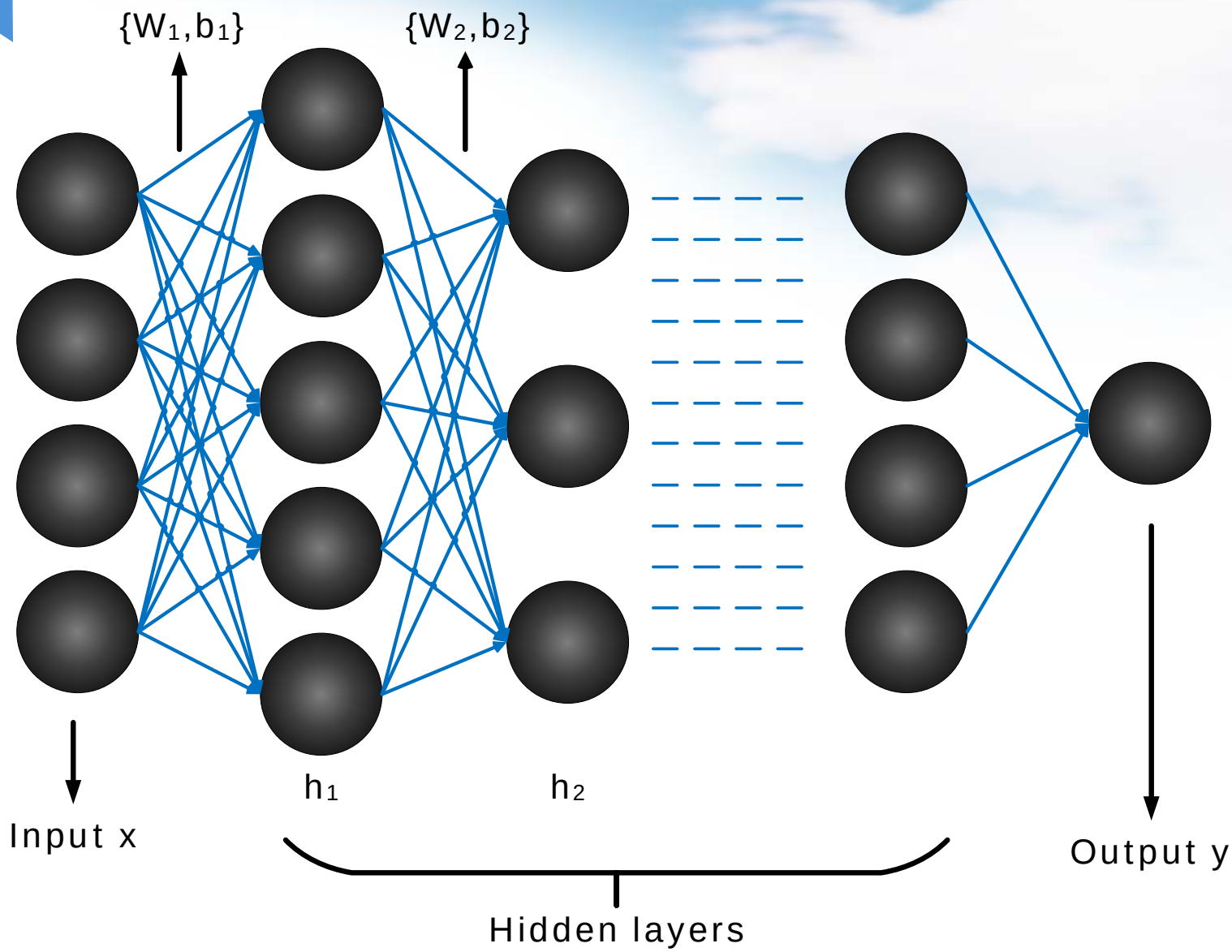

PMI
Characteristic Distribution
Latent Dirichlet Allocation
Keyword Vector
User Feature Database
Data Processing
Data Cleansing
User Initial Data

