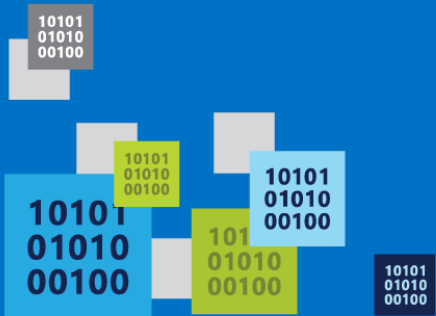


Azure Machine Learning

Dae Woo Kim (daewoo.kim@)
Technology Evangelist
Microsoft Korea

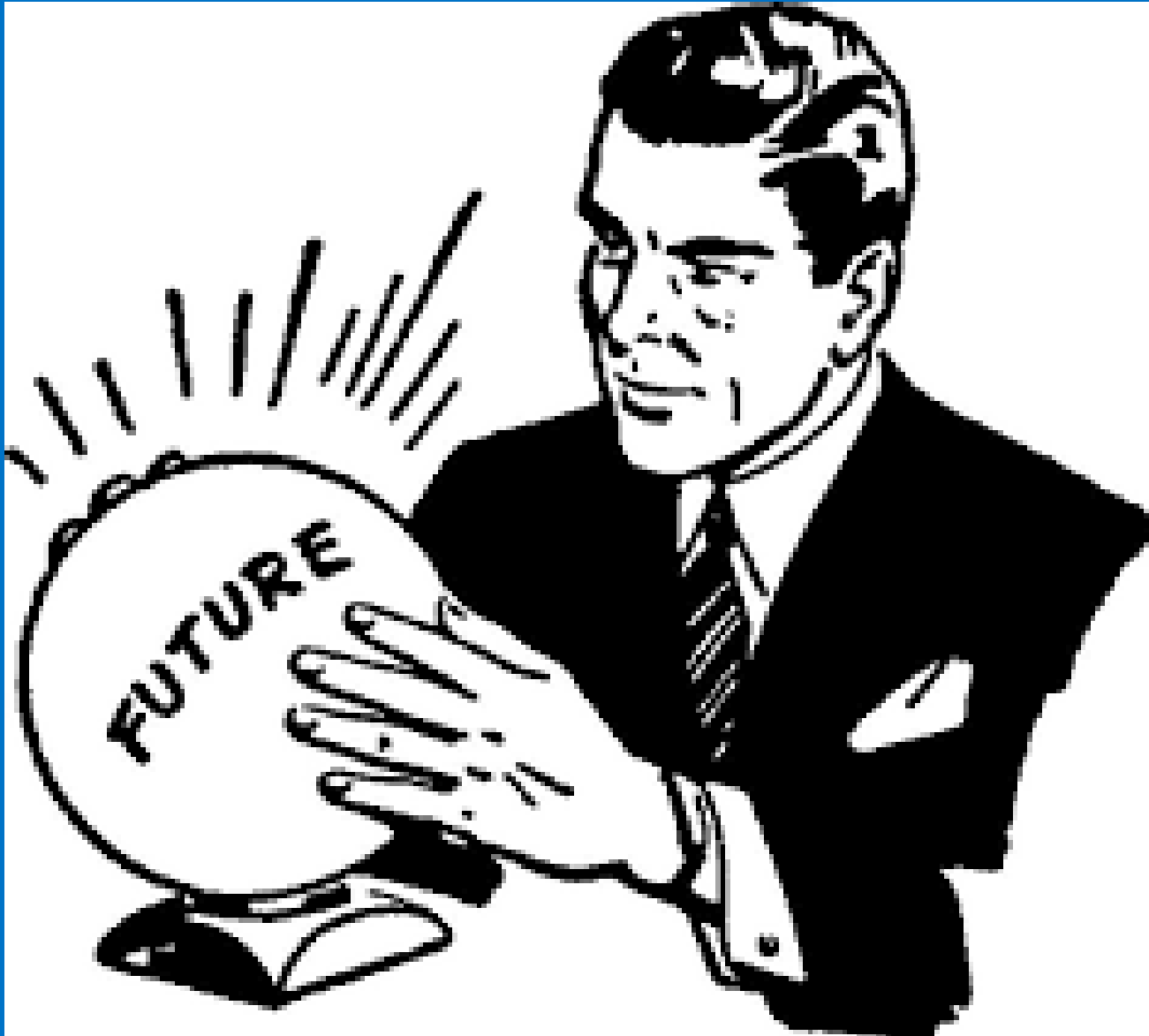
<https://aka.ms/azure-camp-jun>



Agenda

- Machine learning
- Azure Machine Learning 소개
- Machine learning 흐름 시연
- 비즈니스 시나리오 소개
- 요약

