# Transcript: " Finding patterns in data."

*[Text reads: "Finding patterns in data."]*

A bar graph is labeled "data".

**Voice Over:** Data is constantly being created and refined to train AI models.

A magnifying glass examines text boxes filled with binary code.

**Voice Over:** But what exactly are these models looking for in the data?

*[Text reads: "Patterns, identifiable repetitive behaviors."]*

**Voice Over:** Patterns are identifiable repetitive behaviors.

Around a laptop, icons appear representing a phone, a Wi-Fi signal, a house, a car and a watch.

**Voice Over:** AI models are particularly good at recognizing these patterns, mainly because they have access to a large volume of data.

A web browser logs onto LinkedIn. Profiles appear for David, Senior art director at Microsoft, Barcelona. Susanne, software engineering manager at Microsoft, Paris. John, senior project manager at Microsoft, London.

**Voice Over:** Let’s consider LinkedIn as an example. Have you ever noticed how LinkedIn suggests people you might know or jobs that you might be interested in?

More LinkedIn profiles appear. The cursor clicks a thumbs up.

**Voice Over:** It’s not just based on your connections or job search history, but also on the behaviors of people all around the world who have similar connections or job interests.

A person wearing a headset looks at a phone and two monitors. A clock ticks nearby.

**Voice Over:** What’s really interesting is platforms like LinkedIn may look for patterns not only within your professional network and job preferences, but also in relation to the specific times you are active on the platform.

A cell phone displaying a LinkedIn notification appears, it is larger than a nearby house.

**Voice Over:** For example, many people tend to browse apps during their lunch breaks or after work hours, so apps may suggest new connections or posts at those times too.

A thumbs up, hashtag, heart and @ symbol icon appear.

**Voice Over:** This pattern identification doesn’t just occur on platforms like LinkedIn, but with many companies across many apps and platforms.

Three people use laptops. Above them, icons flash, then turn into hearts.

**Voice Over:** Imagine the benefits of understanding what users really want or even creating new consumption trends based on the market. This understanding allows companies to customize their services for each user, thereby enhancing the user experience and boosting satisfaction.

A hand touches a graph.

**Voice Over:** It’s about utilizing data to meet the needs of the user in the most effective way possible.

A trophy and a soccer player appear.

**Voice Over:** Think about the World Cup. What are potentially the best-selling products before the tournament?

A t-shirt appears.

**Voice Over:** You might be thinking team shirts.

Two women study a blueprint.

**Voice Over:** Recognizing this trend of team shirt consumption can provide a unique competitive edge for companies. It could even help in the new development of products or features.

A website appears.

**Voice Over:** Every click, every like, every search - these are all pieces of data. AI models process this vast amount of data to notice patterns.

A woman looks at her phone and laptop.

**Voice Over:** These patterns help the AI model tailor your experience, making it more relevant and engaging.

A list, a calendar and a document appear.

**Voice Over:** It’s like having a personal assistant who knows exactly what you need, even before you do!

Charts appear.

**Voice Over:** But how does an AI model learn to recognize these patterns?

*[Text reads: "Machine learning."]*

**Voice Over:** Well, it does so through machine learning.

The Microsoft logo appears.