Low touch machine learning

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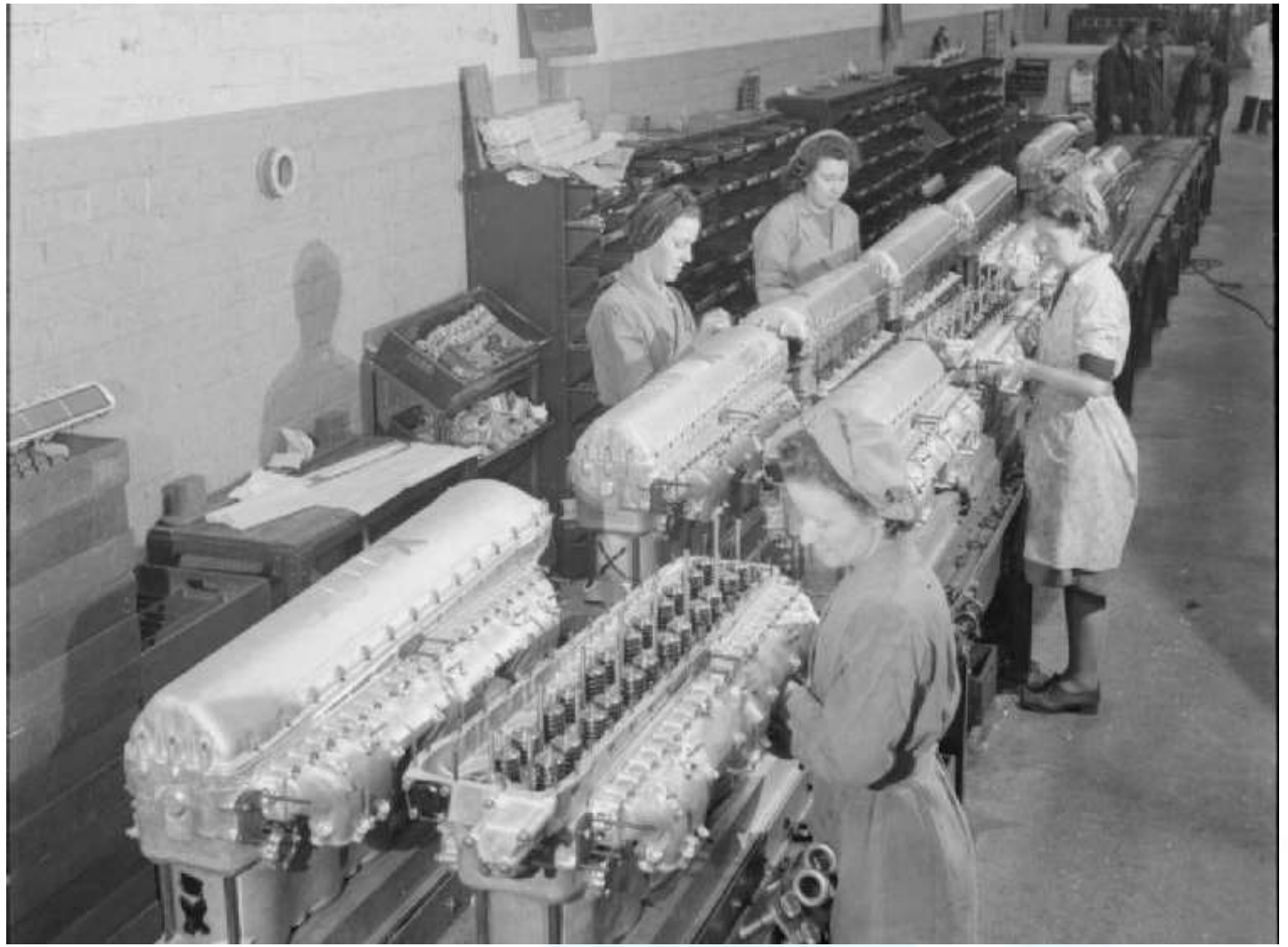
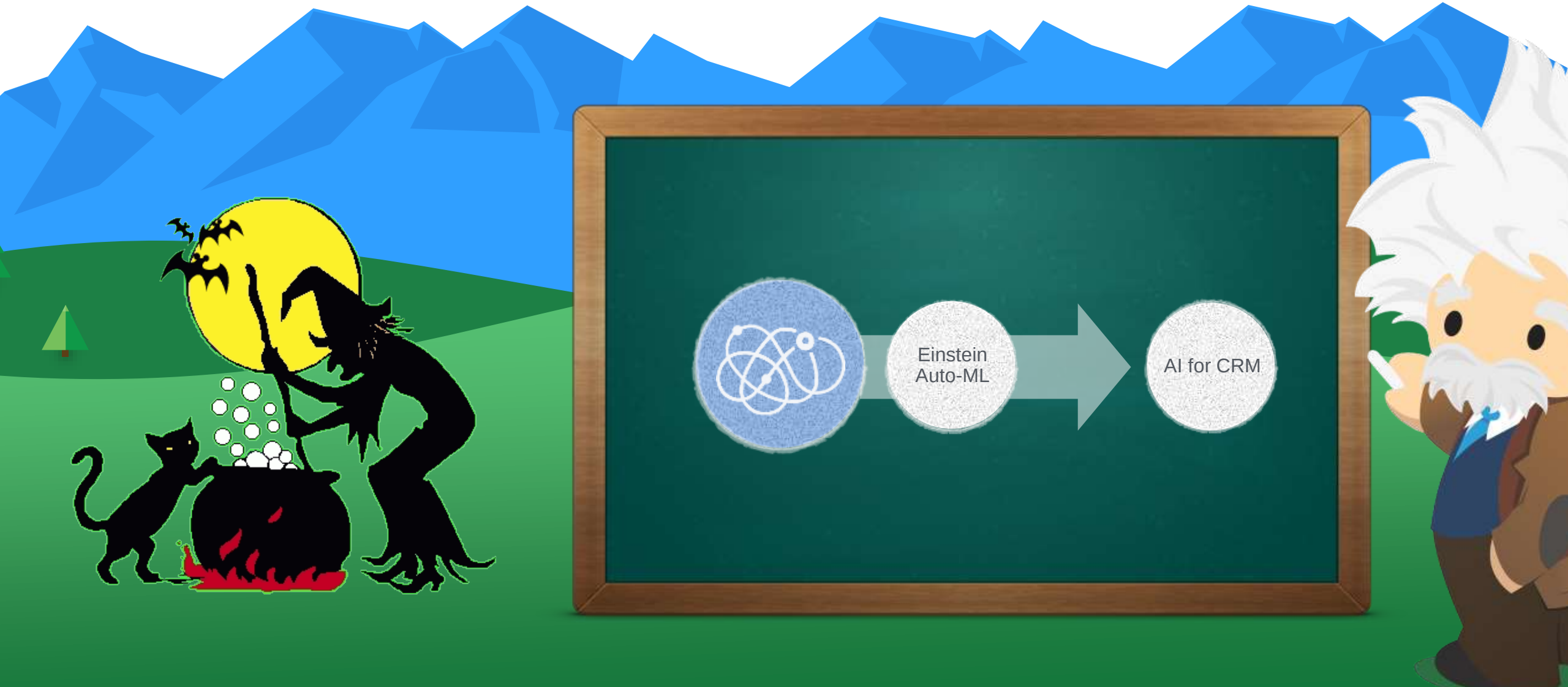
AI is taking over the world!