예측 - Prediction



과거의 데이터를 이용해 미래를 예측

Machine learning과
예측분석(predictive
analytics)는 비즈니스
확장을 위한 핵심 역량



Churn
analysis



Social network
analysis



Recommendation
engines



Location-based
tracking and
services



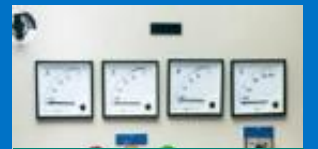
Vision Analytics



Weather
forecasting for
business planning



Legal
discovery and
document
archiving



Equipment
monitoring



Advertising
analysis



Pricing analysis



Fraud
detection



Personalized
Insurance

Machine learning - ?

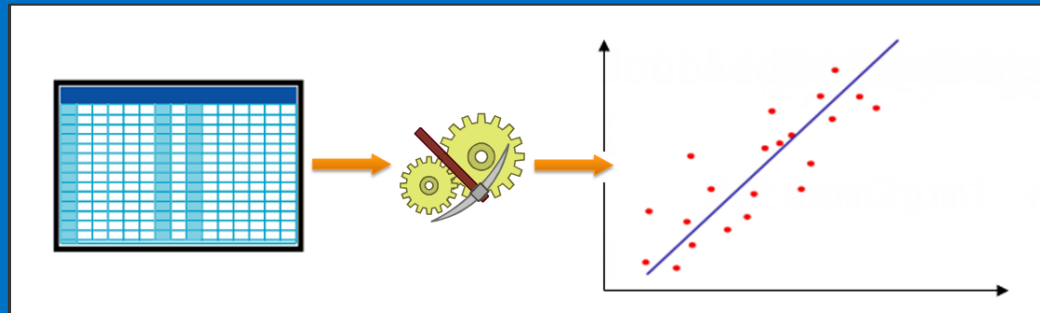
Machine Learning

Subfield of computer science and statistics that deals with the construction and study of systems that can learn from data, rather than follow only explicitly programmed instructions

