Let’s look at some concrete examples of machine learning tasks, along with the techniques that can tackle them:

Analyzing images of products on a production line to automatically classify them

> This is image classification, typically performed using convolutional neural networks (CNNs; see Chapter 14) or sometimes transformers (see Chapter 16).

Detecting tumors in brain scans

> This is semantic image segmentation, where each pixel in the image is classified (as we want to determine the exact location and shape of tumors), typically using CNNs or transformers.

Automatically classifying news articles

> This is natural language processing (NLP), and more specifically text classification, which can be tackled using recurrent neural networks (RNNs) and CNNs, but transformers work even better (see Chapter 16).

Automatically flagging offensive comments on discussion forums

> This is also text classification, using the same NLP tools.

Summarizing long documents automatically

> This is a branch of NLP called text summarization, again using the same tools.

Creating a chatbot or a personal assistant

> This involves many NLP components, including natural language understanding (NLU) and question-answering modules.

Forecasting your company’s revenue next year, based on many performance metrics

> This is a regression task (i.e., predicting values) that may be tackled using any regression model, such as a linear regression or polynomial

regression model (see Chapter 4), a regression support vector machine (see Chapter 5), a regression random forest (see Chapter 7), or an artificial neural network (see Chapter 10). If you want to take into account sequences of past performance metrics, you may want to use RNNs, CNNs, or transformers (see Chapters 15 and 16).

Making your app react to voice commands

This is speech recognition, which requires processing audio samples: since they are long and complex sequences, they are typically processed using RNNs, CNNs, or transformers (see Chapters 15 and 16).

Detecting credit card fraud

This is anomaly detection, which can be tackled using isolation forests, Gaussian mixture models (see Chapter 9), or autoencoders (see Chapter 17).

Segmenting clients based on their purchases so that you can design a different marketing strategy for each segment

This is clustering, which can be achieved using *k*-means, DBSCAN, and more (see Chapter 9).

Representing a complex, high-dimensional dataset in a clear and insightful diagram

This is data visualization, often involving dimensionality reduction techniques (see Chapter 8).

Recommending a product that a client may be interested in, based on past purchases

This is a recommender system. One approach is to feed past purchases (and other information about the client) to an artificial neural network (see Chapter 10), and get it to output the most likely next purchase. This neural net would typically be trained on past sequences of purchases across all clients.

Building an intelligent bot for a game

> This is often tackled using reinforcement learning (RL; see Chapter 18), which is a branch of machine learning that trains agents (such as bots) to pick the actions that will maximize their rewards over time (e.g., a bot may get a reward every time the player loses some life points), within a given environment (such as the game). The famous AlphaGo program that beat the world champion at the game of Go was built using RL.

This list could go on and on, but hopefully it gives you a sense of the incredible breadth and complexity of the tasks that machine learning can tackle, and the types of techniques that you would use for each task.

Types of Machine Learning Systems

There are so many different types of machine learning systems that it is useful to classify them in broad categories, based on the following criteria:

- How they are supervised during training (supervised, unsupervised, semi-supervised, self-supervised, and others)
- Whether or not they can learn incrementally on the fly (online versus batch learning)
- Whether they work by simply comparing new data points to known data points, or instead by detecting patterns in the training data and building a predictive model, much like scientists do (instance-based versus model-based learning)

These criteria are not exclusive; you can combine them in any way you like. For example, a state-of-the-art spam filter may learn on the fly using a deep neural network model trained using human-provided examples of spam and ham; this makes it an online, model-based, supervised learning system.

Let’s look at each of these criteria a bit more closely.

Training Supervision

ML systems can be classified according to the amount and type of supervision they get during training. There are many categories, but we'll discuss the main ones: supervised learning, unsupervised learning, self-supervised learning, semi-supervised learning, and reinforcement learning.

Supervised learning

In *supervised learning*, the training set you feed to the algorithm includes the desired solutions, called *labels* (Figure 1-5).