Or so they say, but…

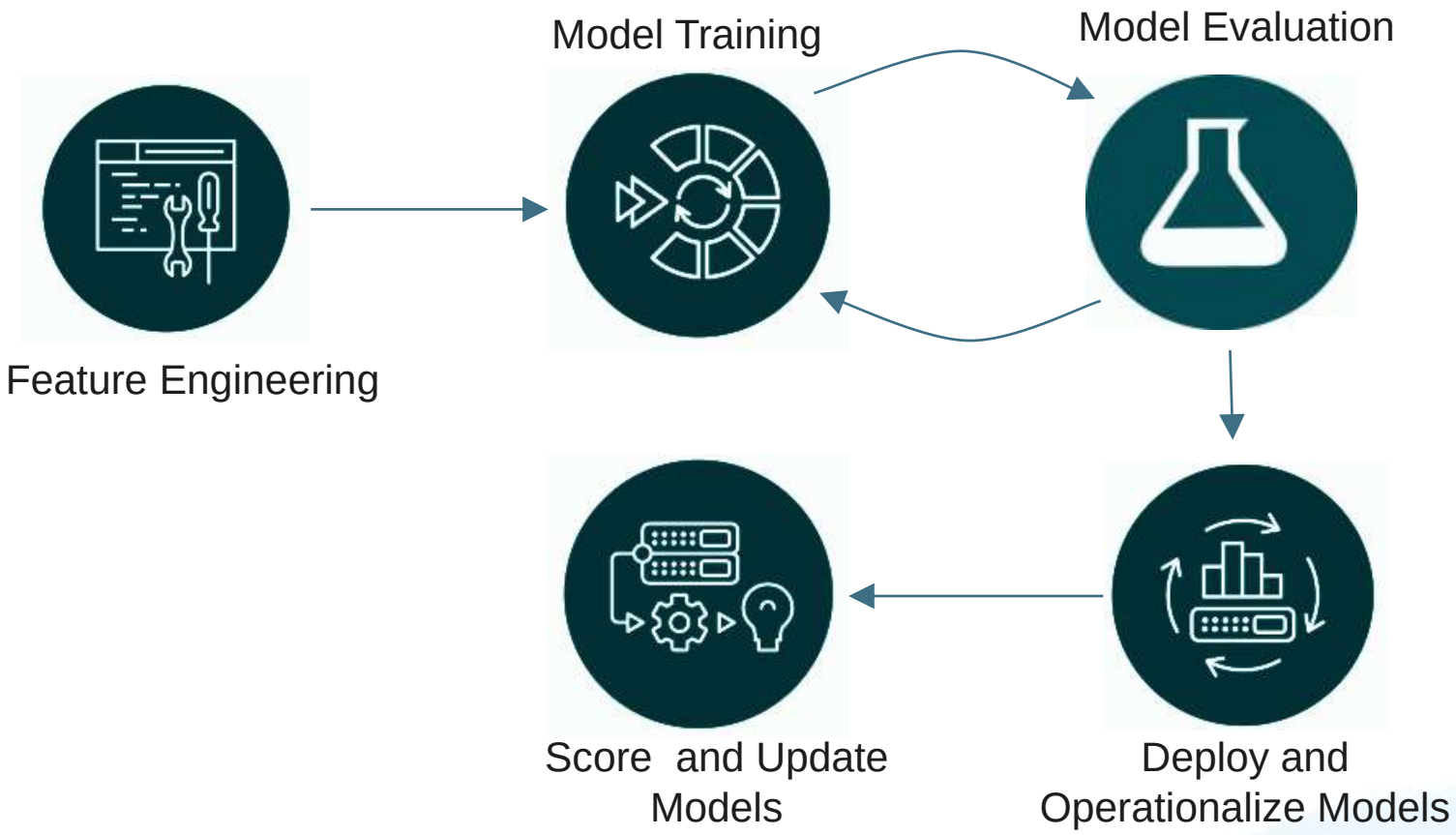
Not without a LOT of work from humans ☹



A new approach to ML with Salesforce Einstein



Real life ML takes time and people to build