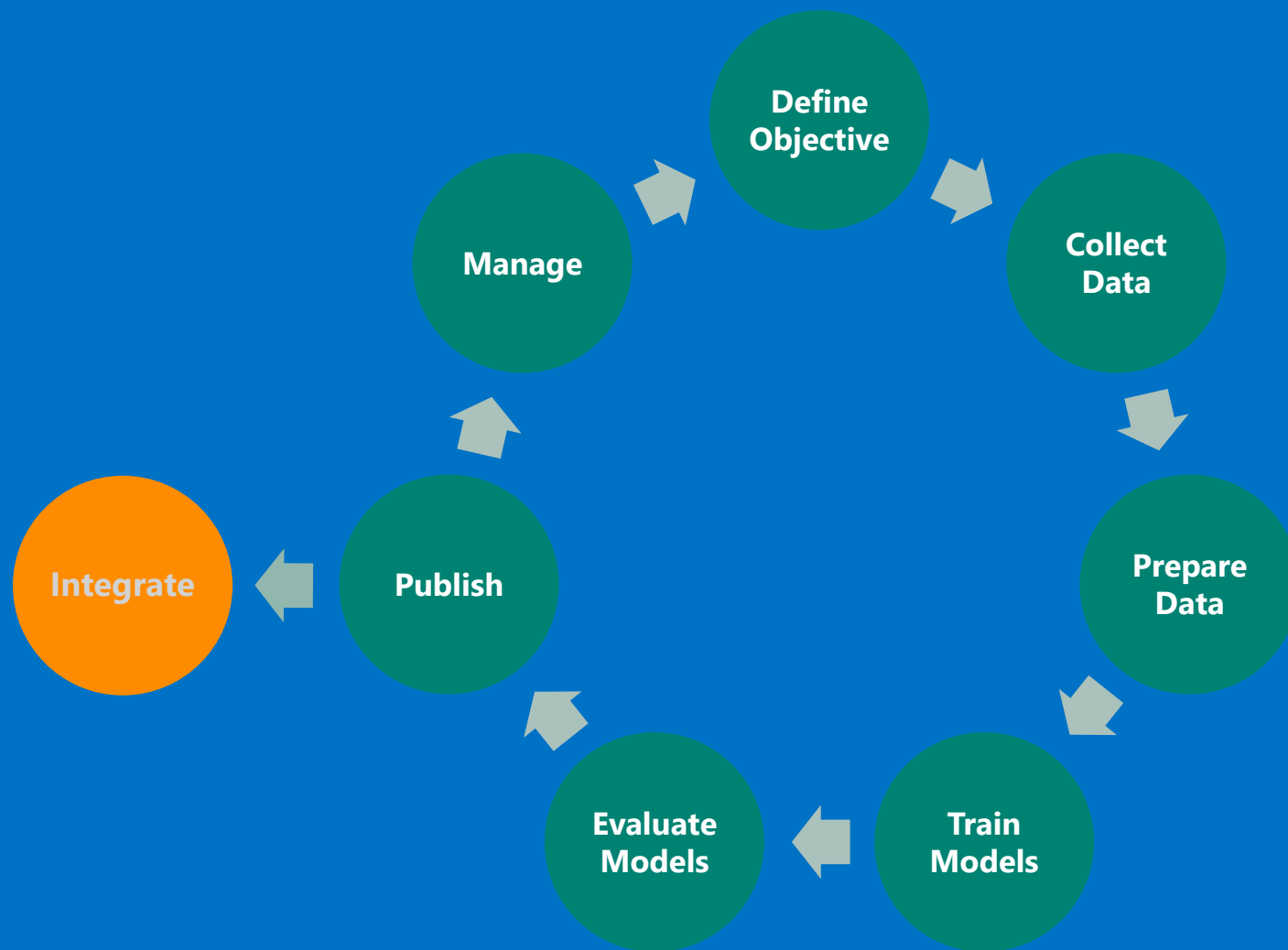
-Wikipedia

고객사의 수익 예측이
필요해

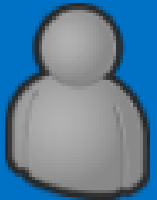
$f()$ Age, Marital Status, Gender, Yearly Income,
Total Children, Education, Occupation,
Home Owner, Commute Distance



Machine learning 워크플로우



Machine learning 역할



Data scientist

A highly educated and skilled person who can solve complex data problems by employing deep expertise in scientific disciplines (mathematics, statistics or computer science)



Data professional

A skilled person who creates or maintains data systems, data solutions, or implements predictive modelling

