Gokaraju Rangaraju Institute of Engineering and Technology (Autonomous)

Report of the Event

Title of the Event: **Workshop on IOT and Machine Learning**

Organized Date: 01st February 2017 to 03rd February 2017

Summary:

The adoption of IoT has not been as successful as promised 5–10 years ago. There are many reasons for the unsuccessful adoption of IoT and the article Predictive analytics to the rescue of IoT list many of the reasons.

The key problem is just gathering big data is not enough: You can put a beacon in the shop, gather some information on when someone comes near the shop but that does not go far enough. This information has not much value to the retailers unless you can derive interesting insights about the customer and potentially predict customer's future buying behavior.

Predictive analytics using Machine learning algorithms can achieve that. It will not only tell someone what the past data was but has valuable insights for future. This will have phenomenal value for businesses and end-users.