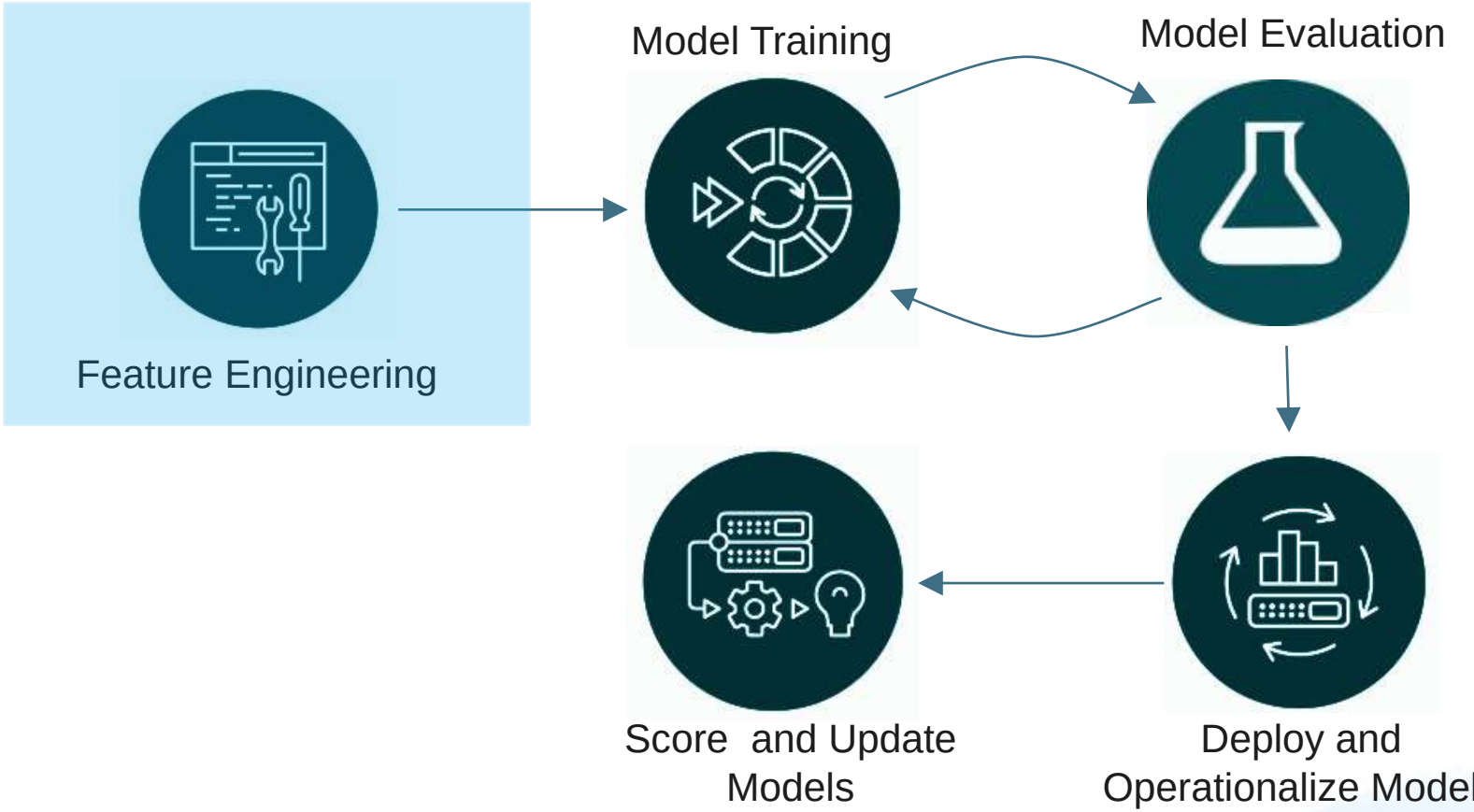


Multiply it by N applications

Hand made can be beautiful…

But maybe we don’t need it for every model

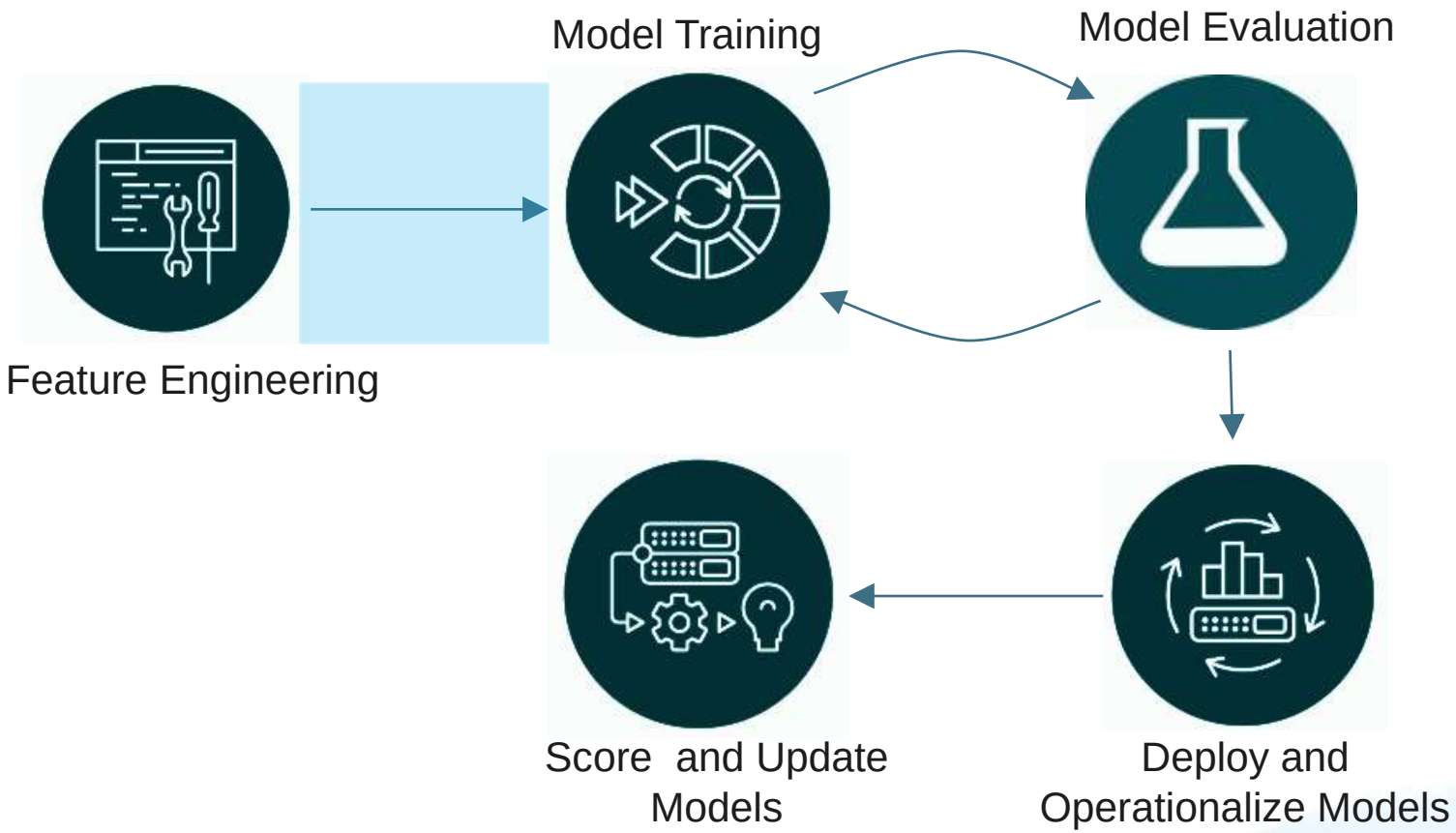
What can we make easier?



