

MIDS W207

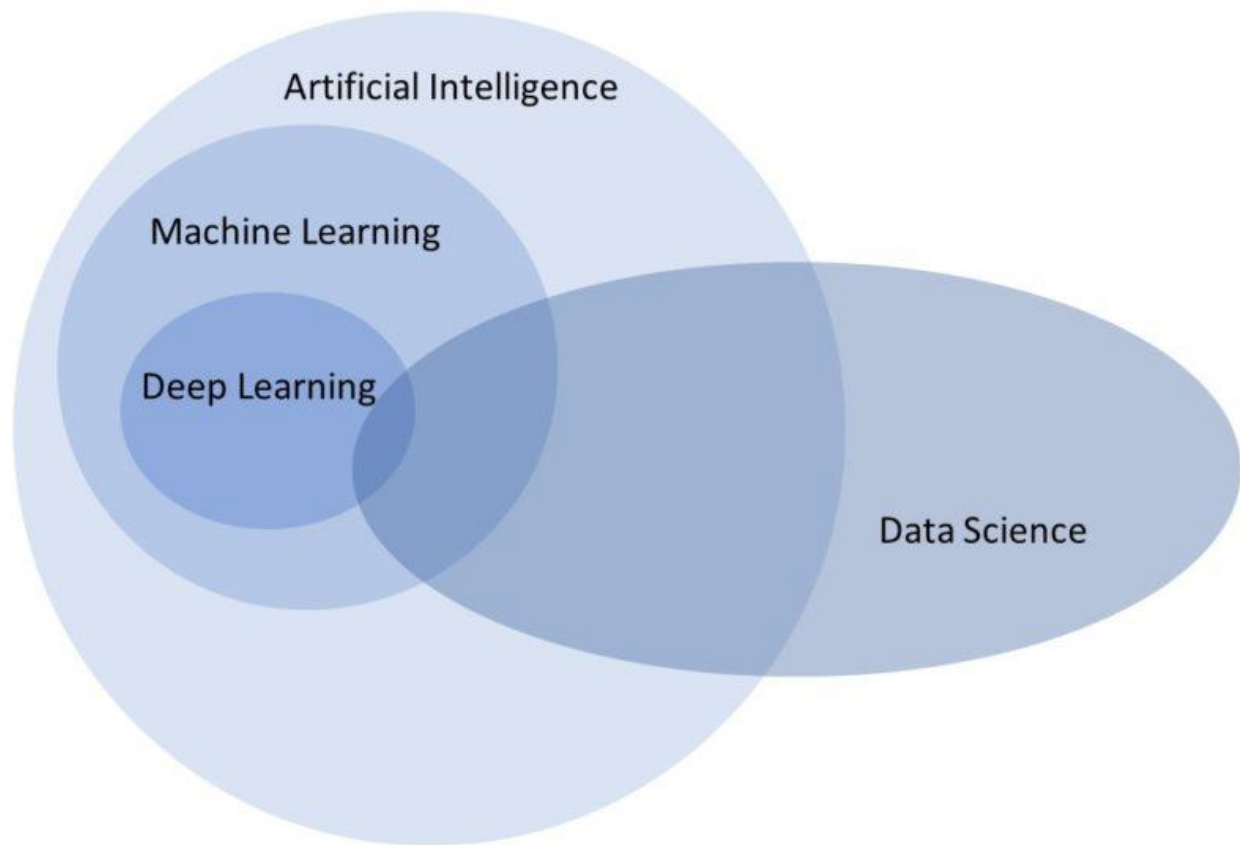
# Applied Machine Learning

Spring 2022

Week 1

## HOW ARE YOU FELLING TODAY?







Who is my ML system for?

Am I using a representative dataset?

Is there real-world / human bias in my data?

How is my model performing?

What can I do to improve the model?

Define Problem

Construct and Prepare Data

Build and Train Model

Deploy

Iterate

Are there any privacy considerations?