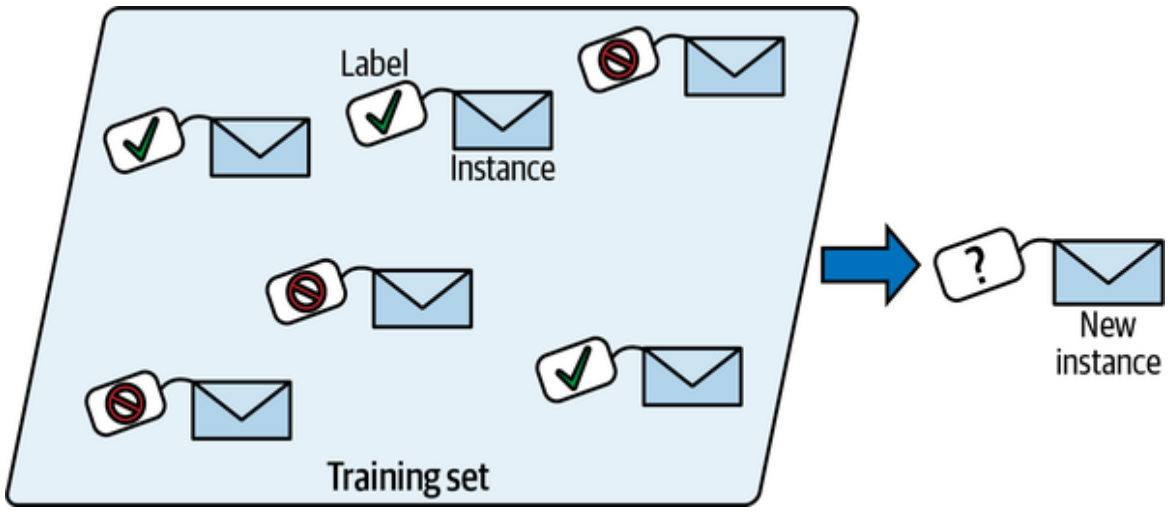

Figure 1-5. A labeled training set for spam classification (an example of supervised learning)

A typical supervised learning task is *classification*. The spam filter is a good example of this: it is trained with many example emails along with their *class* (spam or ham), and it must learn how to classify new emails.

Another typical task is to predict a *target* numeric value, such as the price of a car, given a set of *features* (mileage, age, brand, etc.). This sort of task is called *regression* (Figure 1-6).[1] To train the system, you need to give it many examples of cars, including both their features and their targets (i.e., their prices).

Note that some regression models can be used for classification as well, and vice versa. For example, *logistic regression* is commonly used for

classification, as it can output a value that corresponds to the probability of belonging to a given class (e.g., 20% chance of being spam).