First things first

How do we get good features + Metadata =

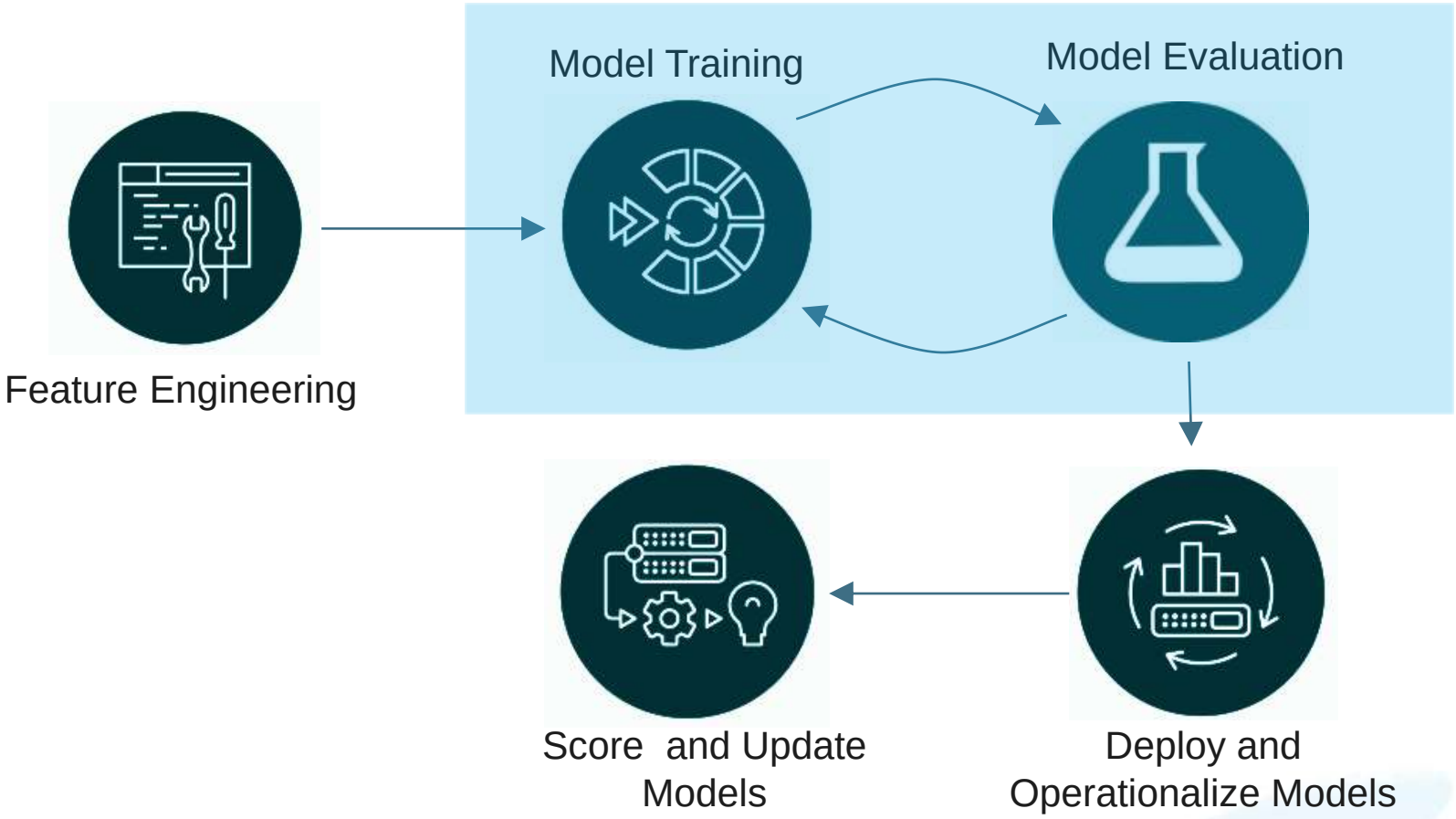
What can we make easier?



