Artificial Intelligence

Alan Lee @TID Jan 2021

華實科技

RISKSIS TECHNOLOGY

✓ Big Data
✓ Artificial Intelligence
✓ Block-chain

RISKSIS

AI & Block-chain Partnership:

Deloitte. pwc Simmons & Simmons jos

Blockchain Eco-system:
Banks, HKMA, Ship Owners, Charterers,Traders, Chambers, Inspection, Insurer, Customs ⋯

Official Big Data Partner:
cloudera

Featured Client References:

CATHAY PACIFIC CATERING SERVICES · HONG KONG INTERNATIONAL AIRPORT · 香港特別行政區政府 政府資訊科技總監辦公室 Office of the Government Chief Information Officer The Government of the HKSAR

Deloitte. · Rabobank

中国人寿 CHINA LIFE · A.S. Watson Group

PHILIPS · HGC Hutchison Global Communications 和記環球電訊 · HKPC Hong Kong Productivity Council 香港生產力促進局 · watsons

JEANSWEST 真維斯 · Sasa · 香港天文台 HONG KONG OBSERVATORY · 運輸署 Transport Department

VTC · computime SINCE 1974 · LSCM · FedEx

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AI Sharing on SME TID Seminar

Partner in Data Intelligence

Contents

AI Sharing on SME TID Seminar

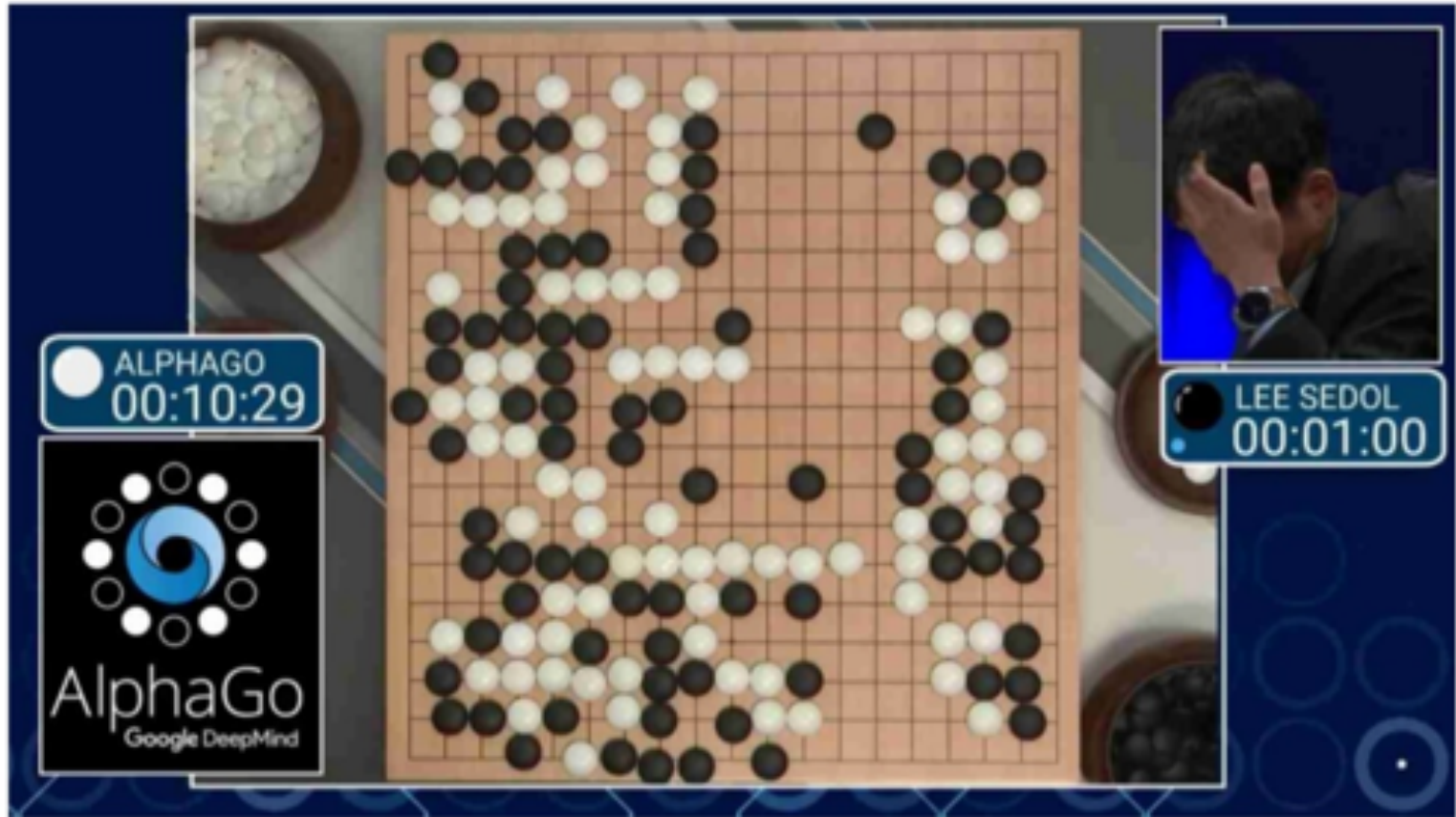Partner in Data Intelligence

Contact
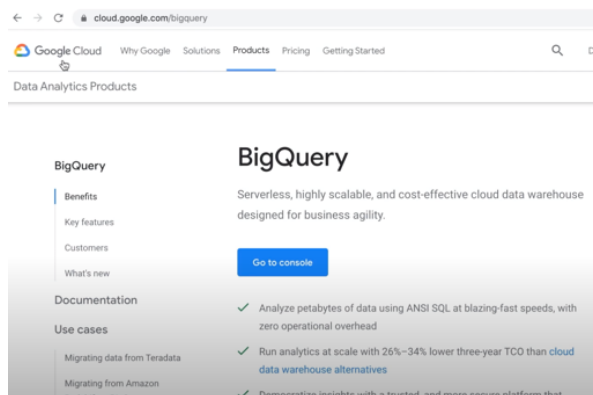
Alan Lee
Email: alan.lee@risksis.com
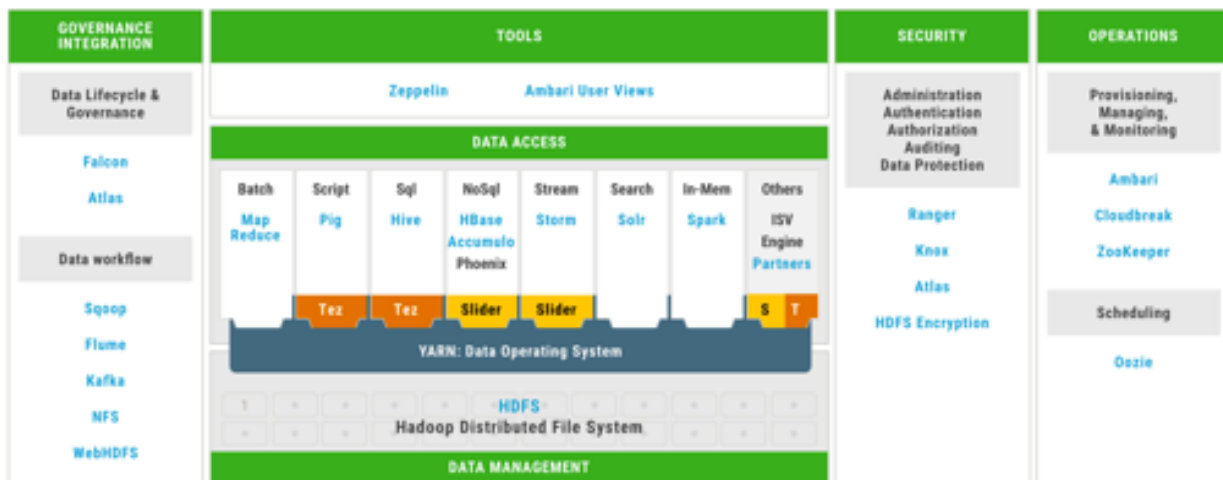Tel: +852 60516869

Artificial Intelligence

Example: Game of Go: Computer-Human 4:1

SME Strategy: Big Data Infrastructure
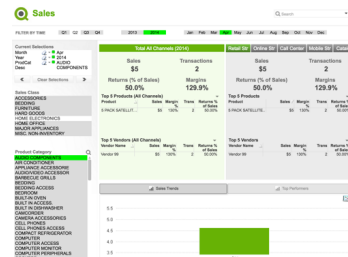## Off-the-Shelf & On-Premise
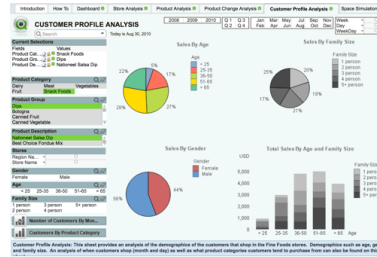

