

Course Learning Objectives

- Convert a candidate use case to be driven by machine learning
- Recognize biases that machine learning can amplify
- Leverage Google Cloud Platform tools and environment to do machine learning
- Gain a broad perspective on machine learning and where it can be used
- Frame a business use case as a machine learning problem

Module Learning Objectives

Use machine learning to transform the way you do business

Course 1: How Google Does ML

Module 1: Intro to Specialization

Lesson Title: **Module Introduction**

Format: Screencast

Machine Learning on Google Cloud Platform

How Google does ML

Machine Learning on Google Cloud Platform



Diane Greene,
SVP, Google Cloud





A practical, real-world introduction to ML
enabling
Python programmers to do ML
Data scientists to build production ML models

Course 1: How Google Does ML

Module 1: Intro to Specialization

Lesson Title: **Specialization Agenda**

Format: Screencast

Machine learning on Google Cloud Platform

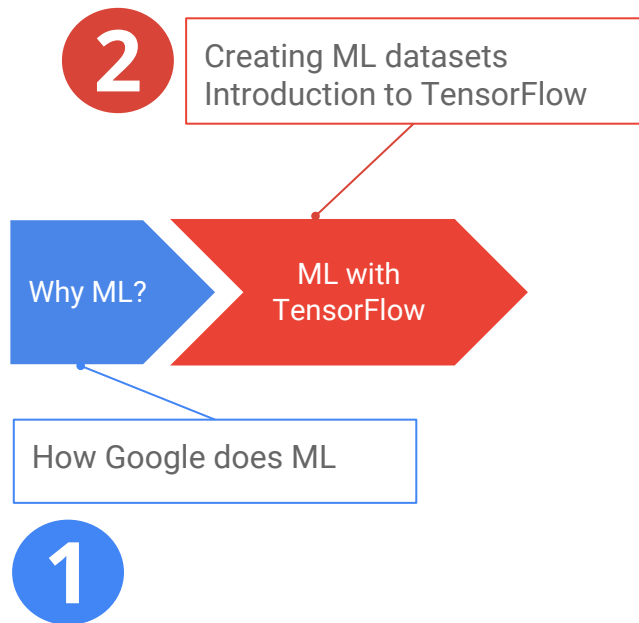


Why ML?