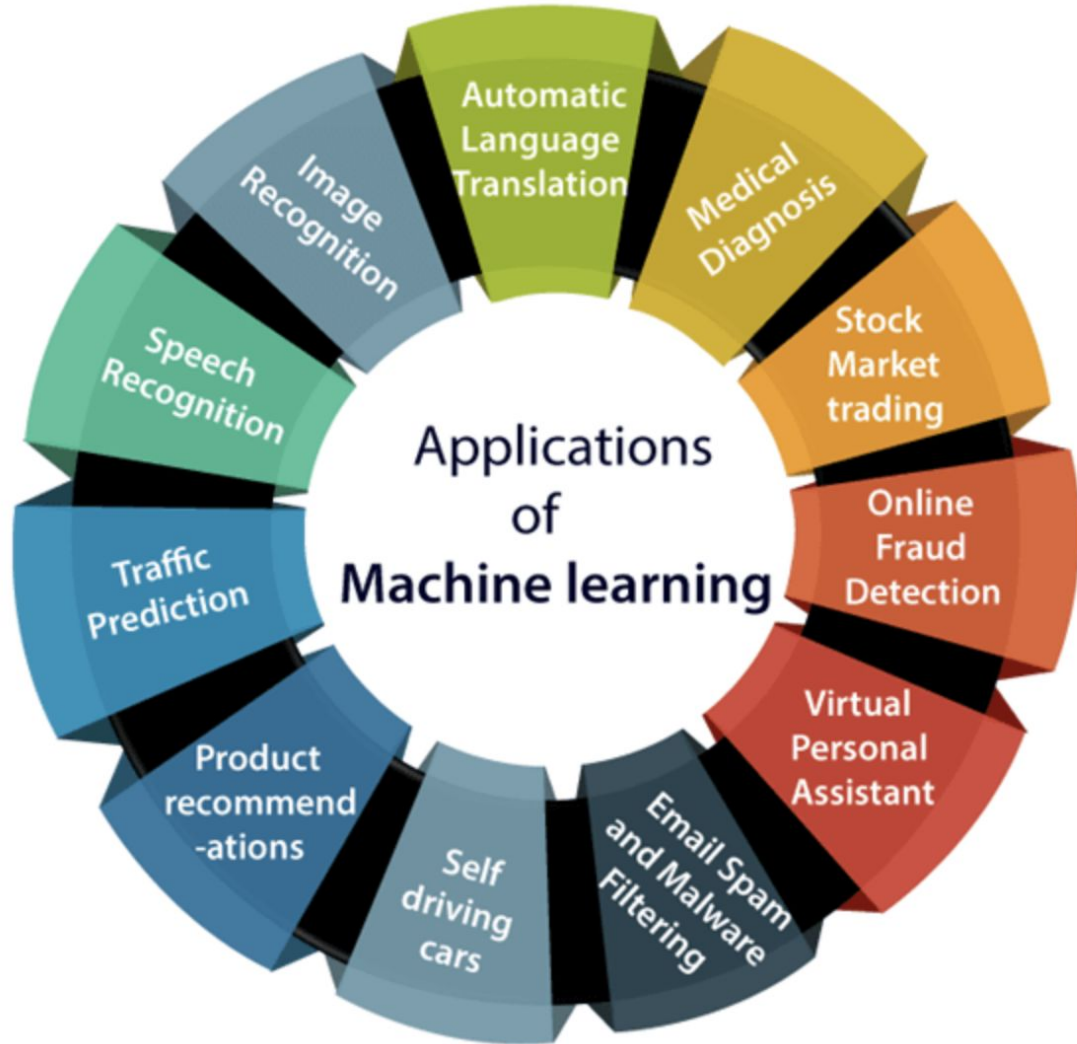
Where do I get relevant features in a privacy preserving way?

