

# **MACHINE LEARNING IN PRODUCTION / AI ENGINEERING**

**MOTIVATION, SYLLABUS, AND INTRODUCTIONS**

Spring 2021, Eunsuk Kang & Christian Kaestner

# LECTURE LOGISTICS DURING A PANDEMIC

If you can hear me, open the participant panel in Zoom and check "yes"



**FIRST OF: THIS IS NOT NORMAL. WE UNDERSTAND.**



## Speaker notes

Picture AP Photo/Noah Berger, <https://www.abc27.com/news/thats-2020-photographers-california-wildfire-image-a-sign-of-the-times/>

# FIRST OF: THIS IS NOT NORMAL. WE UNDERSTAND.

Expect:

- Internet and bandwidth issues
- Timezone issues
- Distractions -- parents, siblings, pets
- Feeling isolated, feeling overwhelmed
- Many additional sources of stress
- Hard time dealing with -gestures widely- *everything...*

*Talk to us about accommodations of any kind*

# SIMULATING IN-CLASS EXPERIENCE

*Discussions and interactions are important. We'll have regular in-class discussions and exercises*

- Use chat, "raise hand" feature, or just speak
- If possible, keep camera on, muted by default
- Set preferred name in Zoom
- If possible, attend lecture and recitation live (recordings and early-morning office hours as backup)
- Suggestion: Have chat and participant list open, maybe separate window for gallery view for faces, second monitor highly recommended
- **Contact us for accommodations!**

# PERSONAL CONNECTION

*This is hard. We know.*

- Talk inside and outside of class
- We are here always 10 min before class and stay after class if you have questions, want to chat
- We encourage collaboration in all assignments, even "individual" assignments and reading quizzes
- We encourage social activities in teams

# LEARNING GOALS

- Understand how AI components are parts of larger systems
- Illustrate the challenges in engineering an AI-enabled system beyond accuracy
- Explain the role of specifications and their lack in machine learning and the relationship to deductive and inductive reasoning
- Summarize the respective goals and challenges of software engineers vs data scientists
- Explain the concept and relevance of "T-shaped people"



# DISCLAIMERS

This class captures a rapidly evolving field.

Many experiments for online teaching.

We are software engineers.

# AGENDA



# **CASE STUDY: THE TRANSCRIPTION SERVICE STARTUP**



GoTranscript education discount



Place Your Order



Login



Sign Up



Contact us



▼ Services

Cost Estimate

▼ Samples

Pricing

About Us

Transcriptions samples

Captions and Subtitles samples

# Academic Transcription Services

Our education transcription services have got you covered:

✓ Lectures

✓ Seminars

✓ Group discussions

✓ Interviews

✓ Presentations

## 20% discount for:



Chat with us

# TRANSCRIPTION SERVICES

- Take audio or video files and produce text.
  - Used by academics to analyze interview text
  - Podcast show notes
  - Subtitles for videos
- State of the art: Manual transcription, often mechanical turk (1.5 \$/min)

# THE STARTUP IDEA

PhD research on domain-specific speech recognition, that can detect technical jargon

DNN trained on public PBS interviews + transfer learning on smaller manually annotated domain-specific corpus

Research has shown amazing accuracy for talks in medicine, poverty and inequality research, and talks at Ruby programming conferences; published at top conferences

Idea: Let's commercialize the software and sell to academics and conference organizers

# **LIKELY CHALLENGES IN BUILDING COMMERCIAL PRODUCT?**

- Think about 2 challenges that the team will likely focus when turning their research into *a product* (business, development, deployment, operation)
- At least one challenge should not be about learning a good ML model, but about *building a product*
- Everybody, type 2 likely challenges in the chat but *do not send them yet*.  
**Vote "yes"** when done.





# WHAT QUALITIES ARE IMPORTANT FOR A GOOD COMMERCIAL TRANSCRIPTION PRODUCT?



# ML IN A PRODUCTION SYSTEM



# ML IN A PRODUCTION SYSTEM



the-changelog-318


← Dashboard

Quality: High ⓘ

Last saved a few seconds ago

...