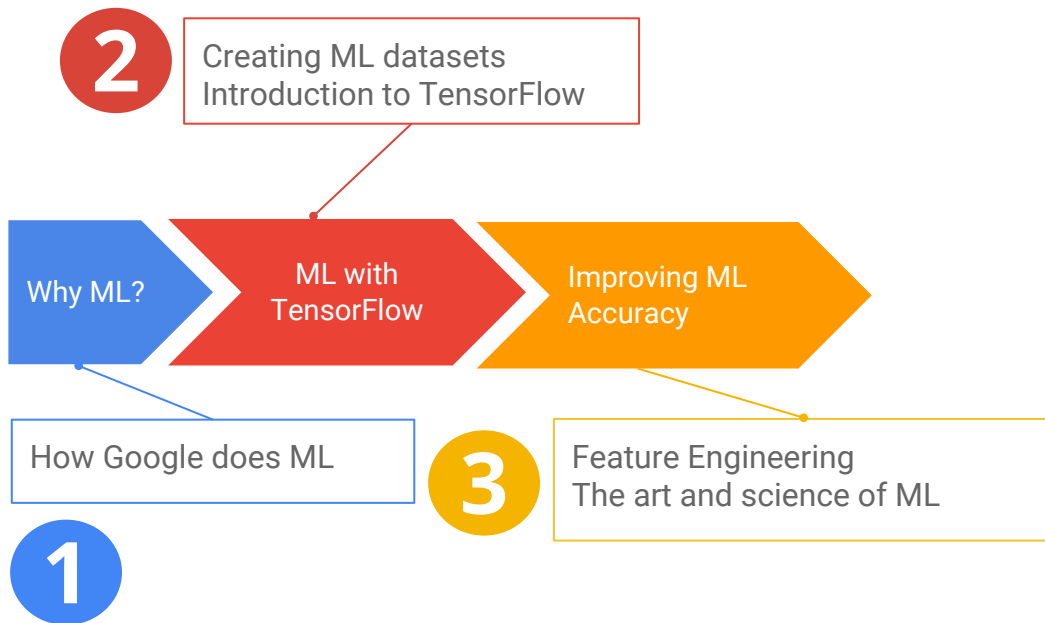
How Google does ML

1

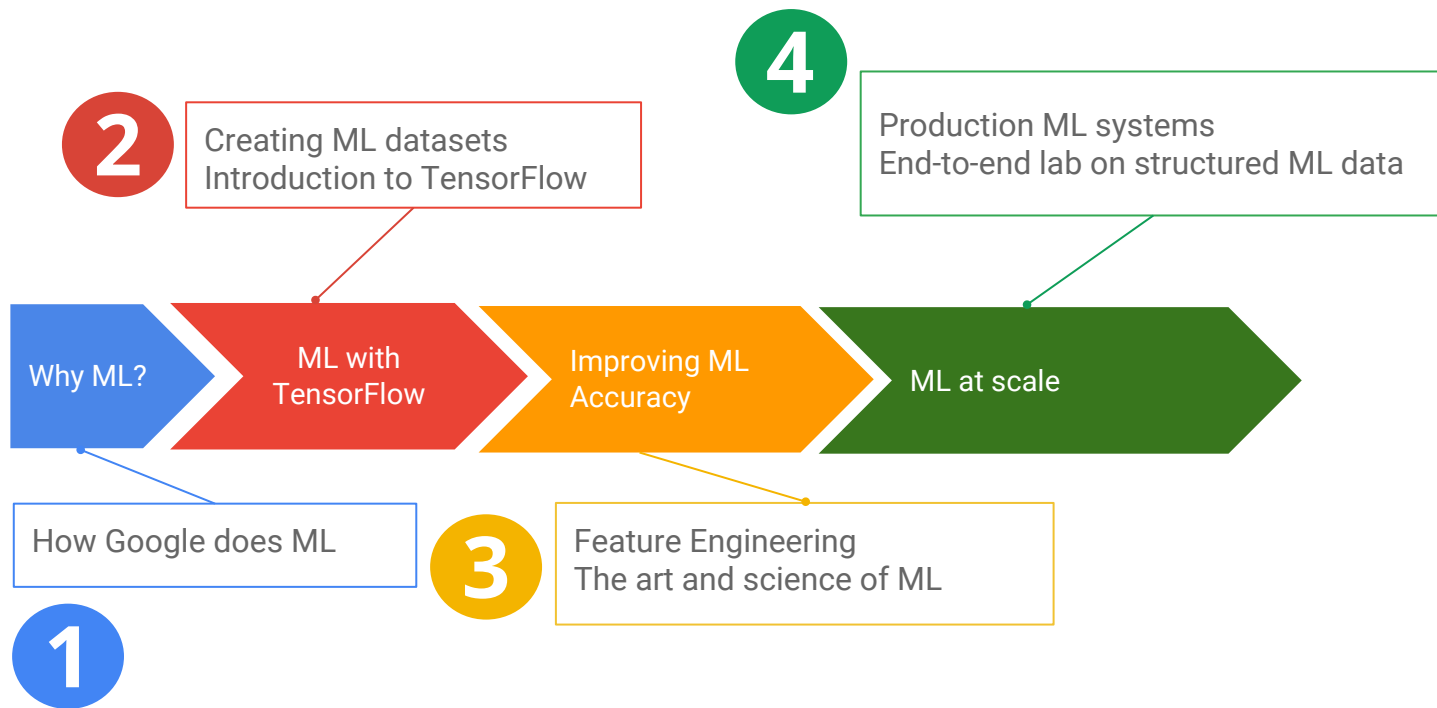
Machine Learning on Google Cloud Platform