Personas

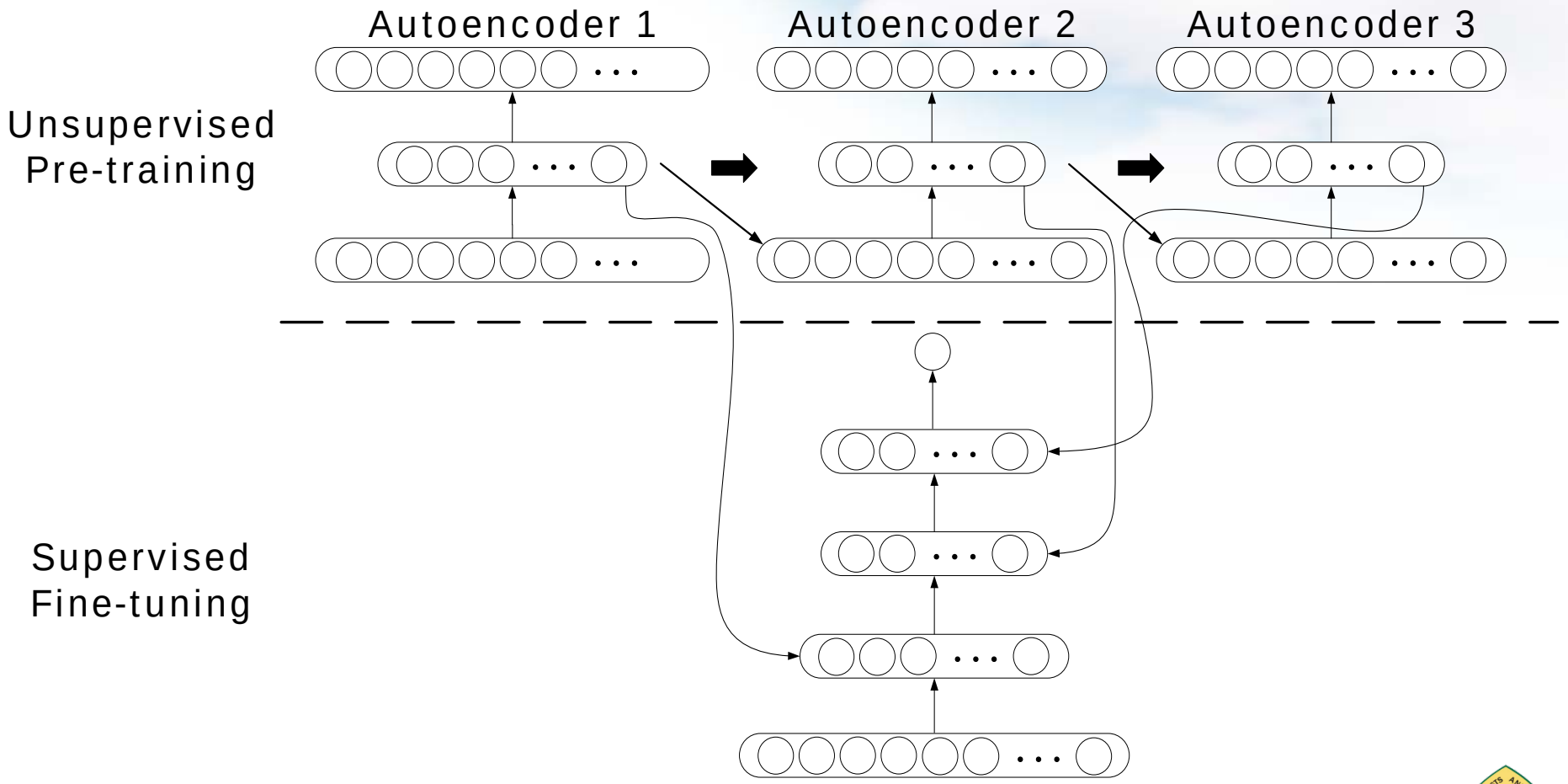

User Feature Database
Feature Sequence
Feature Selection
Feature Sampling
User Feature Group
Residual CHaracteristics PMI
User Portrait