Share

00:00  Offset 00:00 01:31:27



Play



Back 5s

1x

Speed



Volume

## NOTES

Write your notes here

Speaker 5 ▶ 07:44

Yeah. So there's a slight story behind that. So back when I was in, uh, Undergrad, I wrote a program for myself to measure a, the amount of time I did data entry from my father's business and I was on windows at the time and there wasn't a function called time dot [inaudible] time, uh, which I needed to parse dates to get back to time, top of representation, uh, I figured out a way to do it and I gave it to what's called the python cookbook because it just seemed like something other people could use. So it was just trying to be helpful. Uh, subsequently I had to figure out how to make it work because I didn't really have to. Basically, it bothered me that you had to input all the locale information and I figured out how to do it over the subsequent months. And actually as a graduation gift from my Undergrad, the week following, I solved it and wrote it all out.

Speaker 5 ▶ 08:38

And I asked, uh, Alex Martelli, the editor of the Python Cookbook, which had published my original recipe, a, how do I get this into python? I think it might help

How did we do on your transcript?



## Speaker notes

Highlights challenging fragments. Can see what users fix inplace to correct. Star rating for feedback.



A Venn diagram consisting of two overlapping circles. The left circle is light green and contains the text 'Data Scientists'. The right circle is light orange and contains the text 'Software Engineers'. The overlapping area in the center is a darker shade of orange.

**Data  
Scientists**

**Software  
Engineers**

and Domain specialists + Operators + Business team + Project managers +  
Designers, UI Experts + Safety, security specialists + Lawyers + Social scientists +

...

# SOFTWARE ENGINEER

## DATA SCIENTIST

- Often fixed dataset for training and evaluation (e.g., PBS interviews)
- Focused on accuracy
- Prototyping, often Jupyter notebooks or similar
- Expert in modeling techniques and feature engineering
- Model size, updateability, implementation stability typically does not matter

- Builds a product
- Concerned about cost, performance, stability, release time
- Identify quality through customer satisfaction
- Must scale solution, handle large amounts of data
- Detect and handle mistakes, preferably automatically
- Maintain, evolve, and extend the product over long periods
- Consider requirements for security, safety, fairness

# LIKELY COLLABORATION CHALLENGES?





# WHAT MIGHT SOFTWARE ENGINEERS AND DATA SCIENTISTS FOCUS ON?

the-changelog-318

[← Dashboard](#) | Quality: High ⓘ

Last saved a few seconds ago

...

Share

00:00

Offset

00:00

01:31:27

▶

⏮

1x

🔊

Play

Back 5s

Speed

Volume

NOTES

Write your notes here

Speaker 5 ▶ 07:44

Yeah. So there's a slight story behind that. So back when I was in, uh, Undergrad, I wrote a program for myself to measure a, the amount of time I did data entry from my father's business and I was on windows at the time and there wasn't a function called time dot [inaudible] time, uh, which I needed to parse dates to get back to time, top of representation, uh, I figured out a way to do it and I gave it to what's called the python cookbook because it just seemed like something other people could use. So it was just trying to be helpful. Uh, subsequently I had to figure out how to make it work because I didn't really have to. Basically, it bothered me that you had to input all the locale information and I figured out how to do it over the subsequent months. And actually as a graduation gift from my Undergrad, the week following, I solved it and wrote it all out.

Speaker 5 ▶ 08:38

And I asked, uh, Alex Martelli, the editor of the Python Cookbook, which had published my original recipe, a, how do I get this into python? I think it might help

How did we do on your transcript? ☆☆☆☆☆





By Steven Geringer, via Ryan Orban. [Bridging the Gap Between Data Science & Engineer: Building High-Performance Teams](#). 2016

# T-SHAPED PEOPLE

*Broad-range generalist + Deep expertise*



Figure: Jason Yip. [Why T-shaped people?](#). 2018

# T-SHAPED PEOPLE

*Broad-range generalist + Deep expertise*

Example:

- Basic skills of software engineering, business, distributed computing, and communication
- Deep skills in deep neural networks (technique) and medical systems (domain)

# EXAMPLES FOR DISCUSSION

- What does correctness or accuracy really mean? What accuracy do customers care about?
  - How can we see how well we are doing in practice? How much feedback are customers going to give us before they leave?
  - Can we estimate how good our transcriptions are? How are we doing for different customers or different topics?
  - How to present results to the customers (including confidence)?
  - When customers complain about poor transcriptions, how to prioritize and what to do?
- 
- What are unacceptable mistakes and how can they be avoided? Is there a safety risk?
  - Can we cope with an influx of customers?
  - Will transcribing the same audio twice produce the same result? Does it matter?
  - How can we debug and fix problems? How quickly?