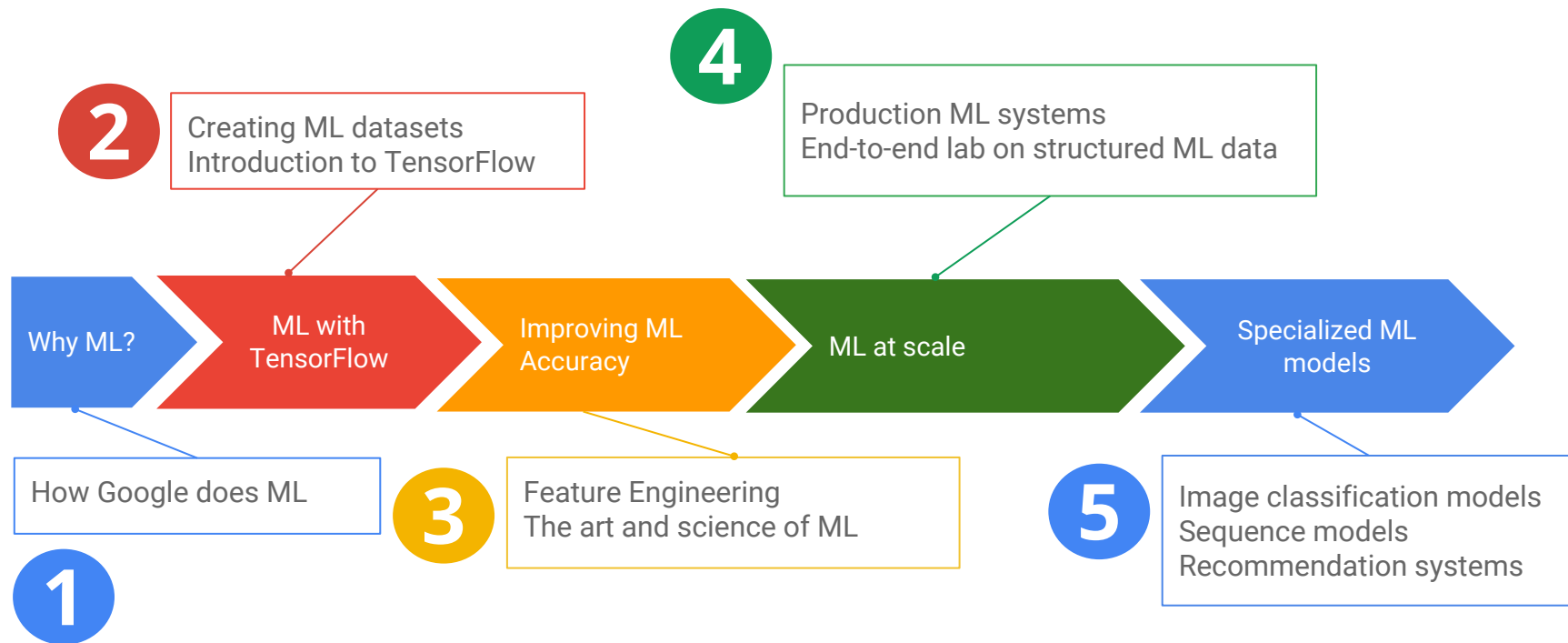
Machine Learning on Google Cloud Platform



Machine Learning on Google Cloud Platform



Machine Learning on Google Cloud Platform



Portions of this specialization are from other Google courses;
but the details are different

