

Module 5: Practical Application 1

Video Transcript

Video 5.1: Practical Application 1

Welcome to the first of three practical application modules. In these weeks there's no new content, but rather you will be applying the content you have learned thus far in the program.

In front of each of the three practical application modules, you will find two modules focused on career development. There's also a mentoring module after each practical application module. The material in the career development and mentor modules don't count towards program completion, but I highly suggest engaging with them, as each will provide you with tips on advancing your career in the ML/AI industry. One of the goals of this course is to set you up for a transition into a job in this field, so I hope you'll take advantage of these additional resources.

For this application module, the two career development modules are focused on writing your resume and cover letter, and crafting your elevator pitch. The mentor module will give you an overview of the career field and also provides an opportunity to interact with an ML/AI professional.

As for the actual practical application for this module, you will do two things. First, you will set up your public-facing GitHub repository in such a way that you can use it as a portfolio of work to show to prospective or current employers. And we're going to add to that portfolio throughout the program. Your second task is to actually make some data-driven decisions.

Consider this. Amazon has developed an idea for a new service that would help local businesses increase their customer traffic. Specifically, Amazon wants to track where a person is driving and send them targeted coupons for the food and drink establishments that they pass on their route. Would that work? Would a driver use the coupon right away, later on, or never? Is there a difference between a coffee house coupon and an upscale restaurant coupon? It'll be your job to use machine learning techniques to tell Amazon whether this is a good or a terrible idea based on the data already collected from surveys.

Have fun, and I'll see you in the next module.