

Celebrating 20 years

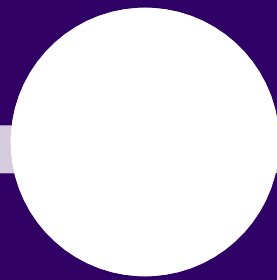
of Machine Learning
at Amazon



Scroll to learn —→

Collaborative Filtering

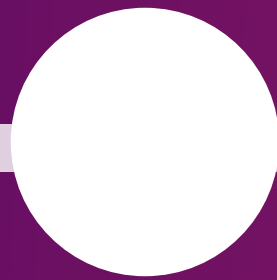
2003



Amazon.com revolutionized collaborative filtering by basing product recommendations not on similarities between customers but between products.

Unified Forecasting Model

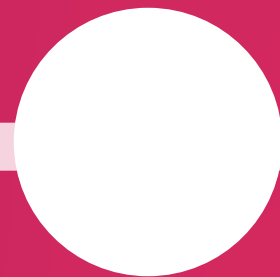
2007+



Arriving at the unified forecasting model hasn't been the result of one "eureka" moment, it's been a journey. We've tried everything from time series models to random cut forest to MQ transformers and more - and the journey is ongoing: our teams have continued to innovate and improve.

Enter Echo

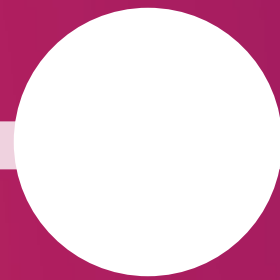
2014



Unparalleled cloud services, data centers loaded with GPUs, and engineers who knew how to move data around makes a low-cost, ubiquitous computer with all its brains in the cloud that you can interact with using your voice.

AWS Machine Learning Services

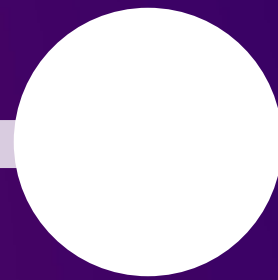
2016



AWS released new machine learning services that directly drew on the innovations from Alexa—a text-to-speech component called Amazon Polly and a natural language processing engine called Amazon Lex and Amazon Rekognition which drew on work from Prime Photos.

Amazon SageMaker Launches + New AI Services

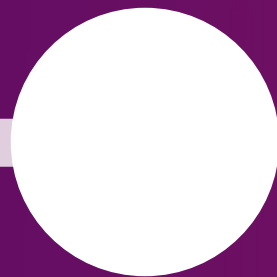
2017



Amazon SageMaker removed the heavy lifting from the ML process and today includes workflows, the world's first IDE, no-code ML, AutoML, and tools for any use case. And AI services Amazon Transcribe, Amazon Translate, and Amazon Comprehend to easily build applications with language and video analysis.

Fastest Way to Start ML

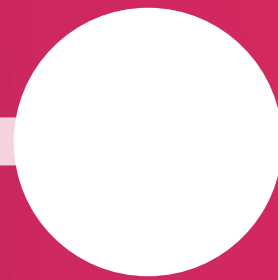
2018



AWS launches AWS DeepRacer. You can train and race on simulated tracks or in-person with 1/18th scale cars driven in quest of the coveted DeepRacer Cup.

Breadth and depth of AI services

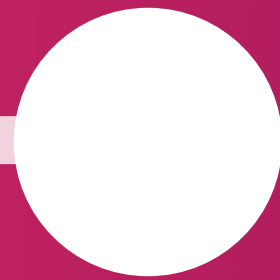
2018-today



AI services for top use cases such as document processing, contact center intelligence, personalization, content moderation, industrial, healthcare, and more including Amazon Textract, Amazon Personalize, Amazon Forecast, Amazon Kendra, Amazon CodeGuru Amazon Fraud Detector, Amazon DevOps Guru, Amazon HealthLake, and Amazon Monitron

Expanding the reach of ML

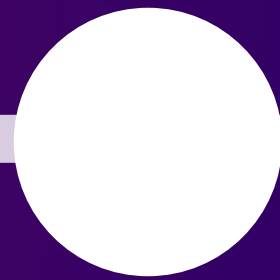
2021



AWS AI & ML Scholarship program designed to prepare underrepresented and underserved students globally for careers in machine learning.

ML-powered coding companion

2022



AWS launches Amazon CodeWhisper an ML-powered service that generates code recommendations based on comments in natural language and code

Today



Today AI/ML helps to power nearly everything at Amazon, and AWS Machine Learning services empower over 100,000 customers to achieve their goals.