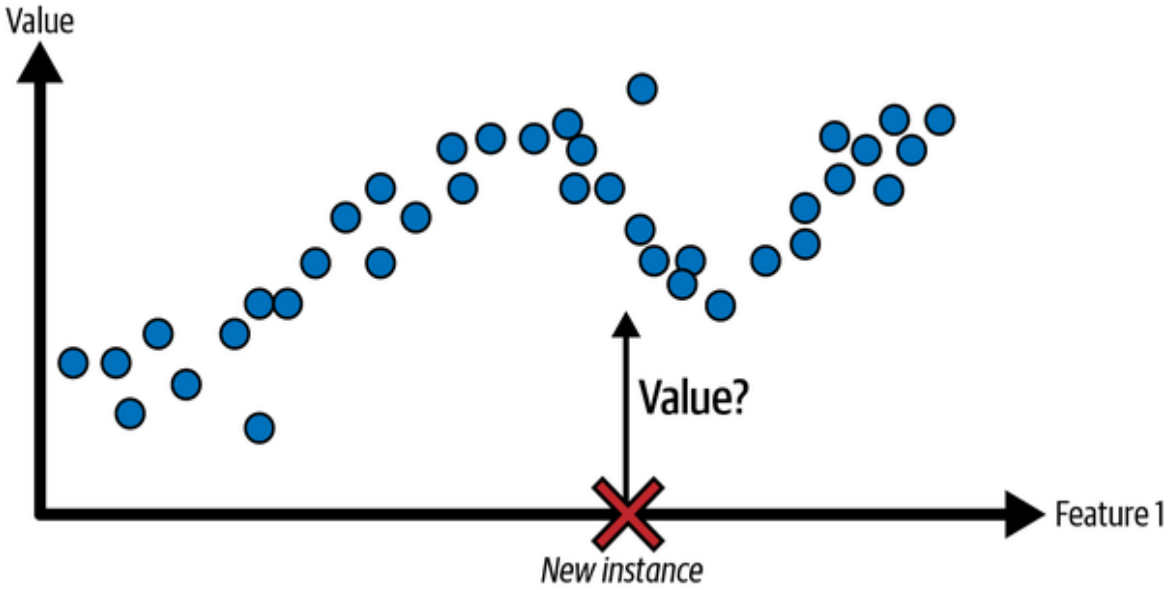

Figure 1-6. A regression problem: predict a value, given an input feature (there are usually multiple input features, and sometimes multiple output values)

> **NOTE**
>
> The words *target* and *label* are generally treated as synonyms in supervised learning, but *target* is more common in regression tasks and *label* is more common in classification tasks. Moreover, *features* are sometimes called *predictors* or *attributes*. These terms may refer to individual samples (e.g., "this car's mileage feature is equal to 15,000") or to all samples (e.g., "the mileage feature is strongly correlated with price").

Unsupervised learning

In *unsupervised learning*, as you might guess, the training data is unlabeled (Figure 1-7). The system tries to learn without a teacher.

For example, say you have a lot of data about your blog's visitors. You may want to run a *clustering* algorithm to try to detect groups of similar visitors (Figure 1-8). At no point do you tell the algorithm which group a visitor belongs to: it finds those connections without your help. For example, it

might notice that 40% of your visitors are teenagers who love comic books and generally read your blog after school, while 20% are adults who enjoy sci-fi and who visit during the weekends. If you use a *hierarchical clustering* algorithm, it may also subdivide each group into smaller groups. This may help you target your posts for each group.