Google Big Query

On-premise DataLake

➤ **Strategy – DataLake + BigQuery**

➤ **Strategy – Business Intelligence**

➤ **Strategy – RPA**
(UIPath, Script-based)

➤ **Strategy – E-commerce**
(Recommendation Engine)

➤ **Strategy – Business Analytics**
(Web/Google Analytics/Social Media)

➤ **Strategy – Customer Analytics**
(Marketing / CRM)

➤ **Strategy – Chatbot AI**

➤ **Strategy – Document AI Classification**

➤ **Strategy – Voice AI Recognition**

➤ **Strategy – Image / Vidoe Analytics**

➤ **Strategy – Fever Detection / Mask Detection**

➤ **Strategy – Energy Optimization**

➤ **Strategy – Robot Cleaning**

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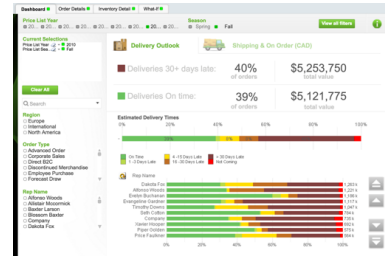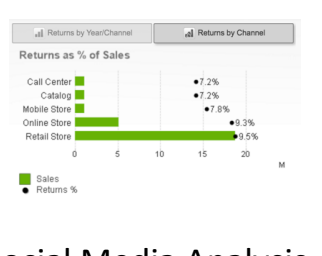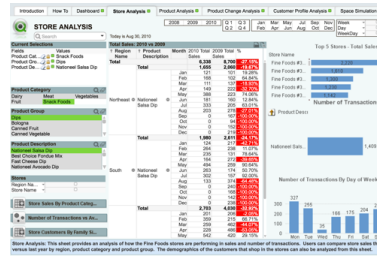# SME Strategy: Business Intelligence
Business Intelligence

Omni-Channel Analysis

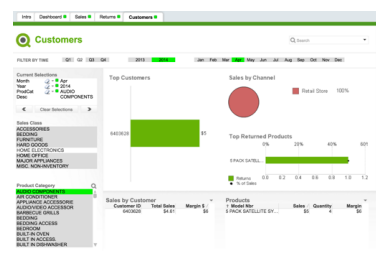Sales Analysis
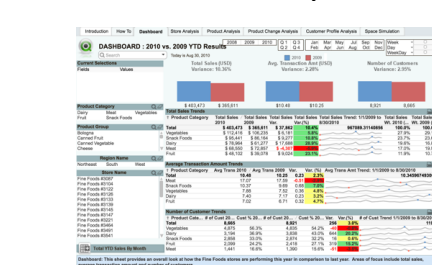

Customer Profile and Segmentation Analysis

Social Media Analysis

Order and Inventory

In-Store Analysis

Customer Analysis

Product Performance Analysis

Sharing Outline

- ➤ **Strategy – DataLake + BigQuery**
- ➤ **Strategy – Business Intelligence**
- ➤ **Strategy – RPA**
  (UIPath, Script-based)
- ➤ **Strategy – E-commerce**
  (Recommendation Engine)
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SME Strategy: Robotic Process Automation
Off-the-Shelf & Script-Based

UI-Path, BluePrism, Anywhere, ⋯.Script-based

SME Strategy: E-commerce
AI Recommendation Engine

Concept of Recommendation

Our Platform

- Your end customers leaves a great deal of useful data while they click and navigate through your E-commerce website.
- This Product recommendation platform helps you to harvest the data seamlessly and automatically, discover precious behavior and spending pattern, recommend the right products to the end customers using different strategies and show the products to the end customers using nicely-looking and customizable widget.

