



# 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!



The background of the slide is a dark, textured surface covered with a complex network of thin, light-colored lines. These lines connect numerous small, colored dots (nodes) in various colors including red, green, blue, yellow, and white. The dots are scattered across the entire frame, with some clusters and many isolated points, creating a sense of a vast, interconnected system or data network.

# 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