2

Creating ML datasets
Introduction to TensorFlow

Serverless Machine Learning with TensorFlow
Taught by Google Cloud, on Coursera

ML with
TensorFlow

Improving ML
Accuracy

Machine Learning Crash Course
Taught by Google, at some universities

3

Feature Engineering
The art and science of ML

Course 1: How Google Does ML

Module 1: Intro to Specialization

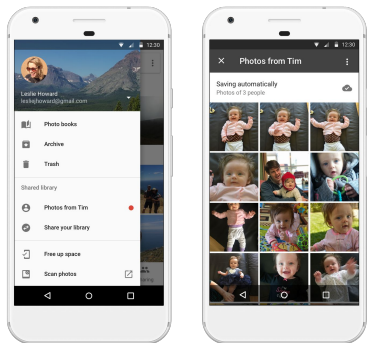
Lesson Title: **Why Google?**

Format: Screencast

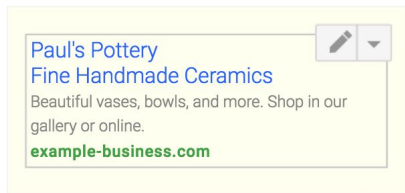
This course is taught by Google experts



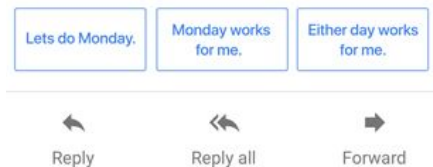
At Google, we apply machine learning in nearly all our products