Concept of Recommendation

Product Recommendation Engine – 360 Customer View

Demographic Data
- Attributes
- Demographics
- Characteristics
- Needs
- Desires
- Preferences
- Opinions

Transaction Data
- Transactions
- Orders
- Payment history
- Usage history
- Purchase stage

360° Integrated Customer View

Interaction Data
- Email / Chat
- Call center notes
- Web click-streams

Behavioral Data
- In-person dialogs

Why?
- 360 Customer View Strategy
  - Event Data Collection Series
  - Social Media (Facebook, Forum, Weibo, WeChat)
  - Email Marketing and Response (Advanced Tracking and Enhanced Empowerment)
  - Promotion Personalization Trends
  - Offline Vs Online Integration Needs (Brick-and-mortar, Mobile Commerce, RFID, CS, POS, …)
  - Internet of Things Integration Needs (Sensors)

E-COMMERCE · WWW. WEBSITES · SALE CIRCULARS · SAMPLING · COUPONS · PRINT · LOYALTY CARD · E-MAIL · SOCIAL MEDIA · MOBILE · IN-STORE POS

SME Strategy: Business Analytics
Email – Customer Analytics

Email Analytics

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SME Strategy: Business Analytics
Social Media Market Data − Customer Analytics

Forum & Social Media Crawling & Searching
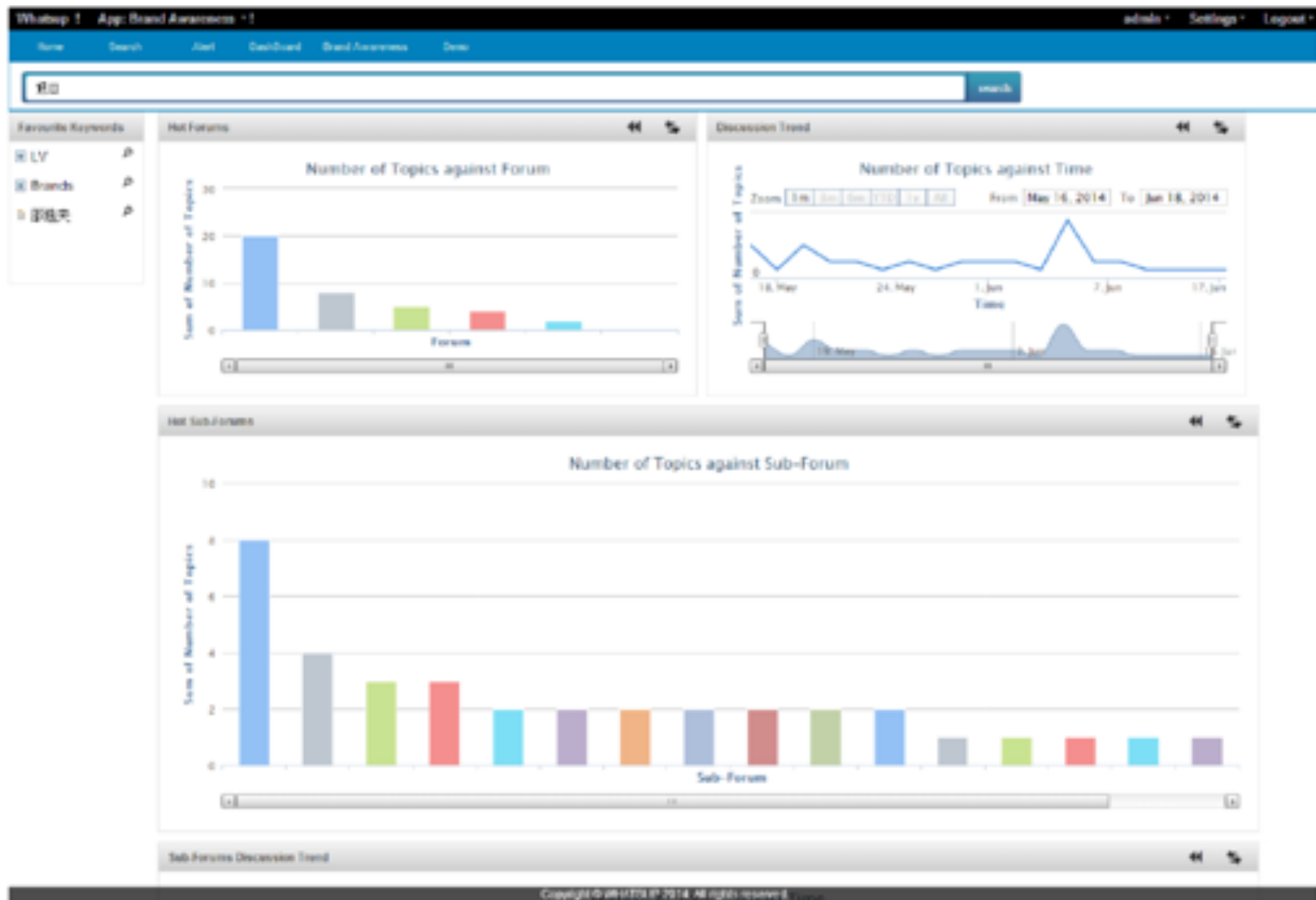
SME Strategy: Business Analytics
Social Media – Customer Analytics