They put what in their data?!?

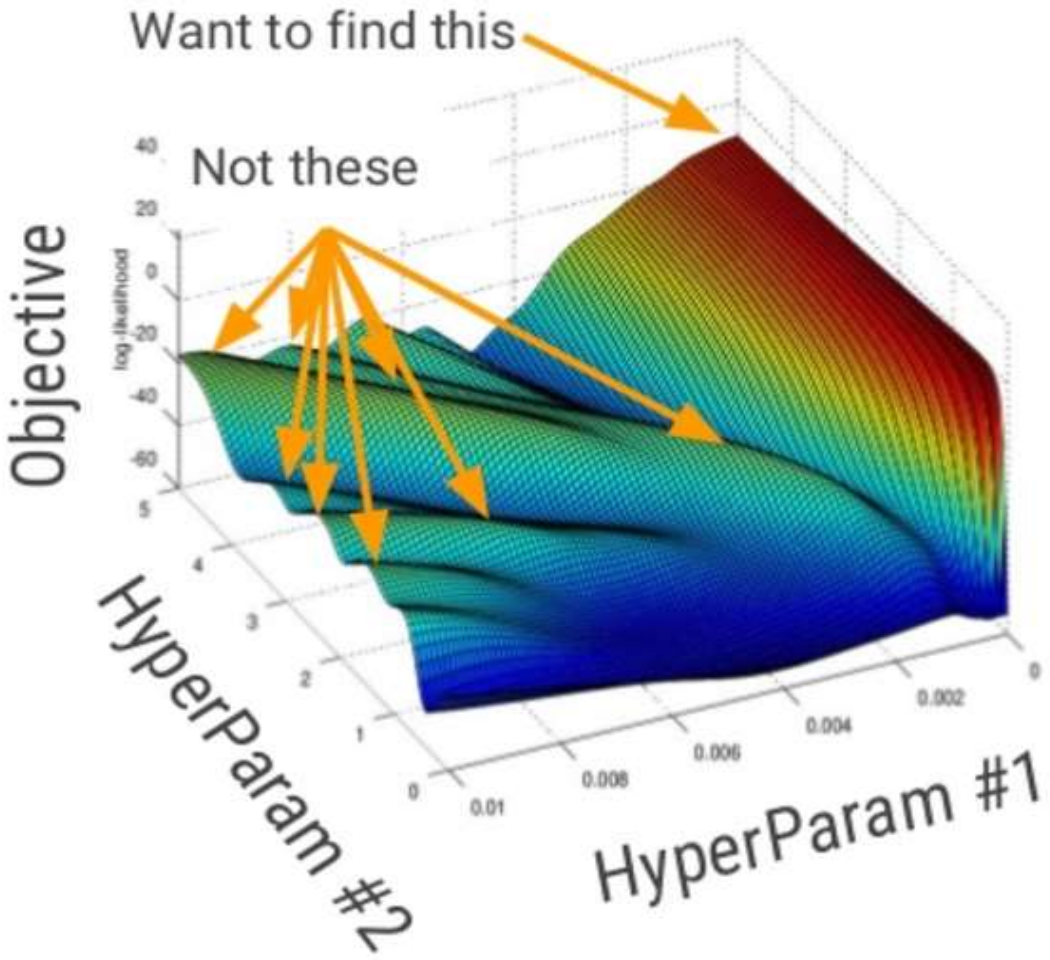
Sanity checking

What can we make easier?