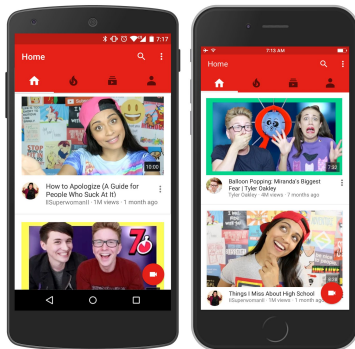
Classify pictures in
Google Photos



Targeted ads to display
in **Adwords**



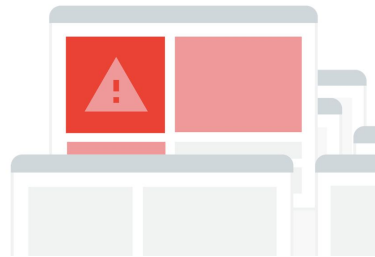
Smart reply in **Inbox**



Recommendations for the
next video in **Youtube**

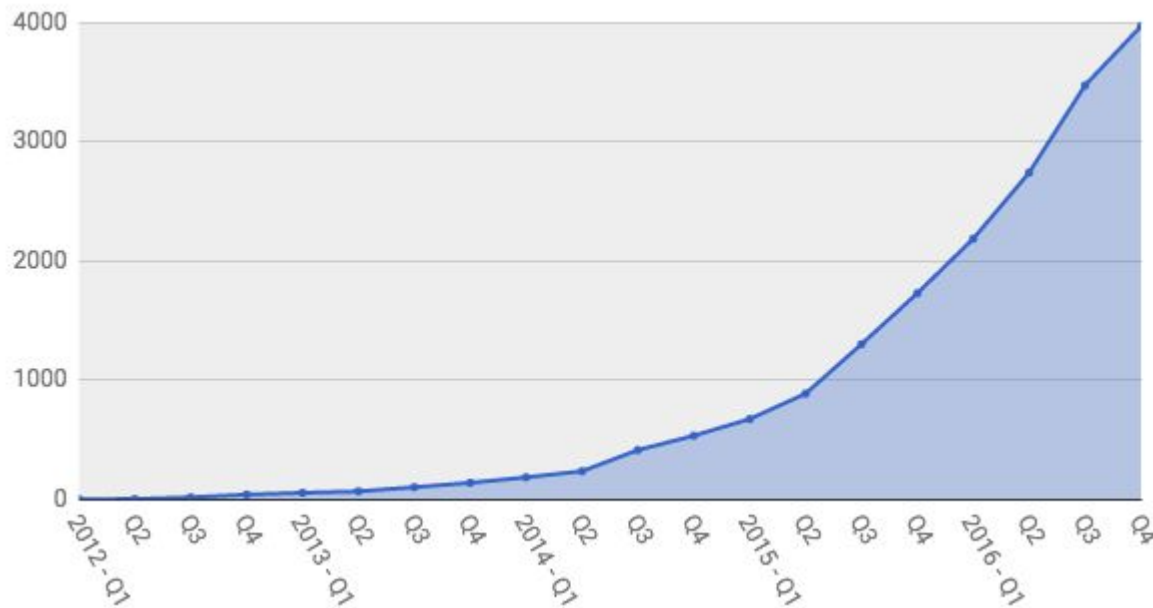


Pedestrian detection
Self-driving cars



Spam detection in **Gmail**

There are over 4000 TensorFlow machine learning models in production at Google, and it has transformed our company