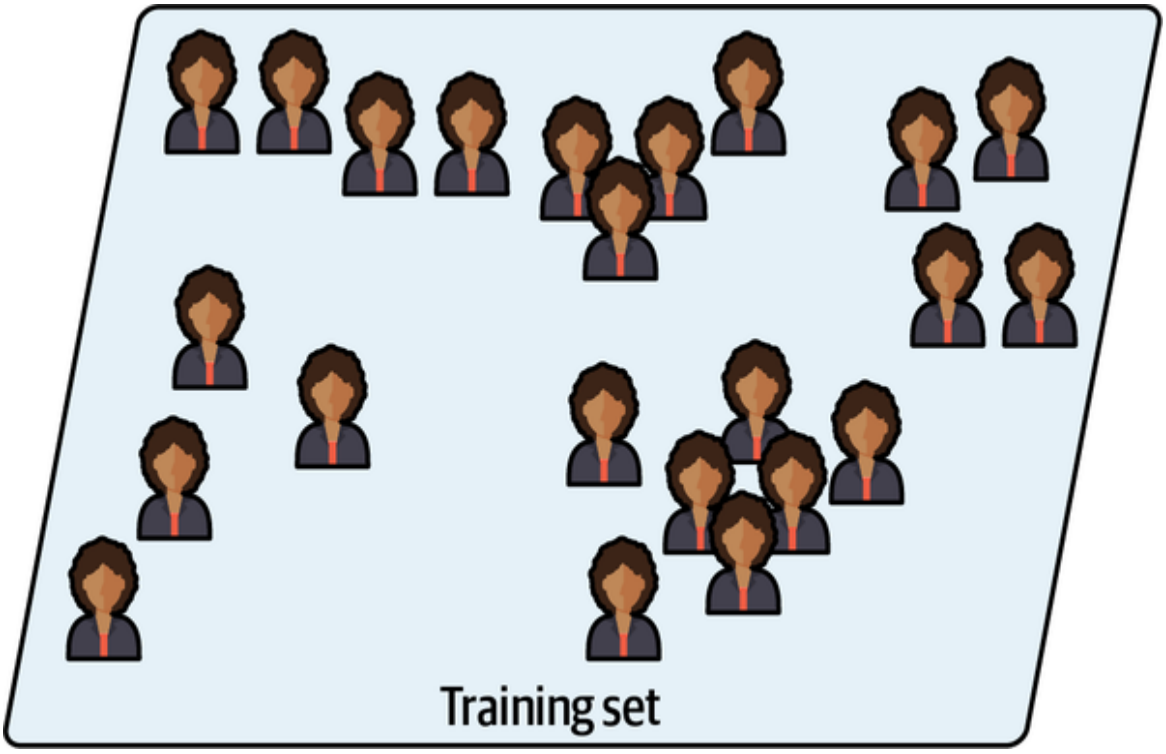

Figure 1-7. An unlabeled training set for unsupervised learning

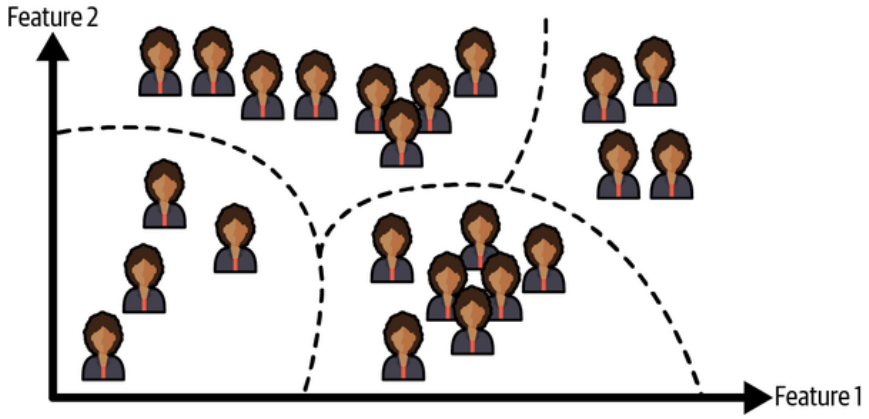

Figure 1-8. Clustering

Visualization algorithms are also good examples of unsupervised learning: you feed them a lot of complex and unlabeled data, and they output a 2D or

3D representation of your data that can easily be plotted (Figure 1-9). These algorithms try to preserve as much structure as they can (e.g., trying to keep separate clusters in the input space from overlapping in the visualization) so that you can understand how the data is organized and perhaps identify unsuspected patterns.

A related task is *dimensionality reduction*, in which the goal is to simplify the data without losing too much information. One way to do this is to merge several correlated features into one. For example, a car's mileage may be strongly correlated with its age, so the dimensionality reduction algorithm will merge them into one feature that represents the car's wear and tear. This is called *feature extraction*.