# EXAMPLES FOR DISCUSSION 2

- With more customers, transcriptions are taking longer and longer -- what can we do?
  - Transcriptions sometimes crash. What to do?
  - How do we achieve high availability?
  - How can we see that everything is going fine and page somebody if it is not?
  - We improve our entity detection model but somehow system behavior degrades... Why?
  - Tensorflow update; does our infrastructure still work?
  - Once somewhat successful, how to handle large amounts of data per day?
  - Buy more machines or move to the cloud?
- 
- Models are continuously improved. When to deploy? Can we roll back?
  - Can we offer live transcription as an app? As a web service?
  - Can we get better the longer a person talks? Should we then go back and reanalyze the beginning? Will this benefit the next upload as well?

# EXAMPLES FOR DISCUSSION 3

- How many domains can be supported? Do we have the server capacity?
- How specific should domains be? Medical vs "International Conference on Allergy & Immunology"?
- How to make it easy to support new domains?
- Can we handle accents?
- Better recognition of male than female speakers?
- Can and should we learn from customer data?
- How can we debug problems on audio files we are not allowed to see?
- Any chance we might private leak customer data?
- Can competitors or bad actors attack our system?



# SYLLABUS AND CLASS STRUCTURE

11-695/17-445/17-645/17-745, Spring 2021, 12 units

Monday/Wednesdays 2:20-3:40pm Eastern Time, here on Zoom

Recitation Fridays 10:20-11:20am Eastern Time, on Zoom

# INSTRUCTORS

Eunsuk Kang, Christian Kaestner, Kartik Ramesh Iyer

< brief introductions >

# COMMUNICATION

Email to us or ping us on slack (invite link on Canvas)

Announcements through canvas

No fixed office hours (other than for time-zone accommodations), but will always stick around after lecture and recitation and we will always try to be available for extra meetings within 24h weekdays.

Welcome to ask questions publicly on Canvas or Slack.

Materials on GitHub. Pull requests encouraged!

# CLASS WITH SOFTWARE ENGINEERING FLAVOR

- Focused on engineering judgment
- Arguments, tradeoffs, and justification, rather than single correct answer
- "it depends..."
- Practical engagement, building systems, testing, automation
- Strong teamwork component
- Not focused on formal guarantees or machine learning fundamentals (modeling, statistics)
- Both text-based and code-based homework assignments

# PREREQUISITES

## Some machine-learning experience required

- Basic understanding of data science process, incl data cleaning, feature engineering, learning
- High level understand of machine-learning approaches
  - supervised learning
  - regression, decision trees, neural networks
  - accuracy, recall, precision, ROC curve
- Ideally some experience with notebooks and sklearn or other frameworks

## No software-engineering knowledge required

- Basic programming and command-line skills will be needed
- Teamwork experience in product team is useful but not required
- No required exposure to requirements, software testing, software design, continuous integration, containers, process management, etc
  - if you are familiar with these, there will be some redundancy -- sorry

# ACTIVE LECTURE

- Case study driven
- Discussion highly encouraged
- Contribute own experience
- Regular active in-class exercises
- In-class presentation
- Discussions over definitions

# Fundamentals of Engineering AI-Enabled Systems

**Holistic system view:** AI and non-AI components, pipelines, stakeholders, environment interactions, feedback loops

## Requirements:

System and model goals  
User requirements  
Environment assumptions  
Quality beyond accuracy  
Measurement  
Risk analysis  
Planning for mistakes

## Architecture + design:

Modeling tradeoffs  
Deployment architecture  
Data science pipelines  
Telemetry, monitoring  
Anticipating evolution  
Big data processing  
Human-AI design

## Quality assurance:

Model testing  
Data quality  
QA automation  
Testing in production  
Infrastructure quality  
Debugging

## Operations:

Continuous deployment  
Contin. experimentation  
Configuration mgmt.  
Monitoring  
Versioning  
Big data  
DevOps, MLOps

**Teams and process:** Data science vs software eng. workflows, interdisciplinary teams, collaboration points, technical debt

# Responsible AI Engineering

Provenance,  
versioning,  
reproducibility

Safety

Security and  
privacy

Fairness

Interpretability  
and explainability

Transparency  
and trust

Ethics, governance, regulation, compliance, organizational culture

# TEXTBOOK

## Building Intelligent Systems: A Guide to Machine Learning Engineering

by Geoff Hulten

<https://www.buildingintelligentsystems.com/>

Most chapters assigned at some point in the  
semester

Supplemented with research articles, blog  
posts, videos, podcasts, ...