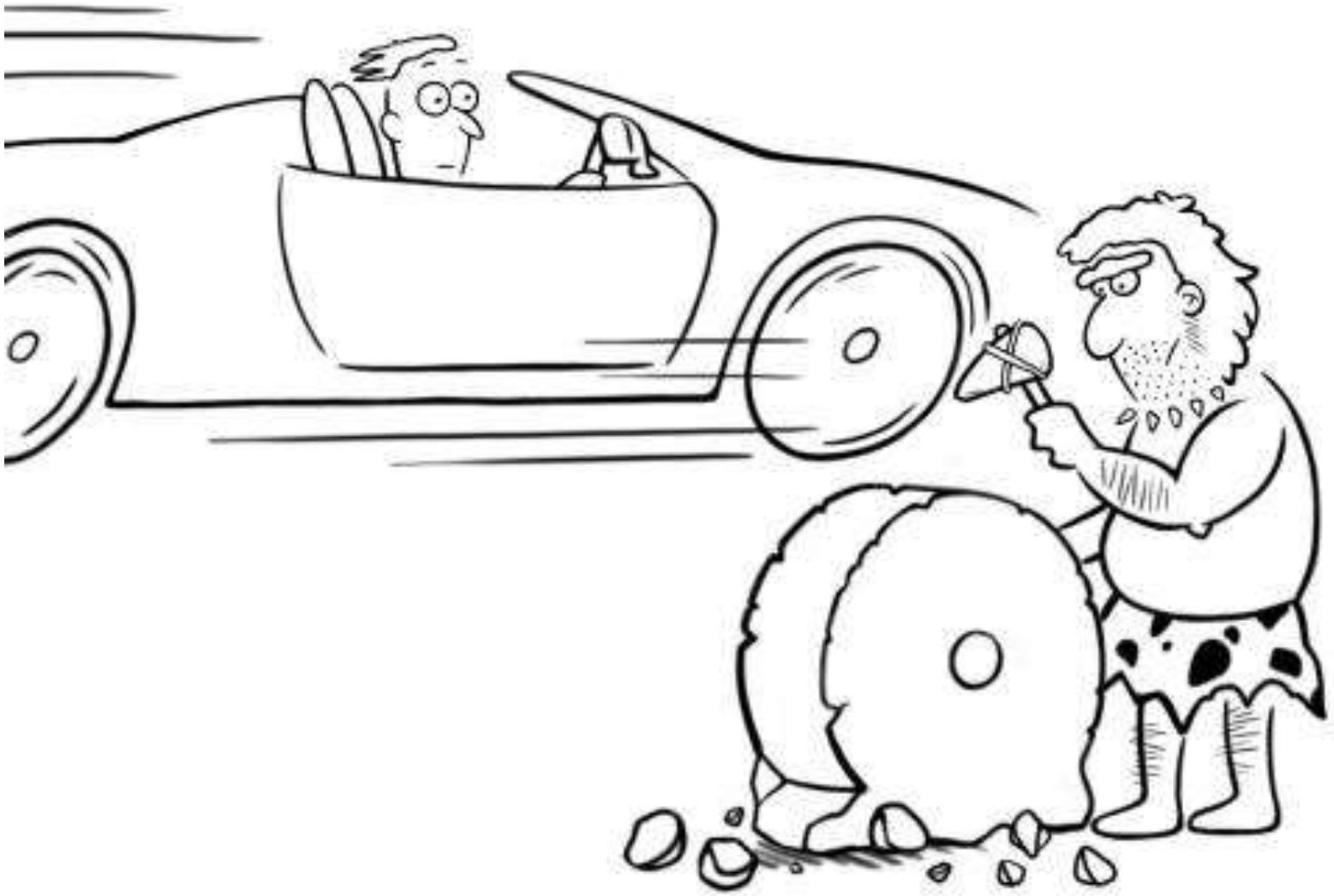


So many choices…

Model selection

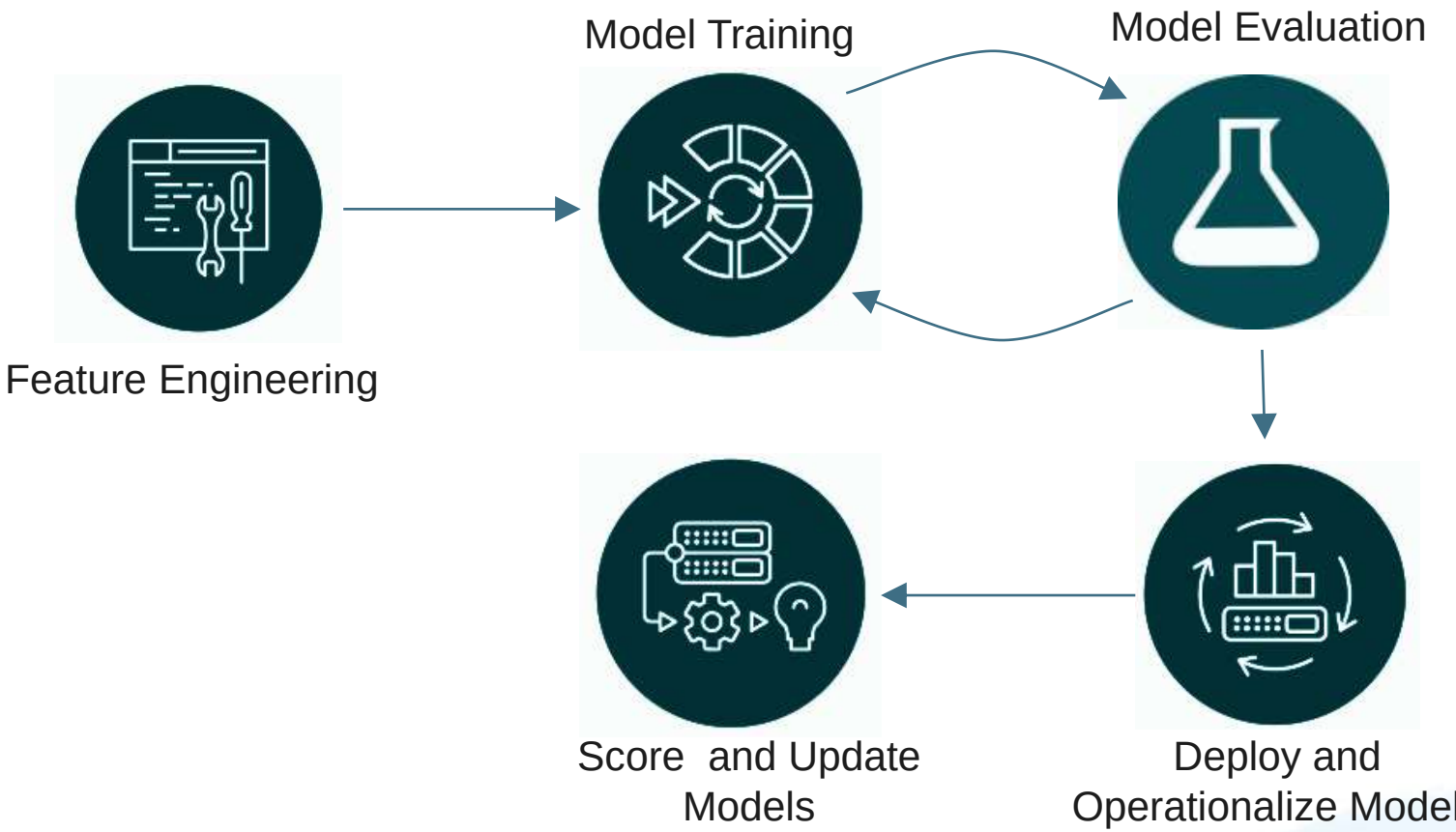


So that is what we built, next question is HOW

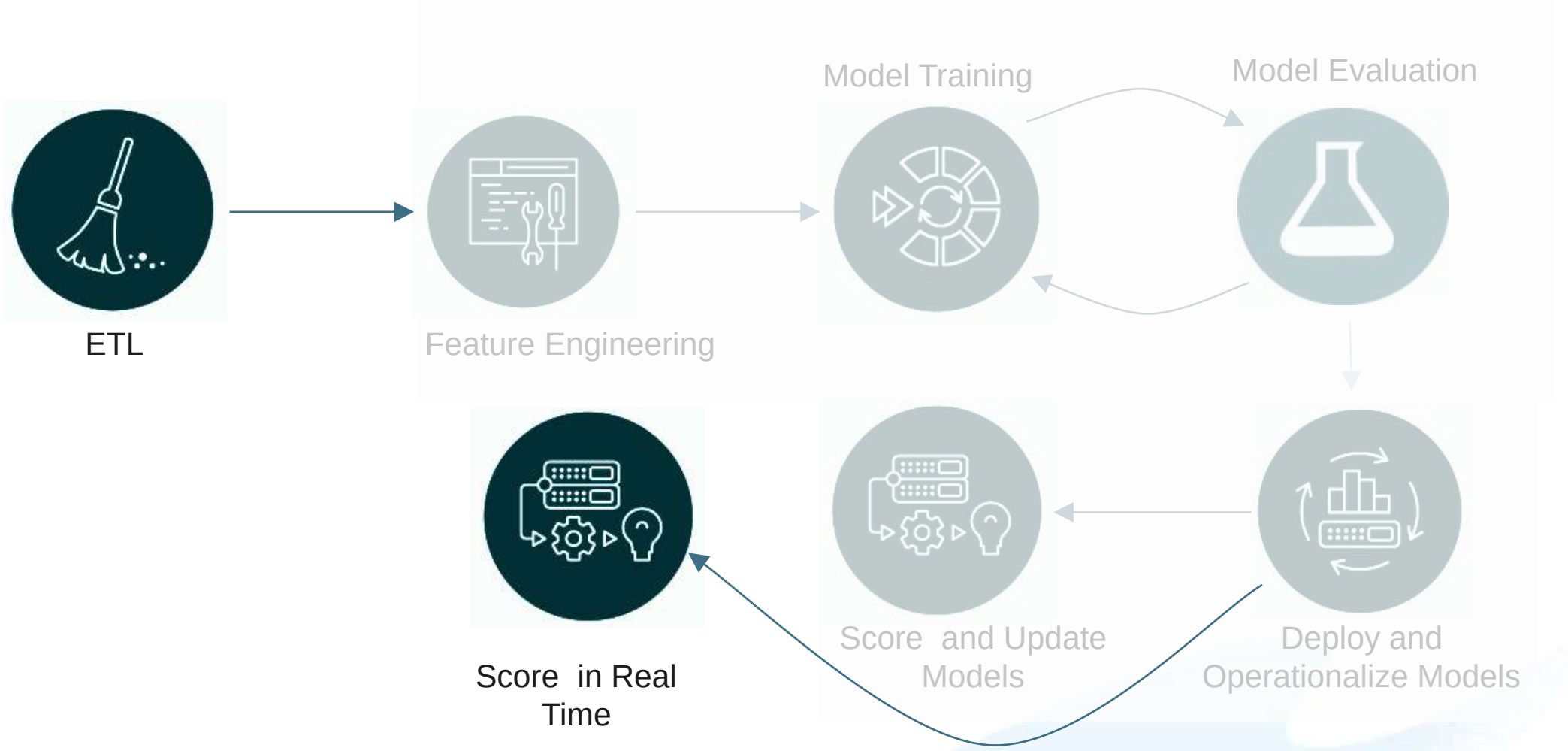


Turns out there are a couple machine learning tools