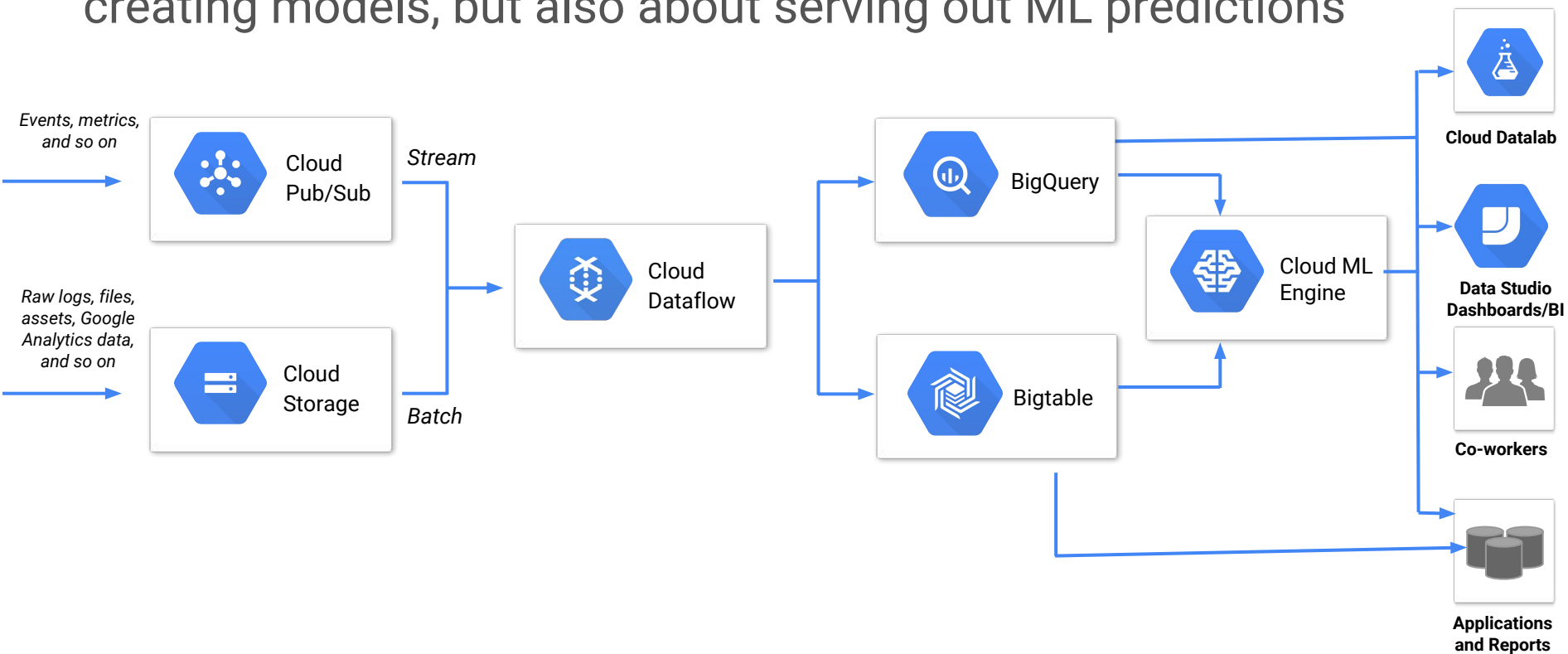
Course 1: How Google Does ML

Module 1: Intro to Specialization

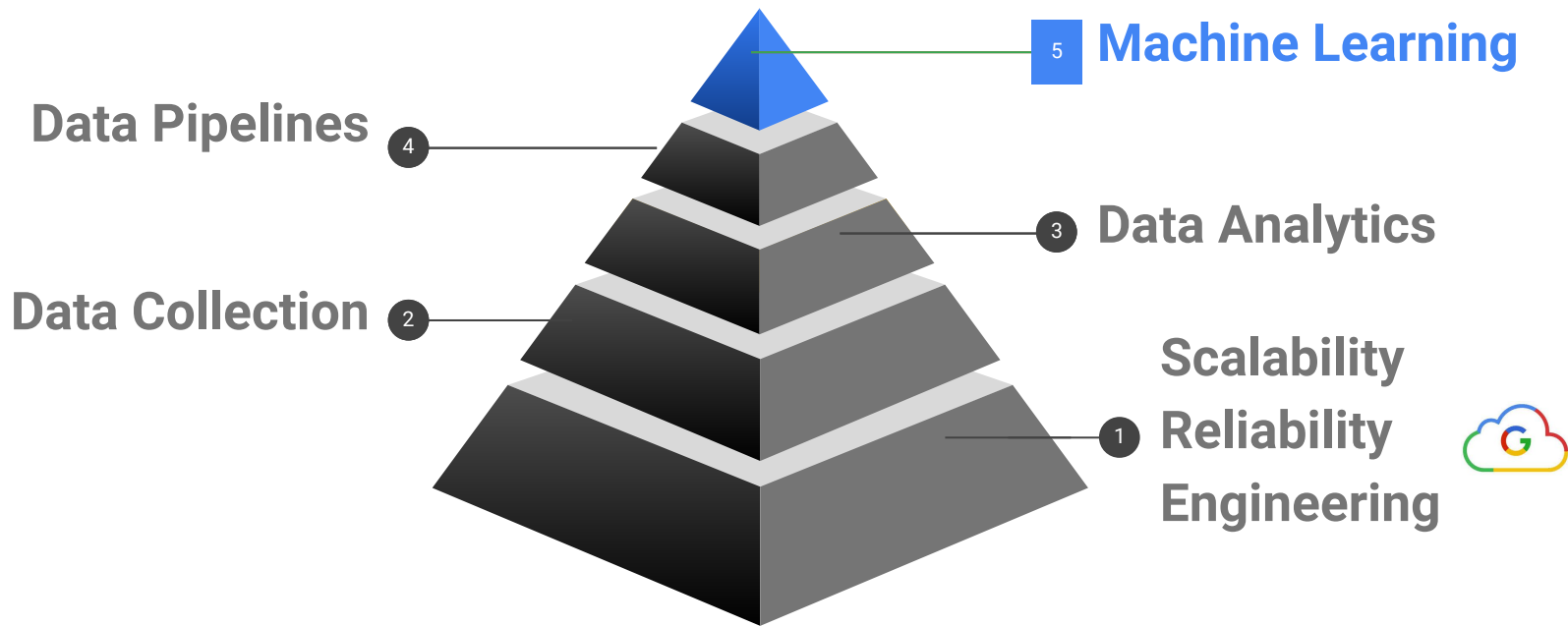
Lesson Title: **Why Google Cloud?**

Format: Screencast

To be successful at ML, you need to think, not just about creating models, but also about serving out ML predictions



To be good at ML, you need to be good at data engineering





cloud.google.com