Astrology Meets AI

The Rise of Algorithmic Horoscopes in India's Wellness Tech Boom

Aranya Ghosh, TechSphere Insights,
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Introduction to Astrology and Horoscopes

Astrology is an ancient practice that links human terrestrial life with the movement of celestial objects. The study of astrology involves creating charts called horoscopes. These are personalised astrological interpretations based on the positions of planets, the sun and the moon during birth. Based on the birth time, these charts are divided into twelve zodiac signs and are said to reveal a person's personality, career and even future events.

The ever-evolving curious nature of humans intrigued them to trace the celestial movements from time immemorial. Humans studied and understood the patterns of constellations and related their movement to their lives. The origin of astrology can be traced back to the millennials. Ancient

Mesopotamians, Egyptians, Indians, Chinese and Greeks developed elaborate astronomical systems, each with its unique approach. The first form of astrology was developed in Mesopotamia around 1800 BCE. In Indian society, Jyotish Shastra has significance in religious and cultural traditions even today. Horoscope influences life decisions like marriage, career choices and even the names of newborns.

Algorithmic Horoscope

With the rise of technology, the ancient art of astrology has been modernised. Algorithmic horoscopes powered by artificial intelligence and machine learning have changed the way people access and use astrology. This age-old knowledge, previously accessible to only a very few, is now available at the fingertips of millions. Mobile applications powered by machine learning algorithms take user data along with complex astronomical information, real-time planetary movements and zodiac signs to give accurate predictions. Moreover, these applications are accessible in vernacular languages to cater to the demands of the rural population. Algorithmic horoscope enjoys good feedback from users because of its accuracy, remote access and fast predictions. AI-powered astrological wearables help people make decisions in their day-to-day lives based on planetary movements. A report by Maia Research reveals that the global astrology app was valued at 3.94 billion USD in 2024 and is projected to reach 9.91 billion USD by 2029. This reflects the demand and popularity of algorithmic horoscopes among people, especially tech-savvy young generations.

Some popular AI-powered Algorithmic Horoscopes

- AstroSage- AstroSage is one of India's most popular astrology apps. It combines traditional Vedic astrology with AI to provide personalised daily horoscopes, birth chart readings and marriage compatibility analysis.

- Astrotalk- Astrotalk integrates AI prediction with human experience by connecting users to astrologers. The reliable predictions and detailed consultation make it popular among users.

- Co-Star- Co-Star is a globally recognised astrology app that uses Artificial Intelligence and NASA's accurate planetary data to create personalised horoscopes.

- The Pattern- The Pattern is a USA-based application that combines AI and psychological understandings to provide a unique blend of astrology and personality analysis. Its in-depth readings focus on emotional patterns, offering a holistic approach towards a better life.

- Clickastro- Clickastro uses AI to generate detailed and accurate horoscopes and personalised predictions. It offers users insights on health, finance, and career with a user-friendly interface.

The Role of AI and NLP

Artificial Intelligence plays a crucial role in the development of Algorithmic Horoscope software. This software uses sophisticated Machine learning models to give outputs using user data. Instead of being explicitly programmed, AI models train using huge datasets to find patterns and learn from training data to give correct predictions. These AI models use an unsupervised learning algorithm. Thus, the prediction gets more accurate and reliable over time with the input of more and more data. Natural Language processing, another domain of AI, is used to interpret inputs in human language and give outputs in a user-friendly way. Data visualisation, a part of data science, is also used to represent outputs in charts, graphs and visuals of planetary movement.

For example, when the user inputs their birth details, time, and place into the app, the artificially intelligent software maps the planetary positions and uses astrological principles to give some output. The input given by the user gets stored as user data and is used to give better results the next time. Natural language Processing or NLP ensures that the output result is comprehensible, visually appealing and engaging. Algorithmic Horoscope works better on hyper-personalisation. This involves giving a tailored and personalised experience to users using previous behavioural patterns. This personalisation has made the algorithmic horoscope more user-friendly and appealing to younger generations.

Advantages and Limitations

Algorithmic horoscopes offer several advantages over traditional astrology. They provide astrological insights instantly without the need for physical

appointments with traditional astrologists. Their cost-effectiveness and scalability make it easily available to millions of people. The use of Artificial Intelligence ensures accuracy, and the astronomical prediction gets better with every use as the system learns from user interaction. AI-powered horoscopes can be highly customised based on the unique needs of the user. A survey conducted in 2023 reveals that almost 47% of the surveyed people prefer an algorithmic horoscope over traditional ones.

While predictions made by AI-powered horoscopes are mostly correct, they also have some limitations. The effectiveness of the model depends on the quality of the training data used. Moreover, there might be ethical concerns about the use of personal data like birth details. Unlike human astrologists who often use intuition and experience to give philosophical guidance, AI software adheres to fixed rules and thus often fails to make the user feel satisfied.

Algorithmic Horoscope and India's Wellness Technology

With advancements in technology, India's wellness sector is also getting modernised and up-to-date with the latest technology. Age-old studies like astronomy are no longer inaccessible. Digitalisation has given rise to algorithmic horoscopes, which are driven by artificial intelligence. Once limited to hand-made charts and face-to-face consultations, astrology is now easily available on smartphones.

The fusion of tradition and technology has catered to the demands of millions of Indians. India's younger generation has been a key contributor to the development and adaptation of wellness technology. Platforms like AstroTalk, ClickAstro, and AstroSage not only provide horoscopes but also integrate astrology with other wellness features, like stress management, growing rapidly, with the algorithmic horoscope apps playing a major role.