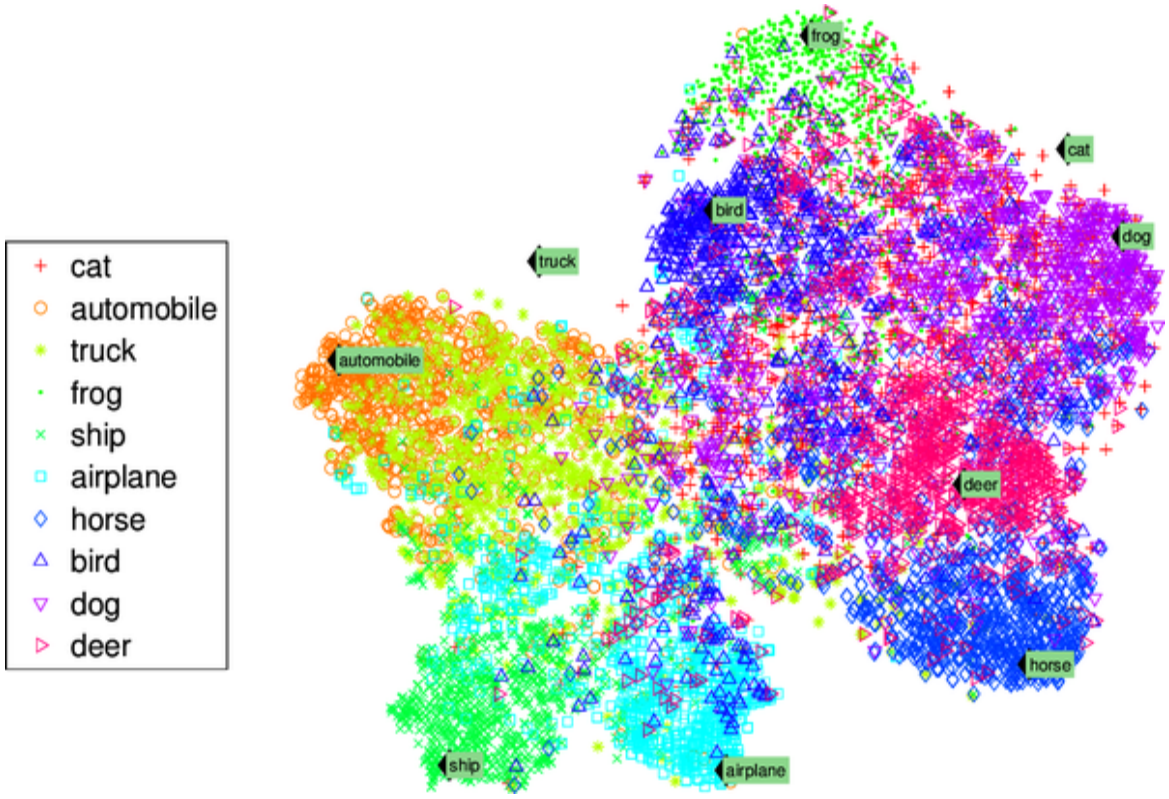

Figure 1-9. Example of a t-SNE visualization highlighting semantic clusters[2]

> **TIP**
>
> It is often a good idea to try to reduce the number of dimensions in your training data using a dimensionality reduction algorithm before you feed it to another machine learning algorithm (such as a supervised learning algorithm). It will run much faster, the data will take up less disk and memory space, and in some cases it may also perform better.

Yet another important unsupervised task is *anomaly detection*—for example, detecting unusual credit card transactions to prevent fraud, catching manufacturing defects, or automatically removing outliers from a dataset before feeding it to another learning algorithm. The system is shown mostly normal instances during training, so it learns to recognize them; then, when it sees a new instance, it can tell whether it looks like a normal one or whether it is likely an anomaly (see Figure 1-10). A very similar task is *novelty detection*: it aims to detect new instances that look different from all instances in the training set. This requires having a very "clean" training set, devoid of any instance that you would like the algorithm to detect. For example, if you have thousands of pictures of dogs, and 1% of these pictures represent Chihuahuas, then a novelty detection algorithm should not treat new pictures of Chihuahuas as novelties. On the other hand, anomaly detection algorithms may consider these dogs as so rare and so different from other dogs that they would likely classify them as anomalies (no offense to Chihuahuas).