Step3： Recommendation model

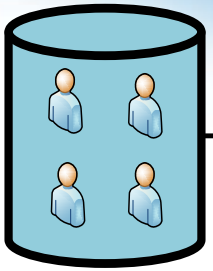
Recommendation model



Recommendation model

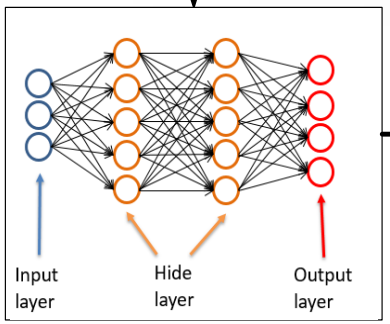


Recommendation model



Personas

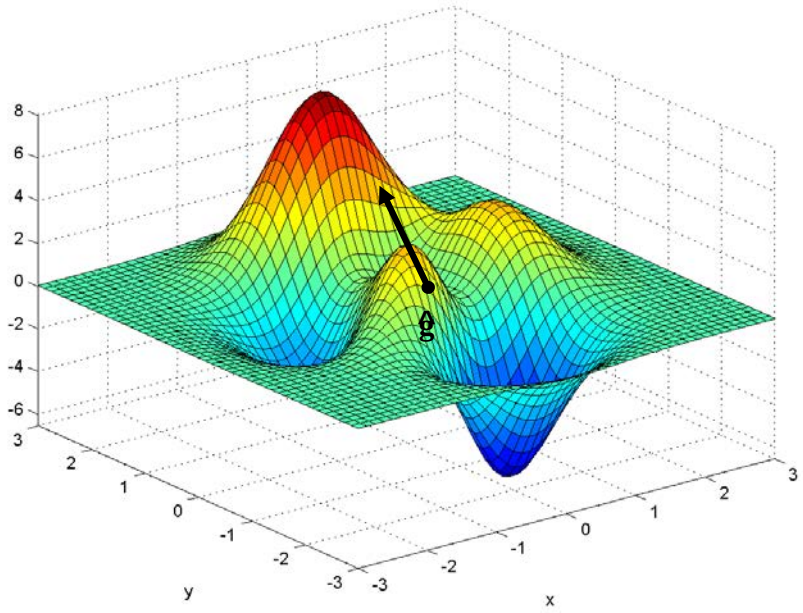
$X_1, X_2 \ldots X_N$(random)



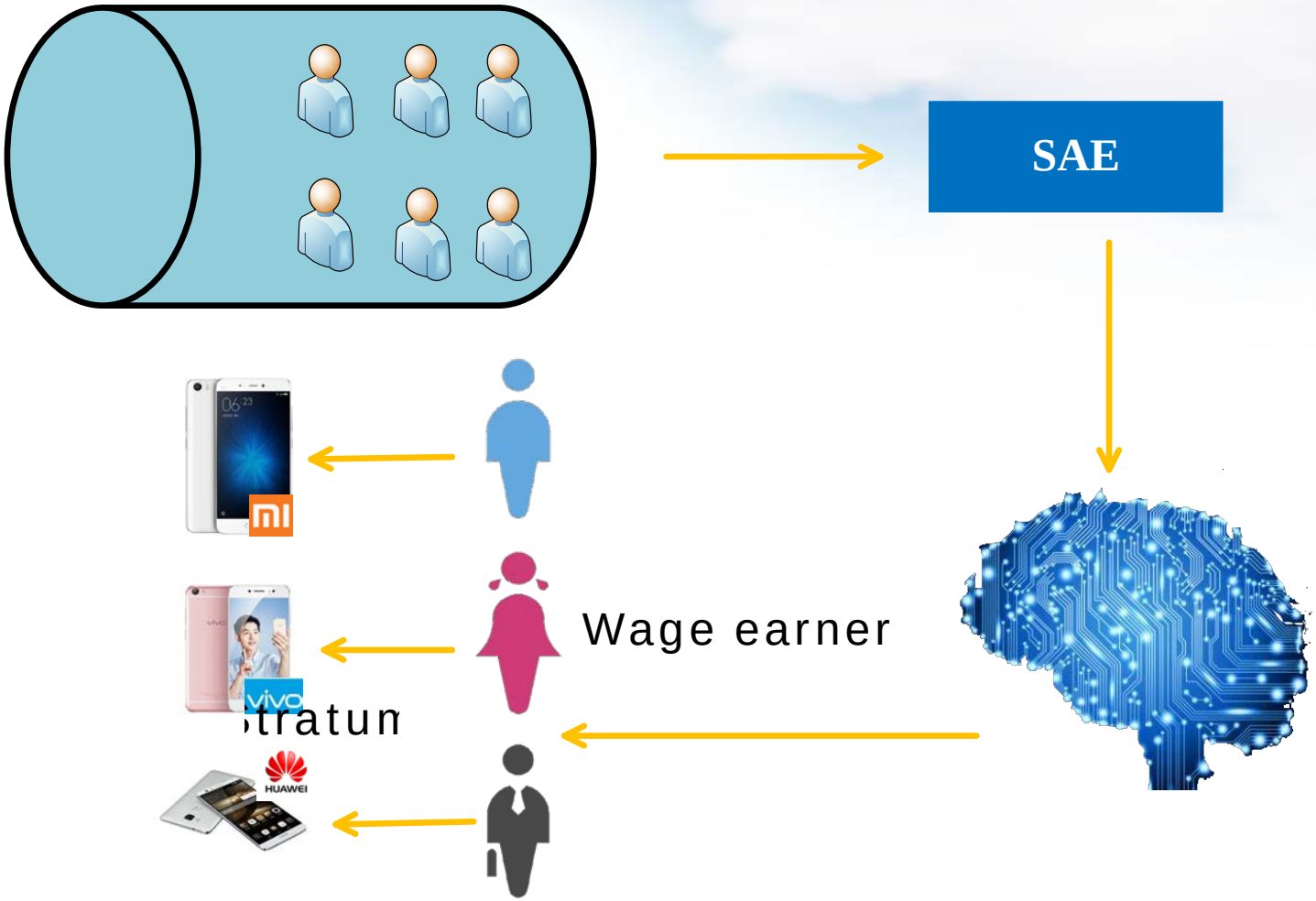
$Y_1, Y_2 \ldots Y_N$

（w,b）

DNN



Recommendation model



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3.Applications in Other Industries