[Electronic version](#) in the library





# READINGS AND QUIZZES

- Reading assignments for most lectures
  - Preparing in-class discussions
  - Background material, case descriptions, possibly also podcast, video, wikipedia
  - Complement with own research
- Short essay questions on readings, with partner, due before start of lecture (Canvas quiz)
- Planned for: about 30-45 min for reading, 15 min for discussing and answering quiz

# ASSIGNMENTS

- All assignments on GitHub
- Series of 4 small to medium-sized individual assignments
  - engage with practical challenges
  - analyze risks, fairness
  - reason about tradeoffs and justify your decisions
  - mostly written reports, a little modeling, limited coding
  - Pandemic option: may be done with partner
- Large team project with 4 milestones (mostly in second half)
  - Build and deploy prediction service
  - Testing in production, monitoring
  - Final presentation
- Usually due Wednesday night, see schedule.

# RECITATIONS

Typically hands on exercises, use tools, analyze cases

Designed to introduce tools and discuss material relevant for assignments

First recitation on Friday: remote work and collaboration + Git

# GRADING

- 40% individual assignment
  - 30% group project with final presentation
  - 10% midterm
  - 10% participation
  - 10% reading quizzes
  - no final exam
- 
- expected grade cutoffs: 81-90% B, 91-100% A

# GRADING PHILOSOPHY

- Specification grading, based in adult learning theory
- Giving you choices in what to work on or how to prioritize your work
- We are making every effort to be clear about expectations (specifications)
- Assignments broken down into expectations with point values, each graded **pass/fail**
- You should be able to tell what grade you will get for an assignment when you submit it, depending on what work you chose to do
- Opportunities to resubmit work until last day of class

[Example]

# PARTICIPATION

- Participation is important
  - Participation in in-class discussions
  - Active participation in recitations
  - Alternative arrangements if you cannot attend classes live
- Participation != Attendance
- Grading:
  - 100%: Participates at least once in most lectures through chat or audio, or
  - 100%: Participates in 25% of lectures and actively contributes to discussions in most recitations
  - 90%: Participates at least once in over half of the lectures
  - 70%: Participates at least once in 25% of the lectures
  - 40%: Participates at least once in at least 3 lectures or recitations.
  - 0%: No participation in the entire semester.

# FLEXIBILITY AND ACCOMMODATIONS

(details in syllabus)

- 7 tokens per student:
  - Submit individual assignment 1 day late for 1 token (after running out of tokens 15% penalty per late day)
  - Redo individual assignment for 3 token
  - Resubmit or submit reading quiz late for 1 token
  - Remaining tokens count toward participation
- 7 tokens per team:
  - Submit milestone 1 day late for 1 token (no late submissions accepted when out of tokens)
  - Redo milestone for 3 token
- Exceptions and accommodations on request, email us.

# GROUP PROJECT

- Instructor-assigned teams
- Teams stay together for project throughout semester, starting next week
- Please fill out survey after class
- Some advice in lecture + we'll help with debugging team issues
- Peer grading on all milestones (based on citizenship on team)



# ADDITIONAL GROUPWORK OPTIONS

- Encouraging interactions during remote learning
- Can complete all individual assignments and quizzes as pairs
- Need to switch partner every 2 weeks; we post recommended pairings on Canvas
- Bonus points for considering collaboration on individual assignments
- Bonus points for social interaction in project teams

# ACADEMIC HONESTY

See web page

In a nutshell: do not copy, do not lie, do not share or publicly release your solutions

In group work, be honest about contributions of team members, do not cover for others

If you feel overwhelmed or stressed, please come and talk to us (see syllabus for other support opportunities)

# INTRODUCTIONS

Let's go around the "room" for introductions:

- Your (preferred) name
- In two sentences, your data science background and goals
- In two sentences, your software engineering background, if any, and goals
- One topic you are particularly interested in, if any?



# SUMMARY

- Machine learning components are part of larger systems
- *Data scientists* and *software engineers* have different goals and focuses
  - Building systems requires both
  - Various qualities are relevant, beyond just accuracy