Social Media Data Collection + Analytics
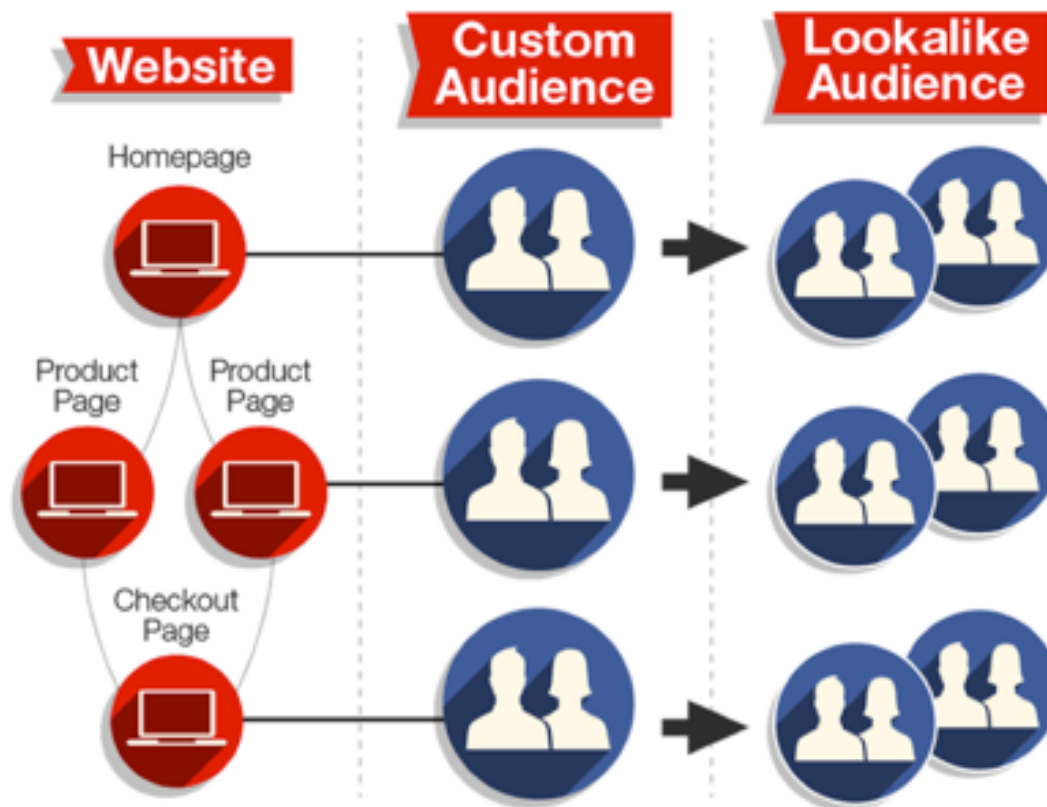
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SME Strategy: Chatbot
Virtual Assistant for Customer Service

AI Chatbot − Google DialogFlow
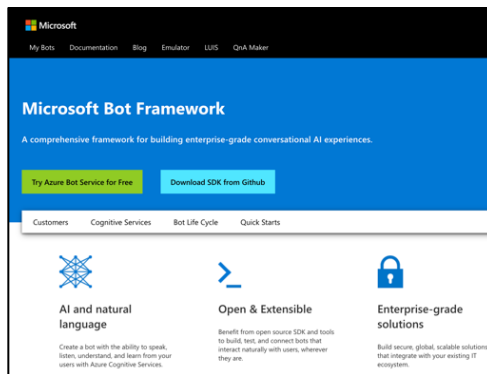
AI Chatbot − Microsoft Framework
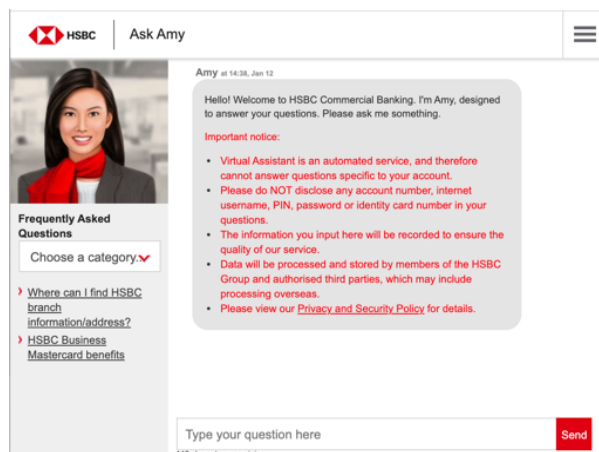
Commercial Chatbot Examples