Not all tools cover all parts of this diagram



And don’t forget to support ETL and Real Time Scoring…



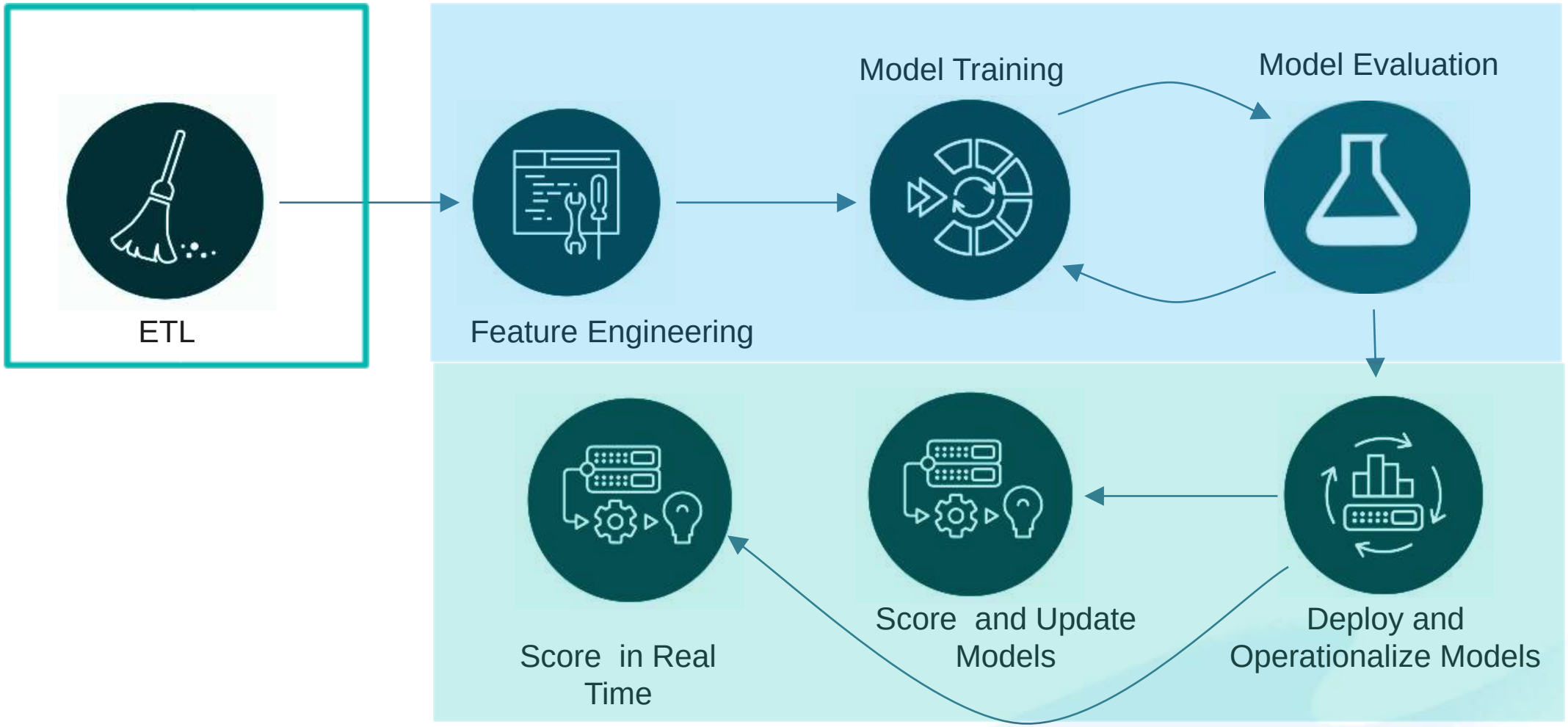
And a couple solutions for ETL… and a couple solutions for streaming