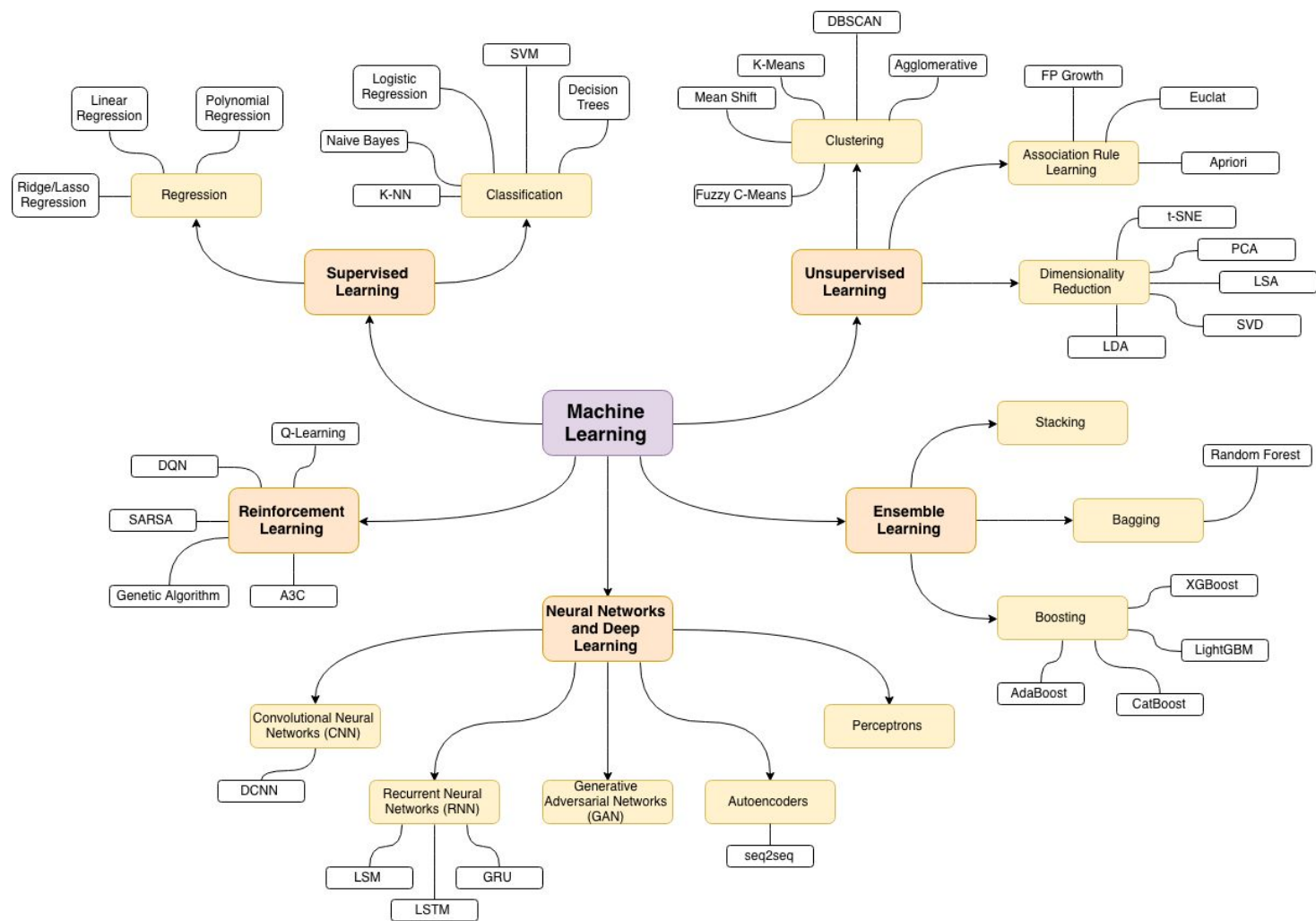
Are test users diverse?

How does my data affect model performance?

