PART 1: Read the following text:

The Benefits of Machine Learning in Business

Machine learning is a powerful tool that helps businesses solve complex problems. It offers many benefits, such as improving customer service and increasing efficiency.

Firstly, machine learning can predict customer behaviour, which helps businesses understand their customers better. For example, companies can use algorithms to analyse purchasing patterns and make personalised recommendations. As a result, customer satisfaction is increased, and sales are boosted.

Secondly, machine learning can detect fraud. Businesses can use it to identify unusual activities that may indicate fraudulent transactions. This not only protects the company but also builds trust with customers.

In conclusion, machine learning is essential for modern businesses. It improves customer service, increases efficiency, and protects against fraud. Therefore, businesses should invest in machine learning technologies to stay competitive.

Actividad: Leer y completar con sinónimos que se encuentran en la cajita debajo.

Instructions: Match the words from the text with their synonyms.

anticipate, identify, scam, vital, confidence.

Word	Synonym
Predict	----
Fraud	----
Detect	----
Essential	----
Trust	----

TRUE OR FALSE? Según el texto anterior ahora completa las siguiente actividades sobre el texto.

Instructions: Read each statement and determine if it's true or false.

1. Machine learning helps businesses solve simple problems. **T / F**
2. Machine learning can be used to analyse customer purchasing patterns. **T / F**
3. Detecting fraud is one of the benefits of machine learning. **T / F**
4. Machine learning reduces customer satisfaction. **T / F**
5. Businesses should avoid investing in machine learning to remain competitive. **T / F**

Multiple Choice

Instructions: Choose the correct answer for each question based on the text.

1. What is one of the benefits of machine learning mentioned in the text?

   a) It decreases company costs

   b) It predicts customer behaviour

   c) It reduces sales

2. How does machine learning protect businesses?

   a) By improving sales

   b) By identifying unusual transactions

   c) By making customers more loyal

3. Why should businesses invest in machine learning technologies?

   a) To remain competitive

   b) To cut down their staff

   c) To decrease customer interaction

Part 2: Read The Amazing World of Machine Learning

Have you ever gotten movie recommendations on a streaming service? Or maybe you've used a chatbot to get help with a problem online? These are just a few examples of how machine learning (ML) is changing our lives!

Machine learning is a type of artificial intelligence (AI) that allows computers to learn without being explicitly programmed. In simpler words, instead of following a set of instructions, ML can learn from data and improve its performance over time. This makes ML incredibly versatile, and it's being used in many exciting ways.

One of the biggest benefits of ML is its ability to make our lives easier and safer. For example, ML is used in facial recognition software that can unlock your phone or secure buildings. Additionally, doctors are using ML to analyse medical images and diagnose diseases more accurately.

However, it's important to consider some challenges. One concern is that ML could lead to job losses, as machines become capable of doing tasks currently done by humans. Another concern is the potential for bias in ML algorithms, which could lead to unfair outcomes.

Despite these challenges, the potential benefits of ML are undeniable. To ensure responsible development, we should focus on education and training to prepare people for the changing job market. Furthermore, we need to develop clear guidelines to prevent bias in ML algorithms.

In conclusion, machine learning is a powerful tool that can revolutionise many aspects of our lives. By working together, we can ensure that ML is used ethically and responsibly to create a brighter future for everyone.

Actividad. Te pediré que vuelvas a texto para identificar (sin escribir ni seleccionar, solo mirar)

- Two examples of subordinating conjunctions
- Two examples of sequencers
- Two examples of sentences with relative clauses
- 1 example with modal verbs & and 1 example passive voice.

GRAMMAR

Here are some sentences about data visualisation that can be transformed into present and past passive voice:

1. Data visualisation presents complex data in a simple and understandable format.
2. Analysts used charts and graphs to highlight trends and patterns.
3. Data scientists design visual dashboards for real-time decision-making.
4. The software generated interactive reports for the user.
5. Companies didn't adopt data visualisation tools to enhance business insights.

Complete the sentences using who, which, when, where

1.

→ Data scientists..................... analyse large data sets are crucial for modern businesses.

2.

→ Businesses use machine learning tools .... improve decision-making processes.

3.

→ Dashboards .... display real-time data help in making quick decisions.

4.

→ The conference.................. experts discussed AI trends, was held in San Francisco.

5.

→ Last year, ... I first learned about data visualisation, was a turning point in my studies.