One thing appeared on both slides…

Spark is great

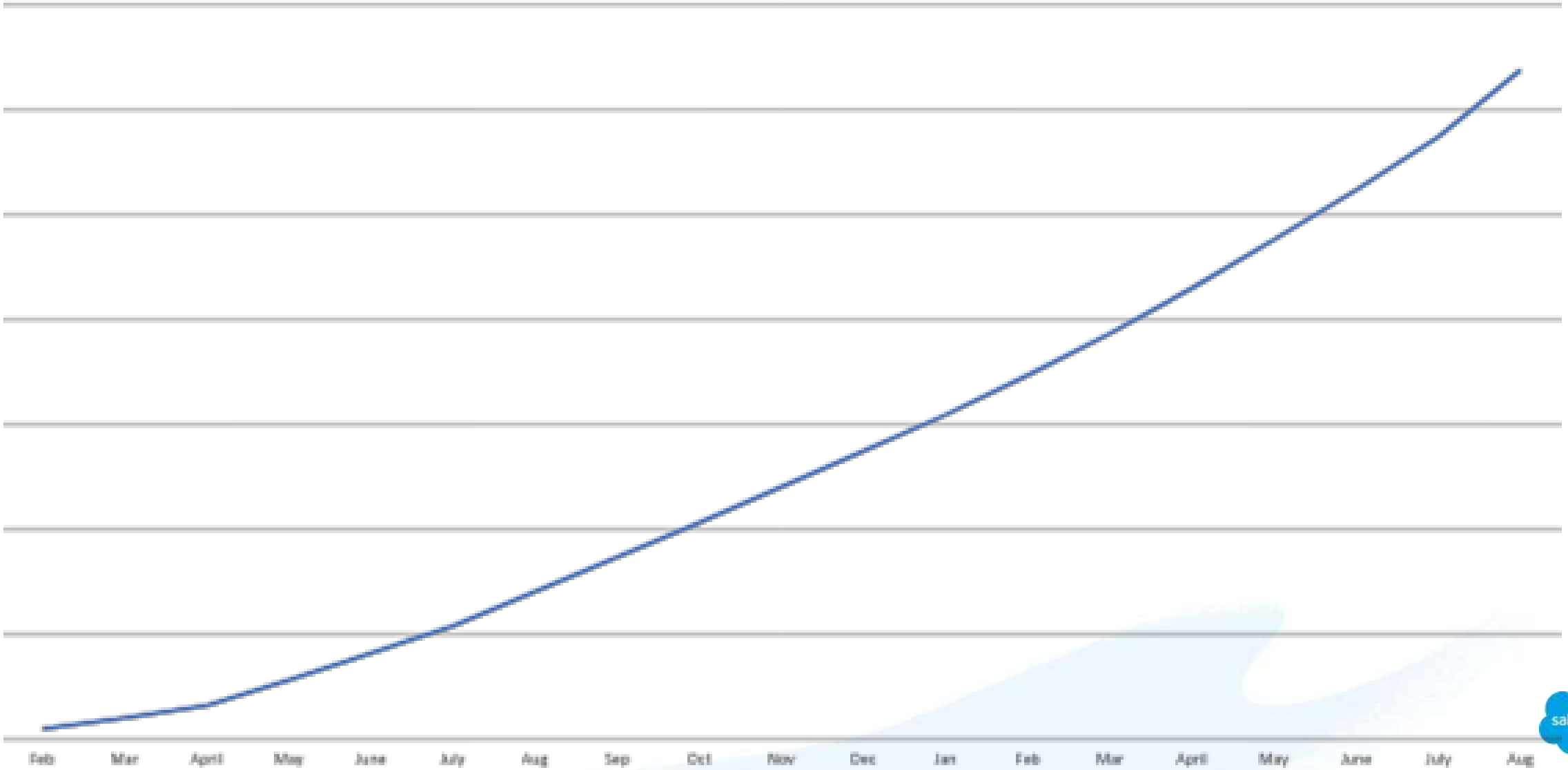
- SCALES!
- Good ML libraries
- Good for ETL
- Spark Streaming
- Incredibly healthy and active user base
- Scala + Spark = 🤣

Spark covers the whole process



475,000,000+ predictions per day

Apps deployed in production
(**completely hands-free!!**)



Time taken to build a predictive app

Months -> Hours = ML for everyone


Thank You