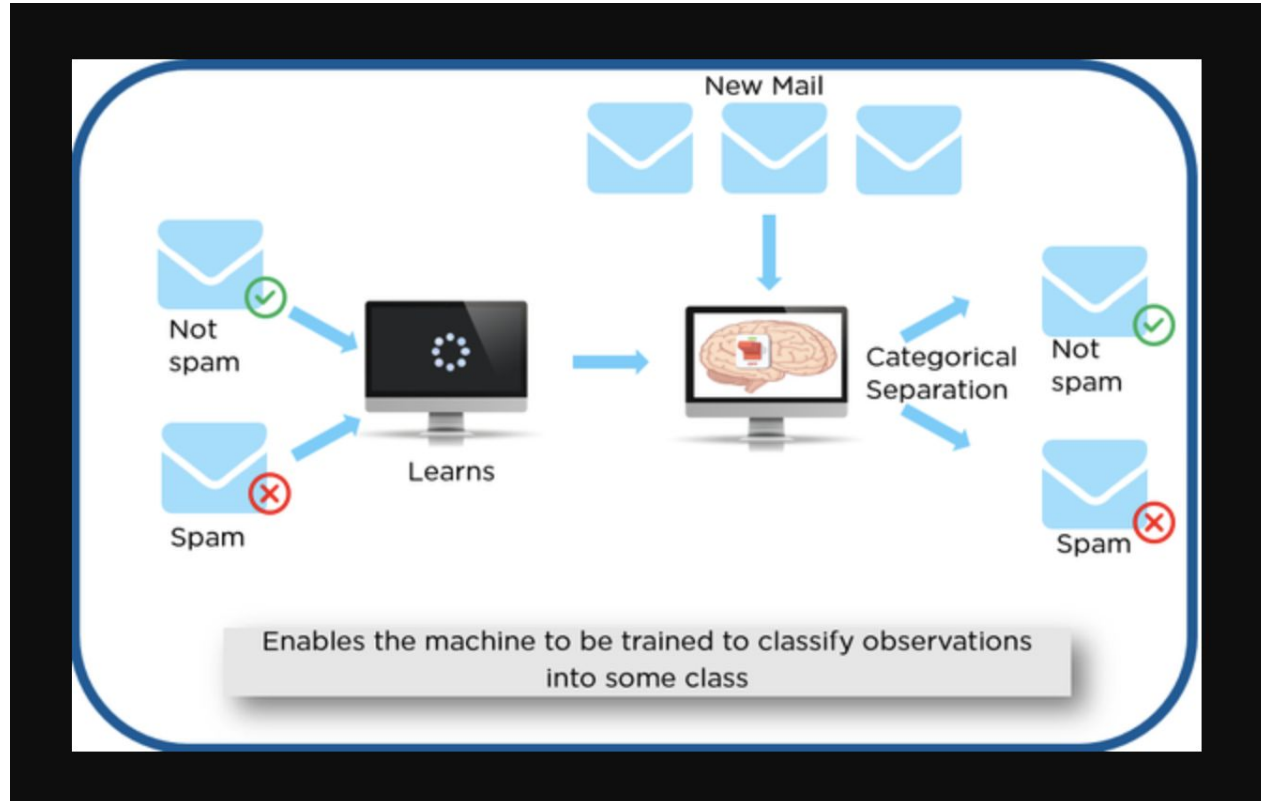
Should I deploy my model?

Are there complex feedback loops?