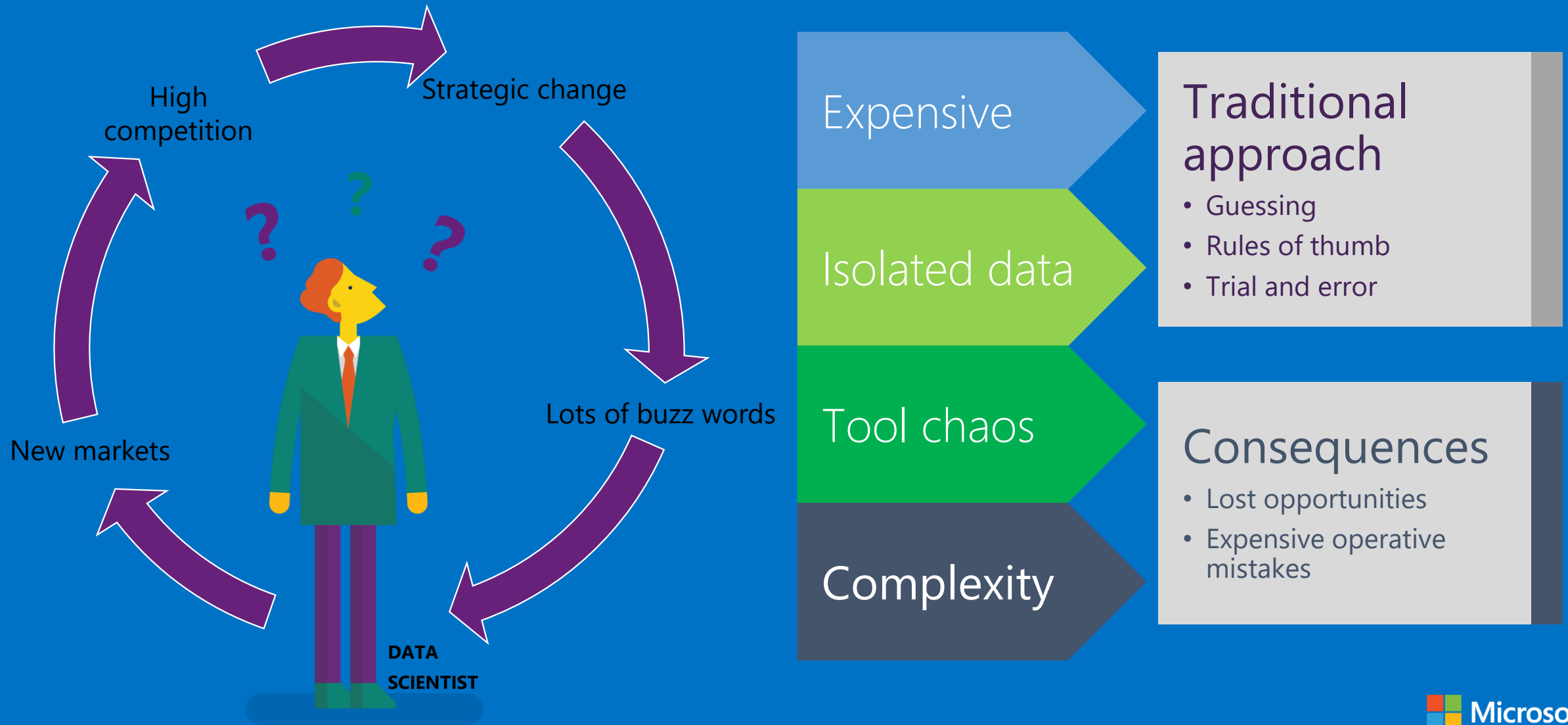
Roles: Database Administrator, Database Developer, or BI Developer



Software developer

A skilled person who designs and develops programming logic, and can apply machine learning to integrate predictive functionality into applications

