

1. Main page: <http://cortanaanalytics.com>
2. To begin this module, you should have:
 1. Basic Math and Stats skills
 2. Business and Domain Awareness
 3. General Computing Background

NOTE: These workbooks contain many resources to lead you through the course, and provide a rich set of references that you can use to learn much more about these topics. If the links do not resolve properly, type the link address in manually in your web browser. If the links have changed or been removed, simply enter the title of the link in a web search engine to find the new location or a corollary reference.

Section 5 Learning Objectives

1. Understand how to evaluate the efficacy and performance of an Azure ML experiment
2. Understand how to evaluate the efficacy and performance of an MSR ML experiment
3. Access and show data from Azure Storage
4. Access and Query Azure SQL DB



1. At the end of this Module, you will:
 1. Understand how to evaluate the efficacy and performance of an Azure ML experiment
 2. Understand how to evaluate the efficacy and performance of an MSR ML experiment
 3. Access and show data from Azure Storage
 4. Access and Query Azure SQL DB

The Data Science Process and Platform



The Team Data Science Process

Business Understanding

- Define Objectives
- Identify Data Sources

Data Acquisition and Understanding

- Ingest Data
- Explore Data
- Update Data

Modeling

- Feature Selection
- Create and Train Model

Deployment

- Operationalize












Customer Acceptance

- Testing and Validation
- Handoff
- Re-train and re-score

1. This process largely follows the CRISP-DM model:
<http://www.sv-europe.com/crisp-dm-methodology/>
2. It also references the Cortana Intelligence process:
<https://azure.microsoft.com/en-us/documentation/articles/data-science-process-overview/>
3. A complete process diagram is here:
<https://azure.microsoft.com/en-us/documentation/learning-paths/cortana-analytics-process/>
4. Some walkthrough's of the various services:
<https://azure.microsoft.com/en-us/documentation/articles/data-science-process-walkthroughs/>
5. An integrated process and toolset allows for a more close-to-intent deployment
6. Iterations are required to close in on the solution – but are

harder tio management and monitor

The Cortana Intelligence Platform

	Cortana, Cognitive Services, Bot Framework
	Power BI
	Stream Analytics
	HDInsight
	Azure Machine Learning (MRS)
	SQL Data Warehouse (SQL DB, Document DB)
	Data Lake
	Event Hubs
	Data Factory
	Data Catalog
	Microsoft Azure

1. Platform and Storage: Microsoft Azure – <http://microsoftazure.com> Storage: <https://azure.microsoft.com/en-us/documentation/services/storage/> (Host It)
2. Azure Data Catalog: <http://azure.microsoft.com/en-us/services/data-catalog> (Doc It)
3. Azure Data Factory: <http://azure.microsoft.com/en-us/services/data-factory/> (Move It)
4. Azure Event Hubs: <http://azure.microsoft.com/en-us/services/event-hubs/> (Bring It)
5. Azure Data Lake: <http://azure.microsoft.com/en-us/campaigns/data-lake/> (Store It)
6. Azure DocumentDB: <https://azure.microsoft.com/en-us/services/documentdb/> , Azure SQL Data Warehouse: <http://azure.microsoft.com/en-us/services/sql-data-warehouse/> (Relate It)
7. Azure Machine Learning: <http://azure.microsoft.com/en-us/services/machine-learning/> (Learn It)
8. Azure HDInsight: <http://azure.microsoft.com/en-us/services/hdinsight/> (Scale It)
9. Azure Stream Analytics: <http://azure.microsoft.com/en-us/services/stream-analytics/> (Stream It)
10. Power BI: <https://powerbi.microsoft.com/> (See It)
11. Cortana: <http://blogs.windows.com/buildingapps/2014/09/23/cortana-integration-and-speech-recognition-new-code-samples/> and <https://blogs.windows.com/buildingapps/2015/08/25/using-cortana-to-interact-with-your-customers-10-by-10/> and <https://developer.microsoft.com/en-us/Cortana> (Say It)
12. Cognitive Services: <https://www.microsoft.com/cognitive-services>
13. Bot Framework: <https://dev.botframework.com/>
14. All of the components within the suite: <https://www.microsoft.com/en-us/server-cloud/cortana-intelligence-suite/what-is-cortana-intelligence.aspx>
15. What can I do with it? <https://gallery.cortanaintelligence.com/>