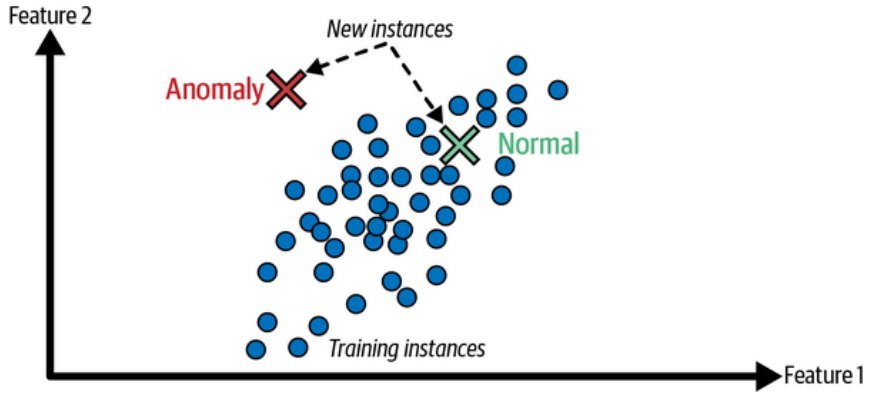

Figure 1-10. Anomaly detection

Finally, another common unsupervised task is *association rule learning*, in which the goal is to dig into large amounts of data and discover interesting relations between attributes. For example, suppose you own a supermarket. Running an association rule on your sales logs may reveal that people who purchase barbecue sauce and potato chips also tend to buy steak. Thus, you may want to place these items close to one another.

Semi-supervised learning

Since labeling data is usually time-consuming and costly, you will often have plenty of unlabeled instances, and few labeled instances. Some algorithms can deal with data that's partially labeled. This is called *semi-supervised learning* (Figure 1-11).

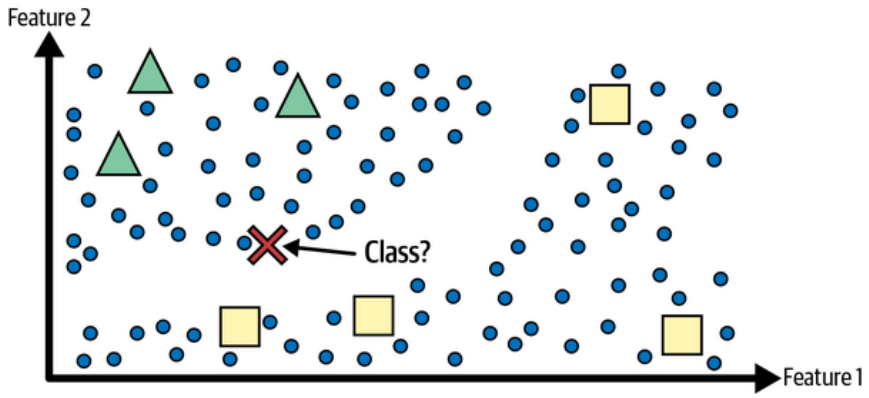

Figure 1-11. Semi-supervised learning with two classes (triangles and squares): the unlabeled examples (circles) help classify a new instance (the cross) into the triangle class rather than the square class, even though it is closer to the labeled squares

Some photo-hosting services, such as Google Photos, are good examples of this. Once you upload all your family photos to the service, it automatically recognizes that the same person A shows up in photos 1, 5, and 11, while another person B shows up in photos 2, 5, and 7. This is the unsupervised part of the algorithm (clustering). Now all the system needs is for you to tell it who these people are. Just add one label per person[3] and it is able to name everyone in every photo, which is useful for searching photos.

Most semi-supervised learning algorithms are combinations of unsupervised and supervised algorithms. For example, a clustering algorithm may be used to group similar instances together, and then every

unlabeled instance can be labeled with the most common label in its cluster. Once the whole dataset is labeled, it is possible to use any supervised learning algorithm.

Self-supervised learning

Another approach to machine learning involves actually generating a fully labeled dataset from a fully unlabeled one. Again, once the whole dataset is labeled, any supervised learning algorithm can be used. This approach is called *self-supervised learning*.

For example, if you have a large dataset of unlabeled images, you can randomly mask a small part of each image and then train a model to recover the original image (Figure 1-12). During training, the masked images are used as the inputs to the model, and the original images are used as the labels.