Machine learning 난제



Azure Machine Learning 소개

Azure Machine Learning

강력한 클라우드 기반 예측 분석 가능

Advanced Analytics 솔루션을 손쉽게 빌드, 배포, 공유 가능
브라우저 기반 빠른 개발

다양한 Azure의 데이터 서비스들과 연계 가능

- Azure HDInsight (Big Data)
- Azure SQL Database, and
- Virtual Machines

Azure Machine Learning

동작방식

Azure Portal

ML Studio

ML API service

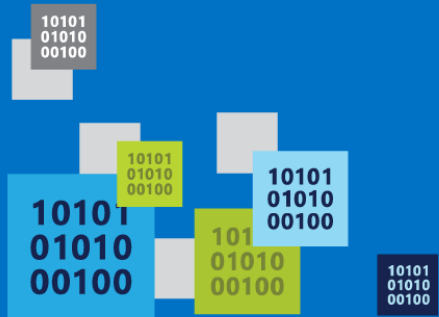


Azure Ops team

Data professionals & Data scientists

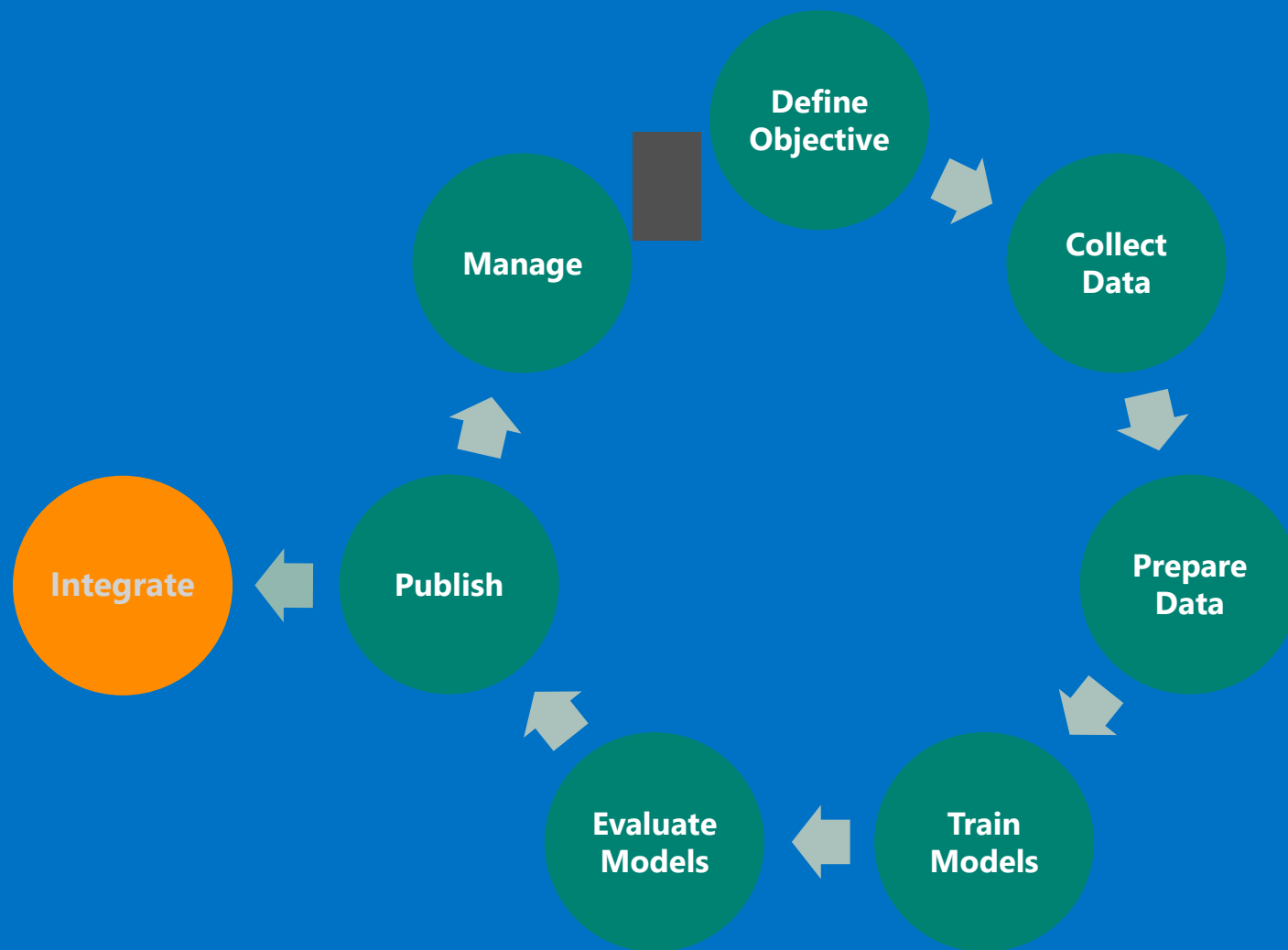
Software developers

Demo: Azure Machine Learning workspace 배포



ML 워크플로우

Machine learning 워크플로우



Machine learning 워크플로우

Define
Objective

고객의 수익 예측이
필요해

...to deliver targeted display advertising on the company eCommerce web site, to:

- Present relevant product suggestions
- Increase sales and profitability

Machine learning 워크플로우

Collect
Data

Garbage in ► Garbage out ☹️

- Internal sources, i.e. operational systems, data warehouse, etc.
- External sources
- Different formats, i.e. relational, multidimensional, text, map-reduce

E.g., integrate internal data to external data like weather, or market intelligence data

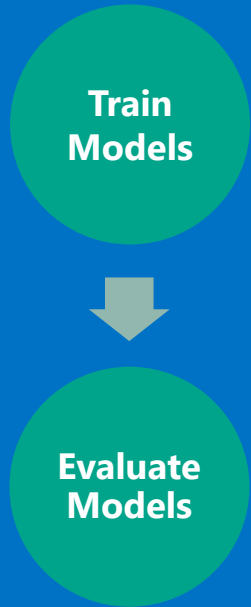
Machine learning 워크플로우

Prepare Data

- Transform to cleanse, reduce or reformat
- Isolate and flag abnormal data
- Appropriately substitute missing values
- Categorize continuous values into ranges
- Normalize continuous values between 0 and 1

When designing systems, give consideration to attributes that may be required as inputs for future modeling, e.g. demographic data: Birth date, gender, etc.