16. Getting Started Quickly: <https://caqs.azure.net/#gallery>

Module 1: Measuring Effectiveness and Efficiency in ML



6

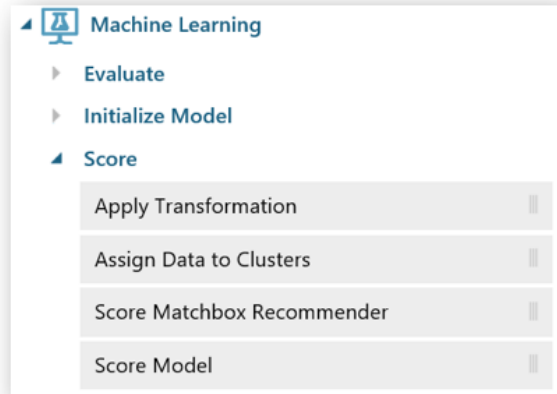
1. Train and Evaluate your Model:
<https://azure.microsoft.com/en-us/documentation/articles/machine-learning-walkthrough-4-train-and-evaluate-models/>

Azure Machine Learning

Score

Apply a trained model to:

- A list of recommended items
- Forecasts for time series models
- Estimates of projected demand, volume, or other numeric quantity, for regression models
- Cluster assignments
- A predicted class or outcome, for classification models
- Probability scores associated with these outputs



1. <https://azure.microsoft.com/en-us/documentation/articles/machine-learning-algorithm-choice/>
2. <https://msdn.microsoft.com/en-US/library/azure/dn906012.aspx>
3. <https://msdn.microsoft.com/en-us/library/azure/dn913055.aspx>
4. <https://msdn.microsoft.com/en-us/library/azure/dn913055.aspx>
5. <https://msdn.microsoft.com/en-us/library/azure/dn905970.aspx>
6. <https://msdn.microsoft.com/en-us/library/azure/dn905995.aspx>

Azure Machine Learning

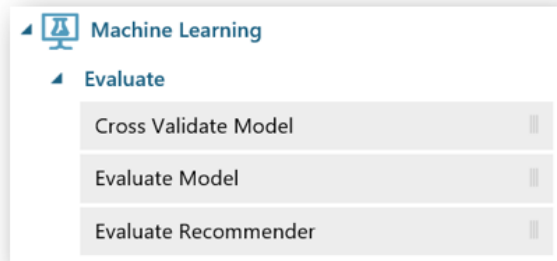
Evaluate

Metrics for Classification Models

- Accuracy, Recall, Precision, F1-Score
- AUC
- Average Log Loss
- Training Log Loss

Metrics for Regression Models

- Mean absolute error (MAE)
- Root mean squared error (RMSE)
- Relative absolute error (RAE)
- Relative squared error (RSE)
- Coefficient of determination



1. [Simple explanation of the ROC Curve:](http://blog.revolutionanalytics.com/2016/08/roc-curves-in-two-lines-of-code.html)
<http://blog.revolutionanalytics.com/2016/08/roc-curves-in-two-lines-of-code.html>
2. <https://msdn.microsoft.com/en-us/library/azure/dn906026.aspx>
3. <https://azure.microsoft.com/en-us/documentation/articles/machine-learning-evaluate-model-performance/>
4. <https://msdn.microsoft.com/library/azure/75fb875d-6b86-4d46-8bcc-74261ade5826>
5. <https://msdn.microsoft.com/library/azure/927d65ac-3b50-4694-9903-20f6c1672089>
6. <https://msdn.microsoft.com/library/azure/e9ad68a7-e91b-4ae6-800e-b5ee7e22cd17>

Module 2:

