Data Science

Explosion of data

Big Data

Analyzing and Deriving Value

Apps

- Search Engines – algorithm -> best search result
- Targeted Advertising – gather data based on user's past behavior
- Recommendations – Amazon (similar products), Netflix (shows), LinkedIn, etc.
- Image Recognition – facial reco

Apps

- Speech recognition
- Gaming – ML + Data -> game levels up based on player's performance
- Fraud and Risk Detection – banks

… and MORE!

Machine Learning

Give *"computers the ability to learn without being explicitly programmed."*

- Arthur Samuel

Machine Learning #CoinedBy

Arthur Samuel

Apps

- Medical – IBM developed an algorithm that combs through physicians free-form text notes and using NLP, figure out if the patient has heart failure
- Recommendations
- Natural Language Processing (NLP) – routing in customer service or translating legal docs.
- Smart Cars