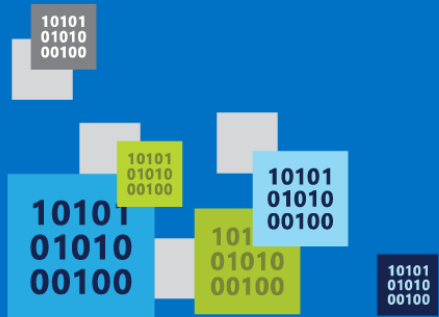
Machine learning 워크플로우



- Selecting a machine learning algorithm
- Defining inputs and outputs
- Optimizing by configuring algorithm parameters

Accuracy, Reliability, Usefulness

Demo: ML Experiment 실행



Machine learning 워크플로우

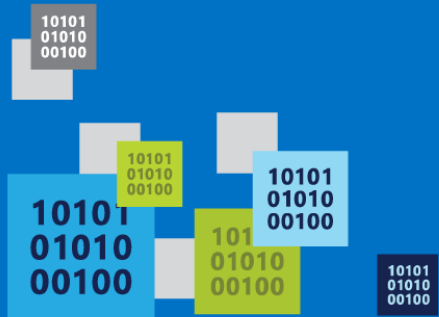


Publish

- Transformational logic is replaced with a re-usable transformation resource
- Training logic is replaced with a trained model
- Web service inputs and outputs are added
- Module properties can be parameterized

Learn from others by discovering experiments
Contribute and showcase your experiments