Textual AI – NLP Applications

OCR - Image Document to Textual Document
AI – Image Technology

Information Retrieval
- **Form Understanding**

Data Extraction
- NLP Extraction from field

Option Recognition
- Image Pattern Recognition

SME Strategy: Document AI
Document Text – Sentiment Analysis

Sentiment Analysis for selling

Big Data Search Engine for Time Trends

Search by typing:

Hotel

Show trends related to the keywords

Shows details such as
- ✓ Project Time
- ✓ Development Parameters
- ✓ Comments
- ✓ Budget
- ✓ Materials
- ✓ Incident Event Type
- ✓ Area Size
- ✓ District
- ✓ and more …
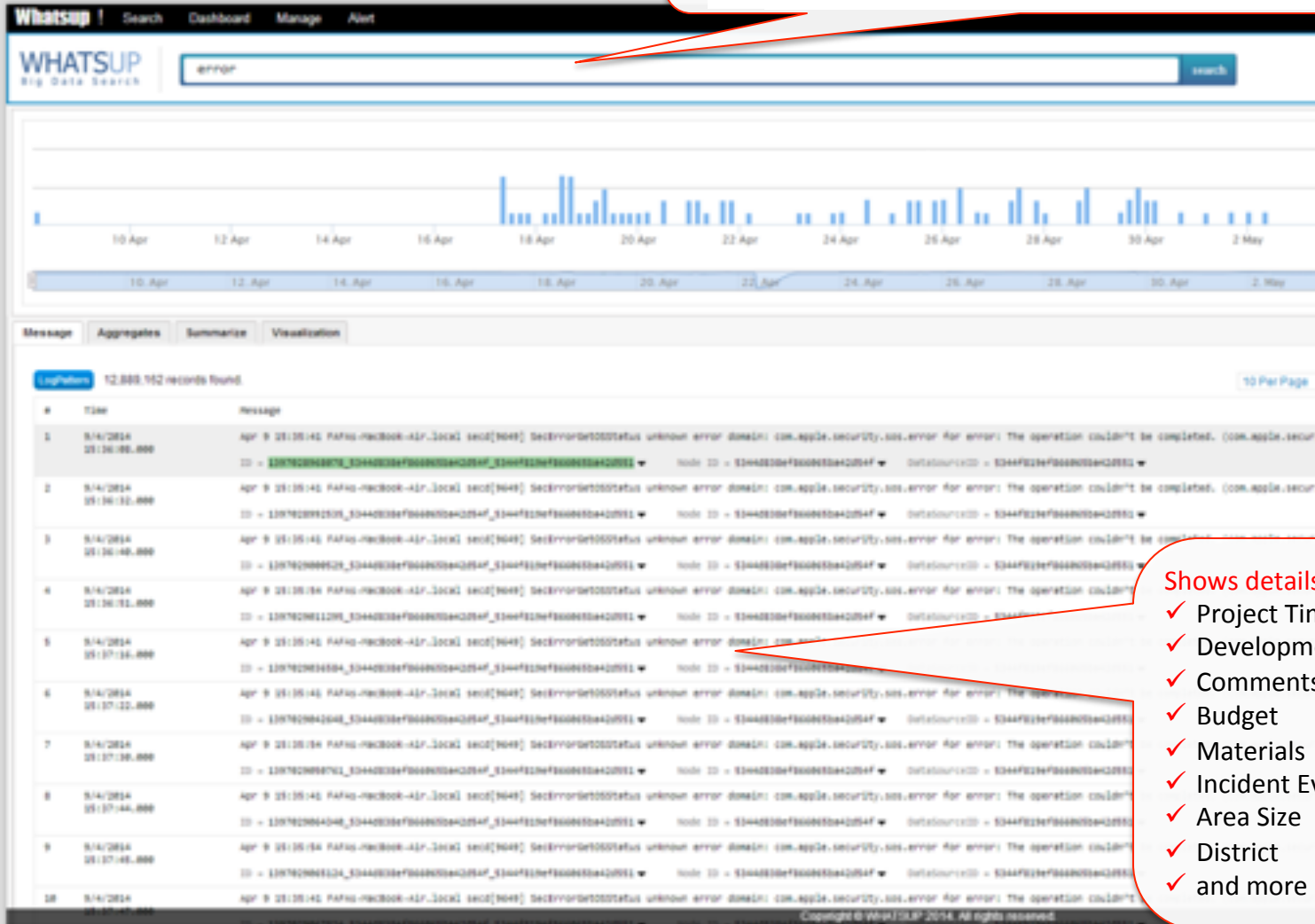
SME Strategy: Speech Recognition AI
Voice-to-Text AI

