MANAGE PRODUCTS, MARKETING AND HUMAN RESOURCE DEVELOPMENT (HRD) USING DATA SCIENCE, ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING IN BUSINESS COMPANY

A Research Paper

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In today's sophisticated technology era, large companies have started to apply several advanced technologies such as the use of Artificial intelligence, machine learning, and data science for various purposes. Many fields can be used to apply this advanced technology, for example in the fields of marketing, product management, and human resources. The use of this technology in companies is very helpful in accelerating the development of the company's market for the better. In a company that sells its products, machine learning technology is needed, and data science, especially to see products that are in high demand (product trends), see product stock in real-time, and display product recommendations that consumers are looking for and can also read customer habit patterns so that the company can provide the best service for customers. Also, in the field of marketing, it is useful to determine customer segmentation such as age, gender, profession, total expenditure in marketing, and others. The more the company has a customer character, the easier it will be for the company to innovate products and conduct marketing communications. In the field of human resources, Machine Learning, AI, and Data Science technology can be used to facilitate companies in the recruitment process, administrative processes, recording attendance, and employee payroll so that the human resource sector becomes more efficient and can do other jobs. to build the right policies. and company regulations. It is hoped that the presence of the use of AI, Machine Learning, and Data Science in a company will make the company grow faster and better.

Keywords : AI, machine learning, data science, company, business, marketing, product