Demo: ML 웹서비스



Machine learning 워크플로우



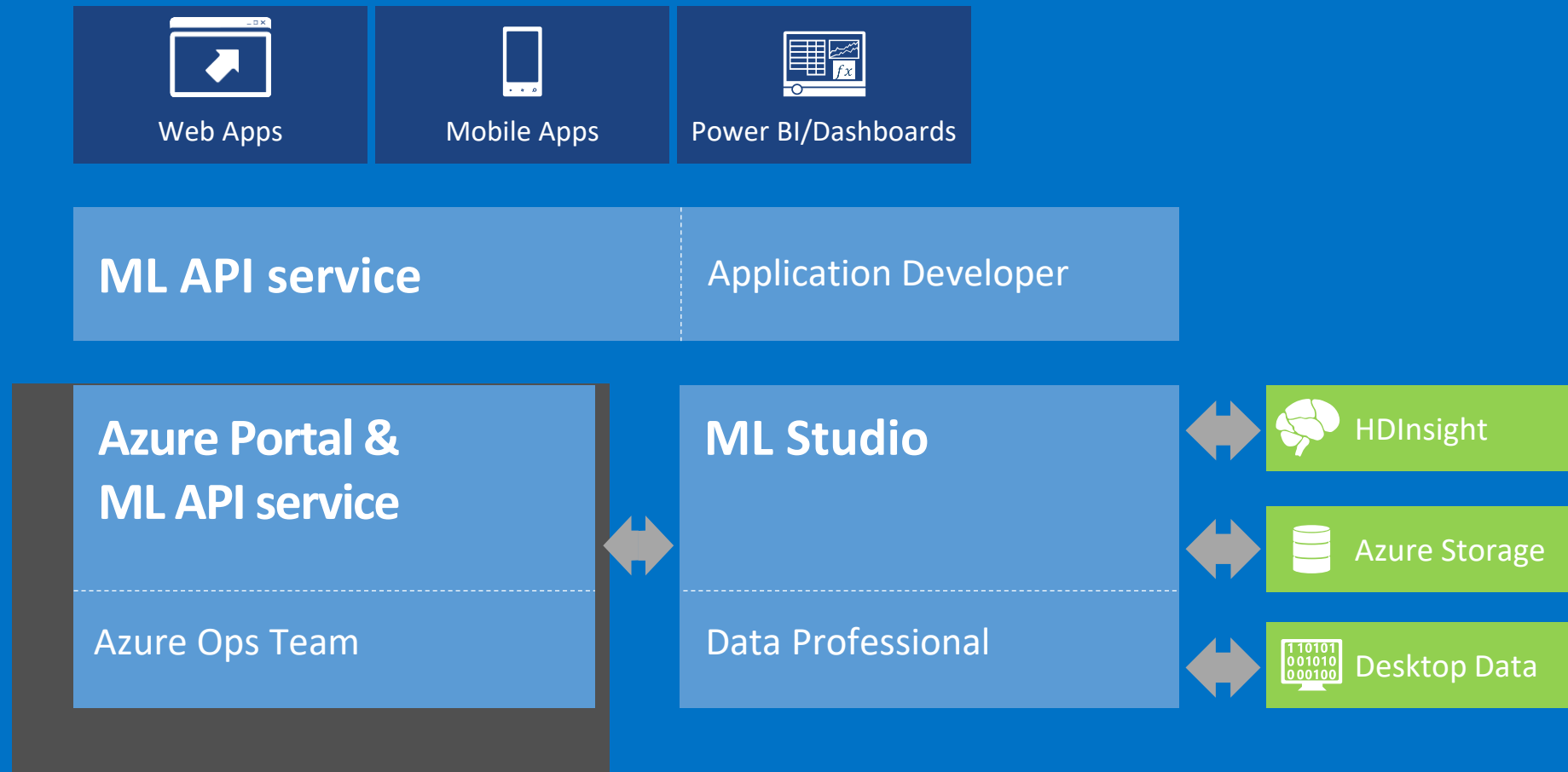
Integrate

Each web service offers two methods:

- Request/Response Service (RRS) ▶ Low latency, highly scalable web service
- Batch Execution Service (BES) ▶ High volume, asynchronous scoring of many records