Accessing result data from Azure Storage



9

1. Working with Azure Storage:
<https://azure.microsoft.com/en-us/documentation/services/storage/>

Options for Data Access

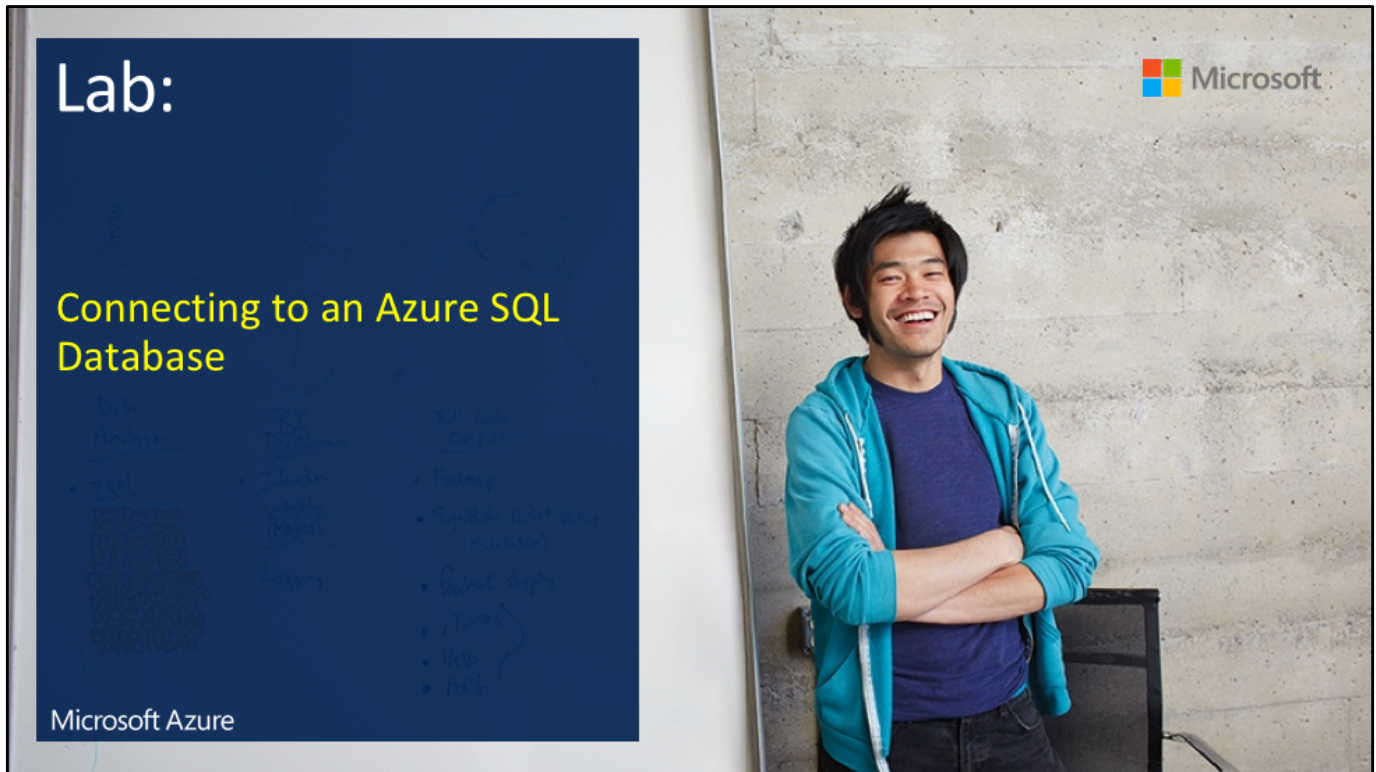
- Power BI / Excel
- Query Tools
- Code
- 3rd Party

1. Access and read through this page:

<https://support.office.com/en-us/article/Connect-to-Microsoft-Azure-Blob-Storage-Power-Query-f8165faa-4589-47b1-86b6-7015b330d13e?ui=en-US&rs=en-US&ad=US&fromAR=1>

2. Access and read through this page:

<http://social.technet.microsoft.com/wiki/contents/articles/2128.azure-and-sql-database-tutorials-tutorial-1-using-azure-web-role-and-azure-table-service.aspx>



1. Optional: On your DVSM, you can connect to Azure SQL DB after you open the firewall.
 1. Read this for creating a database server and database: <https://azure.microsoft.com/en-us/documentation/articles/sql-database-get-started/>
 2. In the portal, find and record your connection strings: <http://www.connectionstrings.com/sql-azure/>
 3. Read this to connect and browse to a database: <https://msdn.microsoft.com/en-us/library/hh272693%28v=vs.103%29.aspx>

Module 3:

Accessing Data from API-based Sources



12

1. Accessing storage using Code:
<https://azure.microsoft.com/en-us/documentation/articles/storage-dotnet-how-to-use-blobs/>

Options for Data Sourcing

- API Sources
- Storage Sources
- Coding access (REST)

1. REST Documentation: <https://msdn.microsoft.com/en-us/library/azure/dd179355.aspx>



1. Understand how to evaluate the efficacy and performance of an Azure ML experiment
2. Understand how to evaluate the efficacy and performance of an MSR ML experiment
3. Access and show data from Azure Storage
4. Access and Query Azure SQL DB

© 2018 Microsoft Corporation. All rights reserved.

Questions?