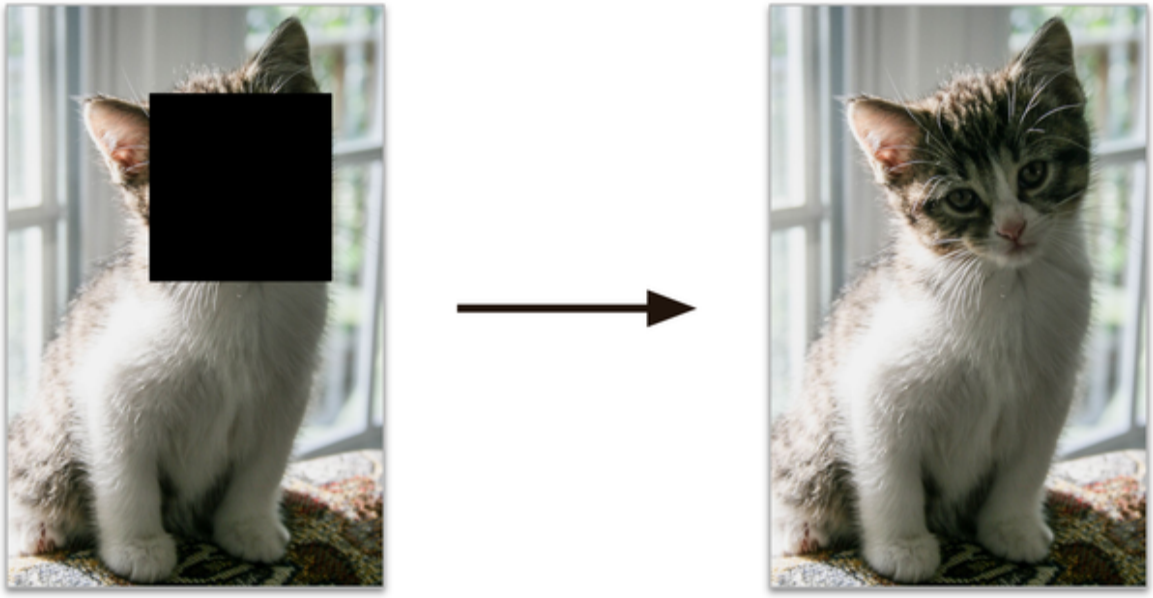

Figure 1-12. Self-supervised learning example: input (left) and target (right)

The resulting model may be quite useful in itself—for example, to repair damaged images or to erase unwanted objects from pictures. But more often than not, a model trained using self-supervised learning is not the final goal. You'll usually want to tweak and fine-tune the model for a slightly different task—one that you actually care about.

For example, suppose that what you really want is to have a pet classification model: given a picture of any pet, it will tell you what species it belongs to. If you have a large dataset of unlabeled photos of pets, you can start by training an image-repairing model using self-supervised learning. Once it's performing well, it should be able to distinguish different pet species: when it repairs an image of a cat whose face is masked, it must know not to add a dog's face. Assuming your model's architecture allows it (and most neural network architectures do), it is then possible to tweak the model so that it predicts pet species instead of repairing images. The final step consists of fine-tuning the model on a labeled dataset: the model already knows what cats, dogs, and other pet species look like, so this step is only needed so the model can learn the mapping between the species it already knows and the labels we expect from it.

> **NOTE**
>
> Transferring knowledge from one task to another is called *transfer learning*, and it's one of the most important techniques in machine learning today, especially when using *deep neural networks* (i.e., neural networks composed of many layers of neurons). We will discuss this in detail in Part II.

Some people consider self-supervised learning to be a part of unsupervised learning, since it deals with fully unlabeled datasets. But self-supervised learning uses (generated) labels during training, so in that regard it's closer to supervised learning. And the term "unsupervised learning" is generally used when dealing with tasks like clustering, dimensionality reduction, or anomaly detection, whereas self-supervised learning focuses on the same tasks as supervised learning: mainly classification and regression. In short, it's best to treat self-supervised learning as its own category.

Reinforcement learning

Reinforcement learning is a very different beast. The learning system, called an *agent* in this context, can observe the environment, select and