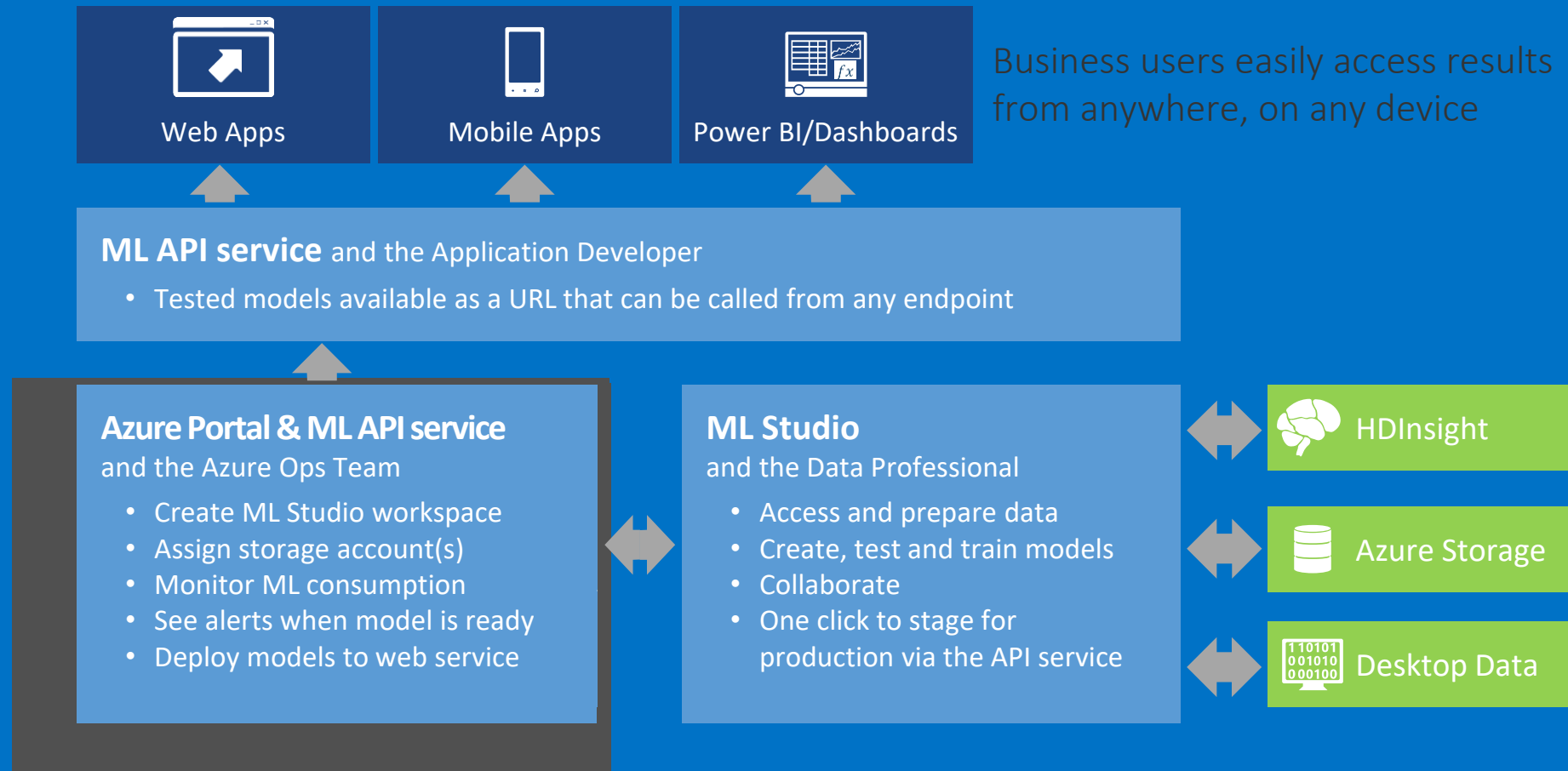
Azure Machine Learning

One solution for machine learning



Azure Machine Learning

One solution for machine learning



Cloud-based machine learning today



Faster towards solutions



Mashup of powerful algorithms



Elastic, pay-as-you-go model with low operative costs



Global scaling of solutions via cloud API



Quick and easy extensibility with cloud functions such as Power BI, Hadoop (Azure HDInsight) and cloud storage

Summary – Key Takeaway

Machine Learning is a subfield of computer science and statistics that deals with the construction and study of systems that can learn from data

Azure Machine Learning key attributes:

Fully managed ► No hardware or software to buy

Integrated ► Drag, drop, connect and configure

Best-in-class algorithms ► Proven solutions from Xbox and Bing

R built in ► Use over 400 R packages, or bring your own R or Python code

Deploy in minutes ► Operationalize with a click

Machine Learning is now approachable to developers

Resources

<http://azure.microsoft.com/en-us/services/machine-learning>

<http://azure.microsoft.com/en-us/documentation/services/machine-learning>

<http://azure.microsoft.com/en-us/documentation/articles/machine-learning-faq>

<http://azure.microsoft.com/en-us/pricing/details/machine-learning/>

Note: The Free tier does not require an Azure subscription or a credit card

Resources

<https://gallery.azureml.net>

<http://blogs.technet.com/b/machinelearning>

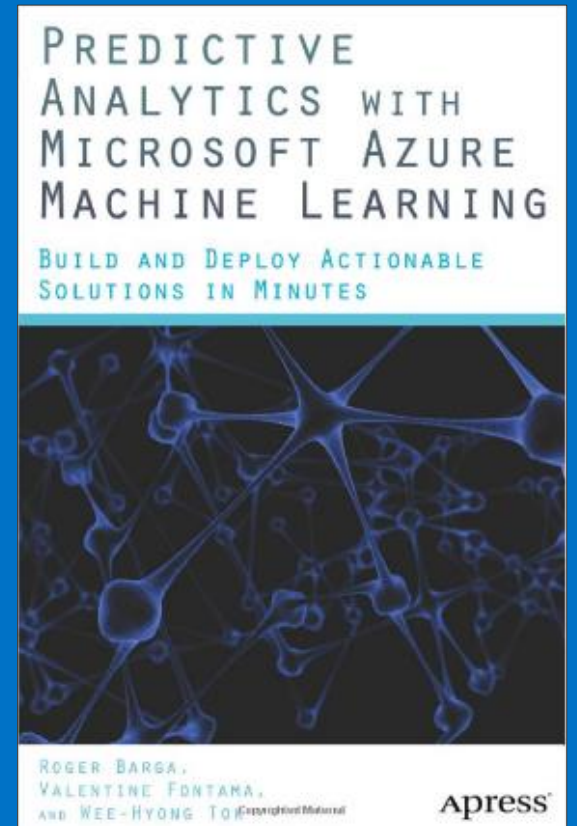
<http://www.revolutionanalytics.com>

Resources

Publisher: Apress

Authors: Roger Barga, Valentine Fontama, and Wee Hyong Tok

http://en.wikipedia.org/wiki/Paul_the_Octopus



Q&A





© 2014 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.