Google Off-the-shelf API

實際運用 Speech-to-Text

Input type

○ Microphone   ● File upload

Language

English (United States) ▾

Speaker diarization **BETA**

Off ▾

Speakers

1 speaker ▾

Punctuation

Show JSON ⌄

⬆ CHOOSE FILE

https://cloud.google.com/speech-to-text

SME Strategy: Video Analytics AI
Object Recognition

Image Object Recognition for warehouse
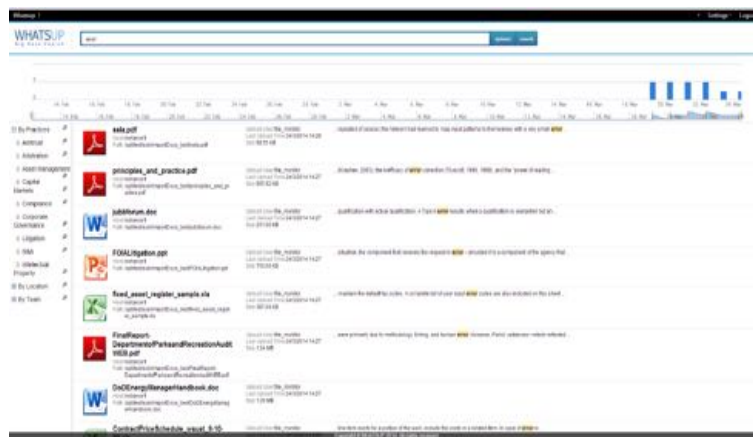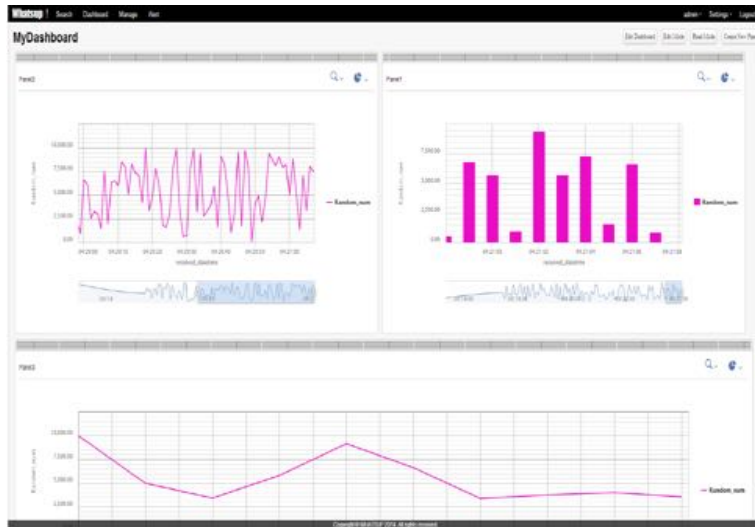

Image Object Recognition on the street

SME Strategy: System Fault Prediction
Time Series Analysis

Predictive Maintenance

High Speed Big Data Document Text Searching

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SME Strategy: Robot
Robot Facility Inspection, Fever Detection
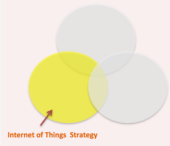
Robot Automation

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Q&A

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THANK YOU

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