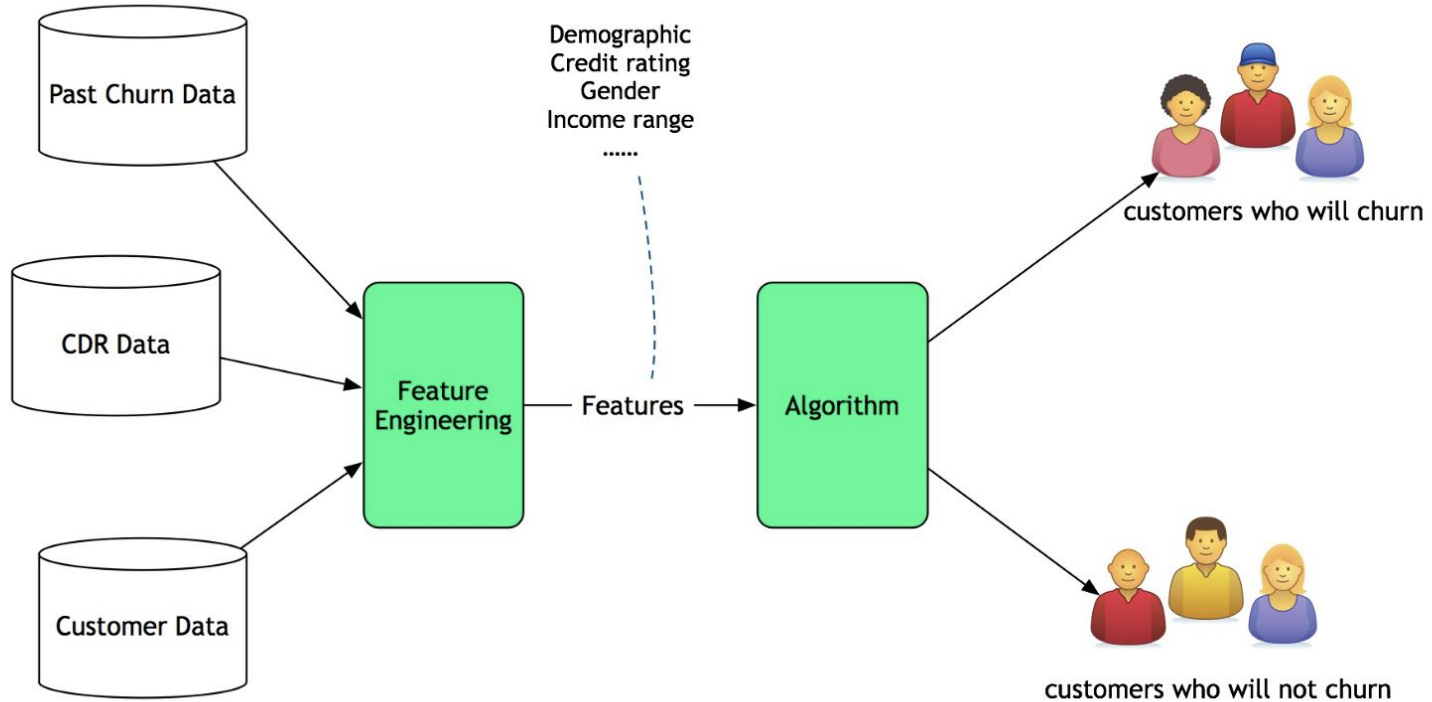




# Applications: Spam and Non Spam

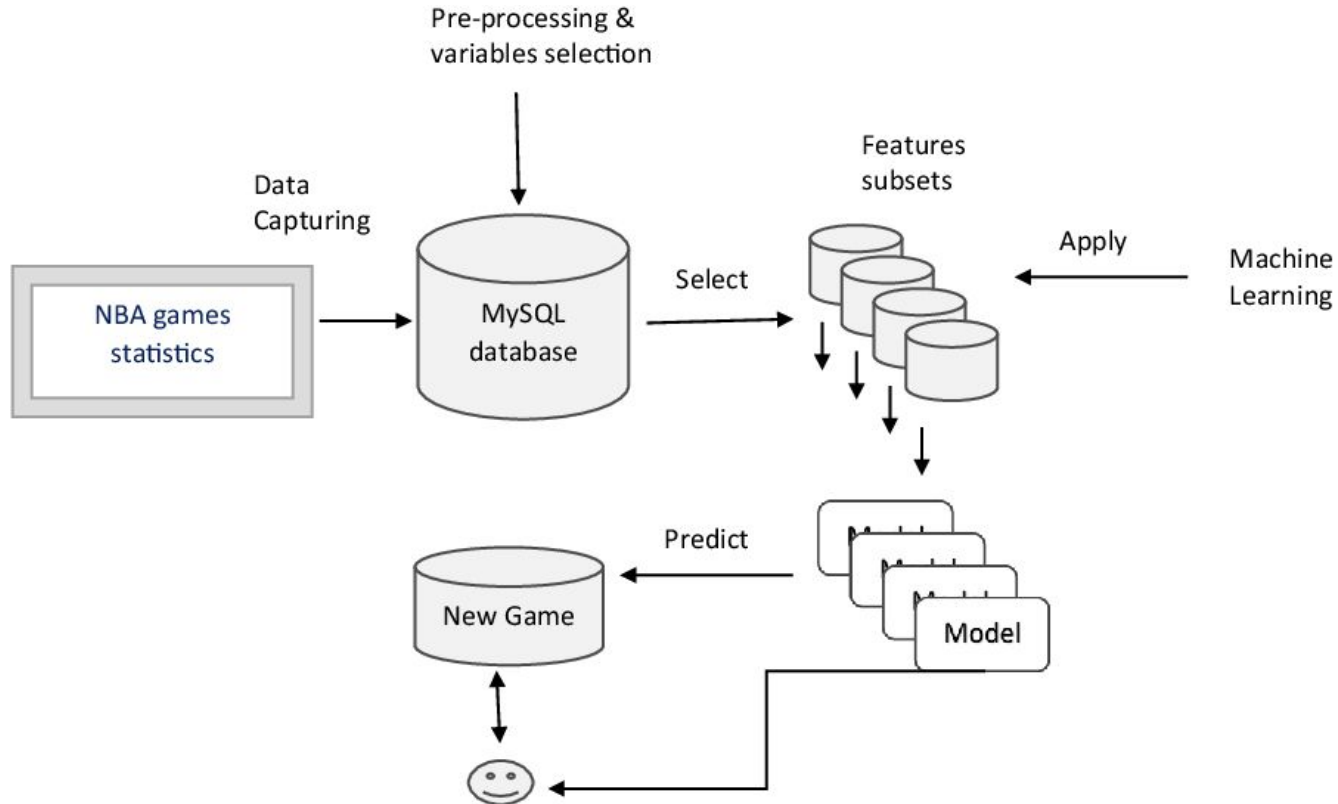


# Applications: Prediction Adoption

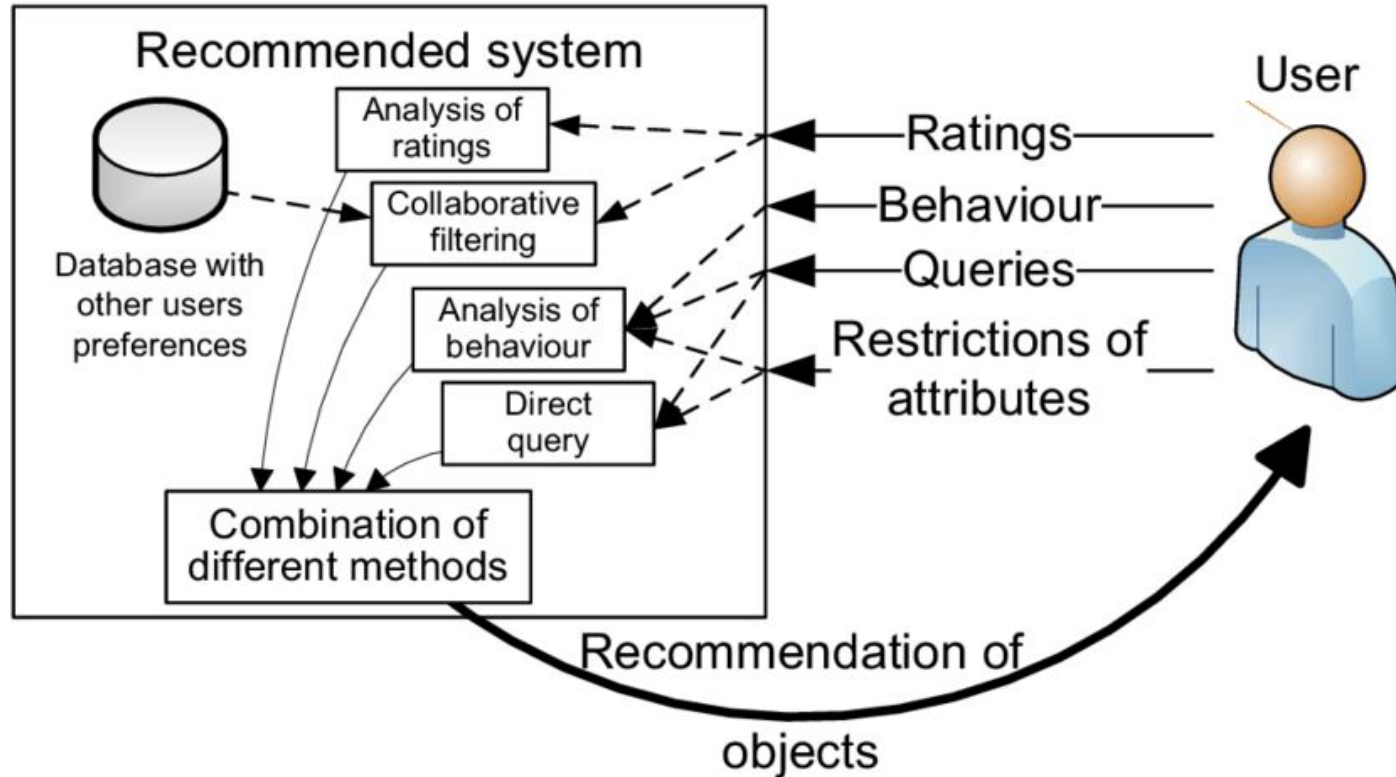




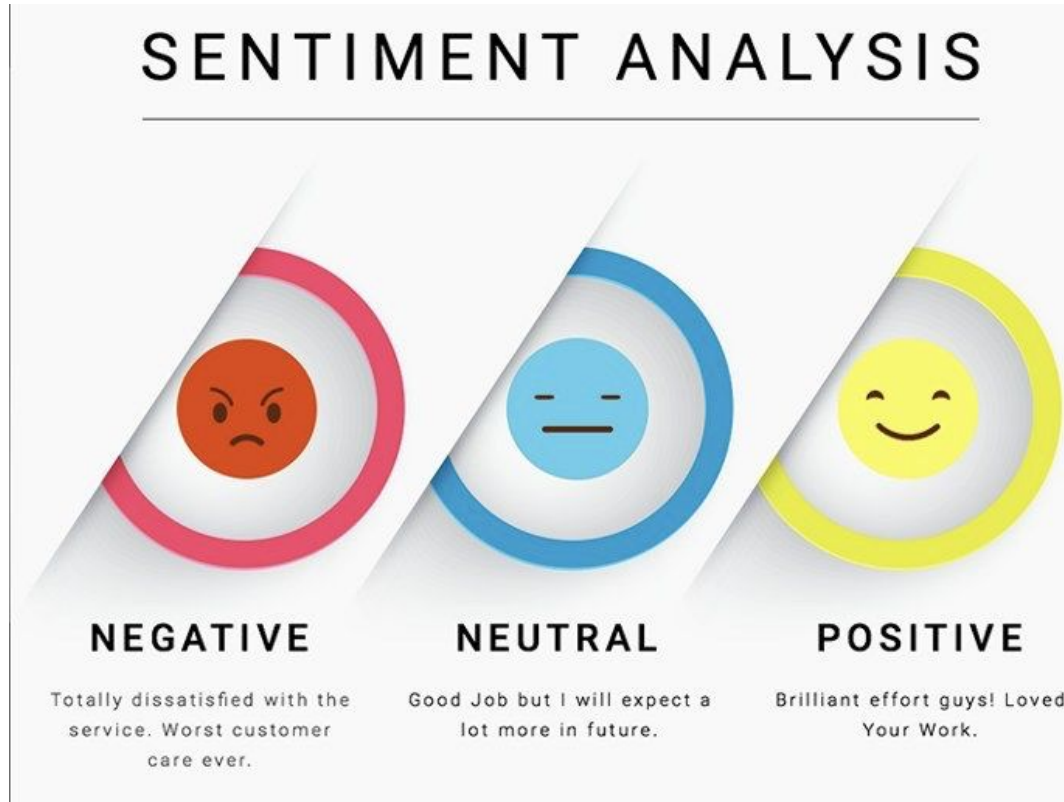