Medical Industry

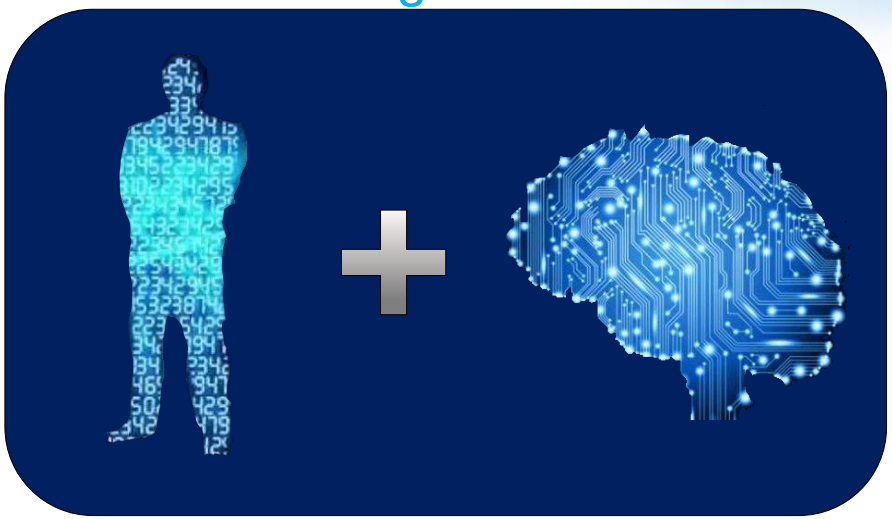
Target Users

“Big Data + Artificial Intelligence”

3.Applications in Other Industries

Financial Industry

“Big Data + Artificial Intelligence”



Target Users

Equity Market

Insurance Industry

VC Industry

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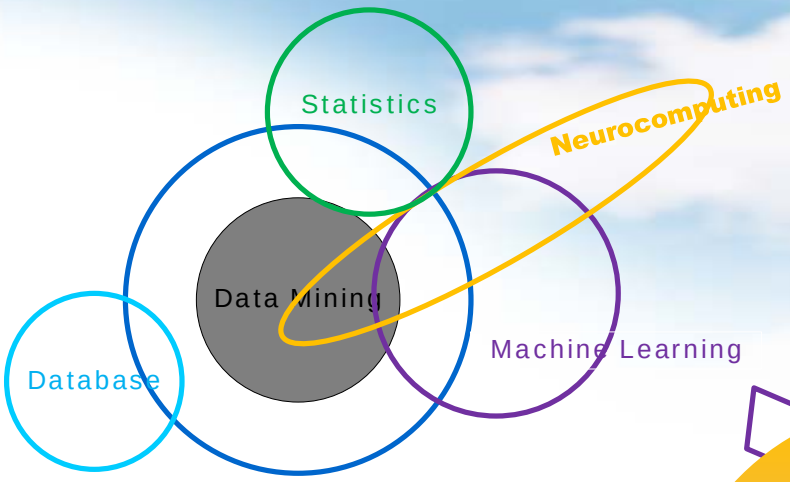
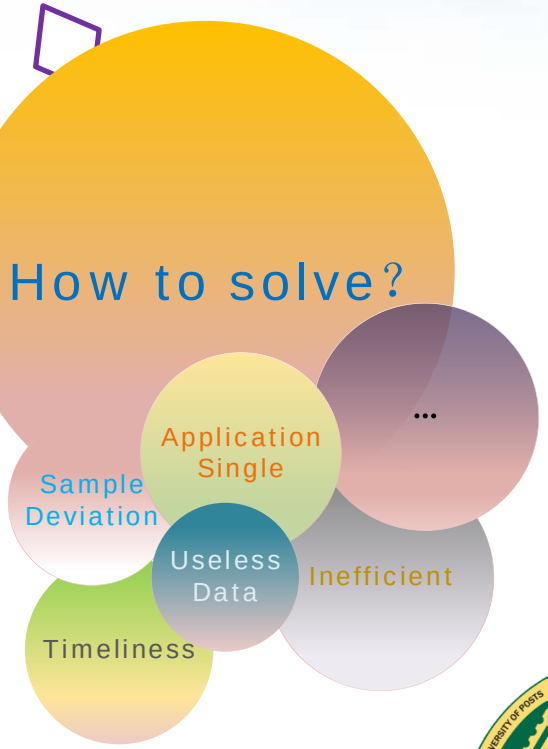


1. In the Personas construction, the method of Machine Learning is introduced to adjust data parameters.

2. Preprocessing the data to avoid the curse of dimensionality.

3. Integrated use of cross domain data to break data dependencies.



Thank You

Q & A

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