# Applications: Sports Prediction



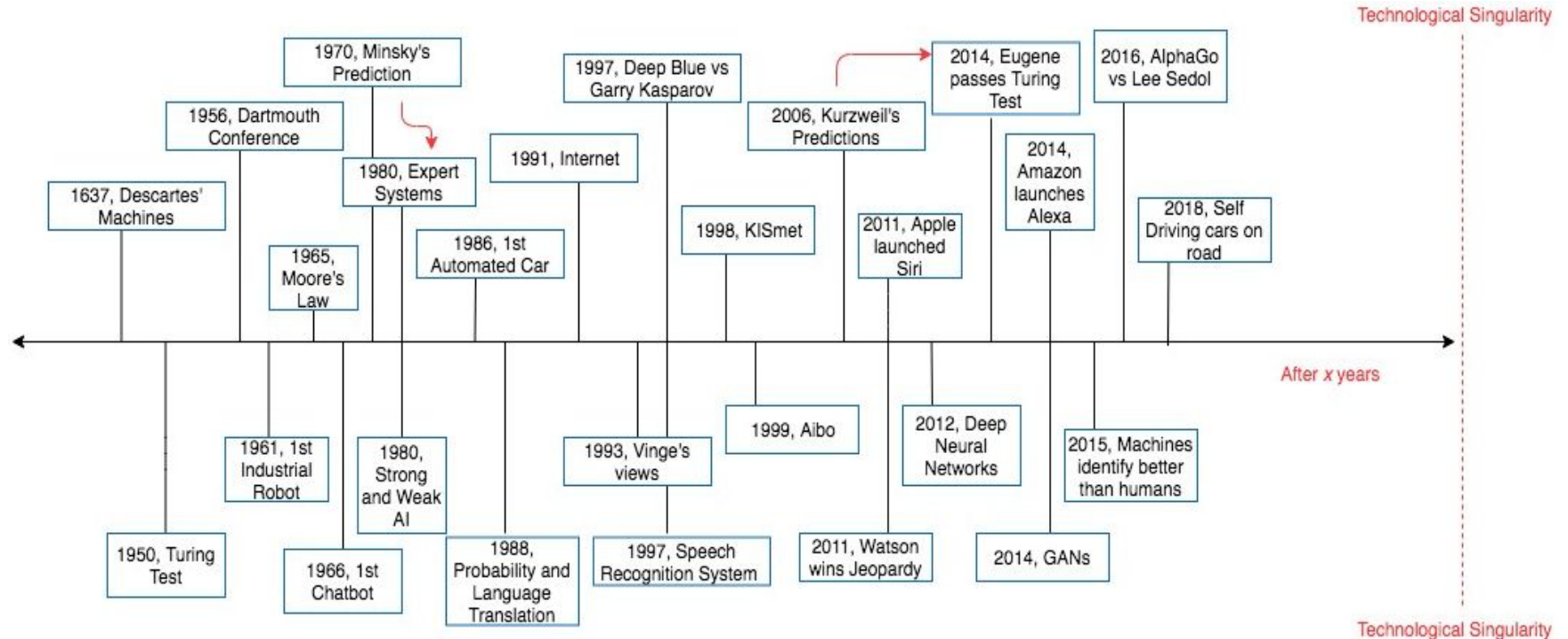
# Applications: Recommendation Systems



# Applications: Sentiment Analysis



# Machine Learning History



# Fundamentals

## Supervised Learning

- Makes machine learn explicitly
- Data with clearly defined output is given
- Direct feedback is given
- Predicts outcome/future
- Resolves classification and regression problems



## Unsupervised Learning

- Machine understands the data (Identifies patterns/structures)
- Evaluation is qualitative or indirect
- Does not predict/find anything specific



## Reinforcement Learning

- An approach to AI
- Reward based learning
- Learning from +ve & -ve reinforcement
- Machine learns how to act in a certain environment
- To maximize rewards



# Code Review