The Machine Learning Process

David Chappell
PRINCIPAL, CHAPPELL & ASSOCIATES

@DChappellAssoc www.davidchappell.com

The machine learning process is:

Iterative

- In both big and small ways

Challenging

- It's rarely easy large amounts of potentially complex data

Often rewarding

- But not always

The First Problem: Asking the Right Question

The first problem you face in the machine learning process is deciding what question to ask

if you ask the wrong question, you won't get the answer you care about

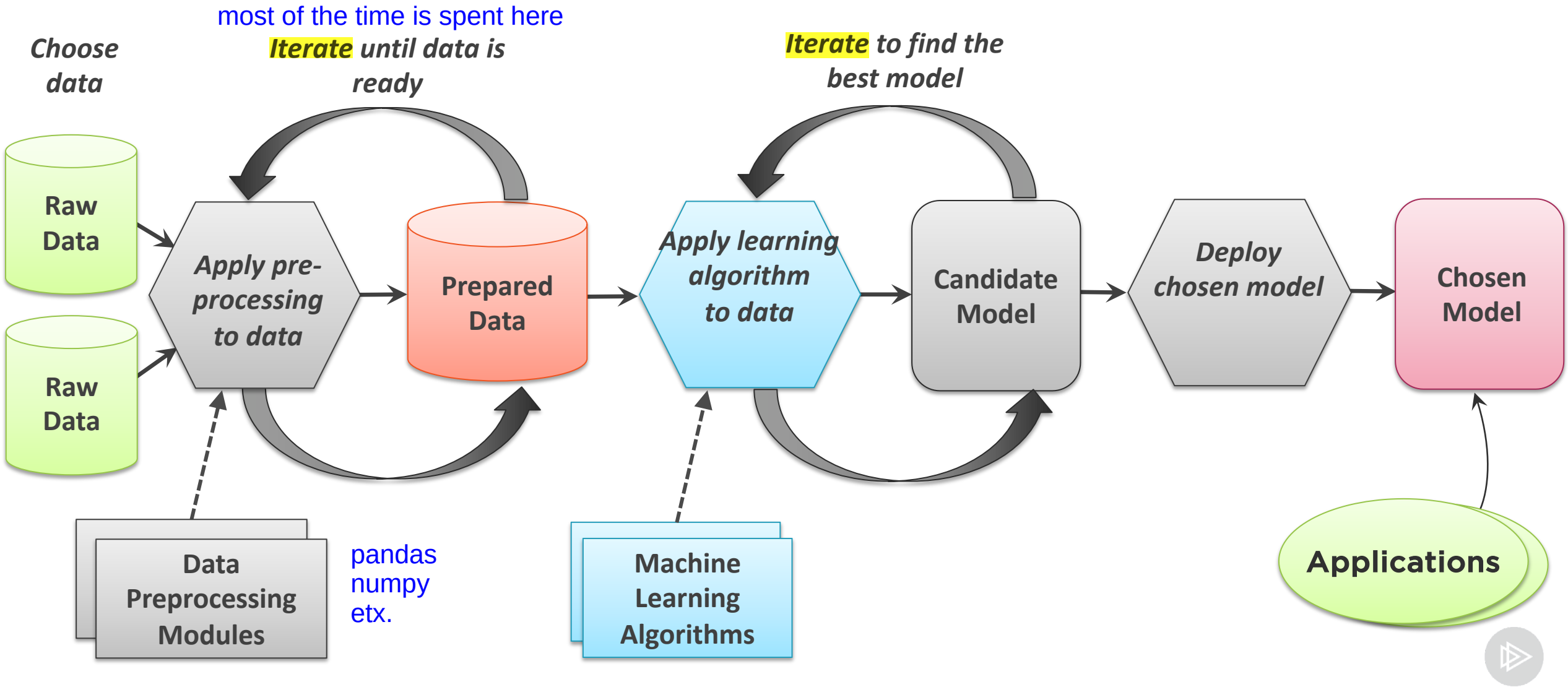
Choosing what question to ask is the most important part of the process

Ask yourself: Do you have the right data to answer this question?

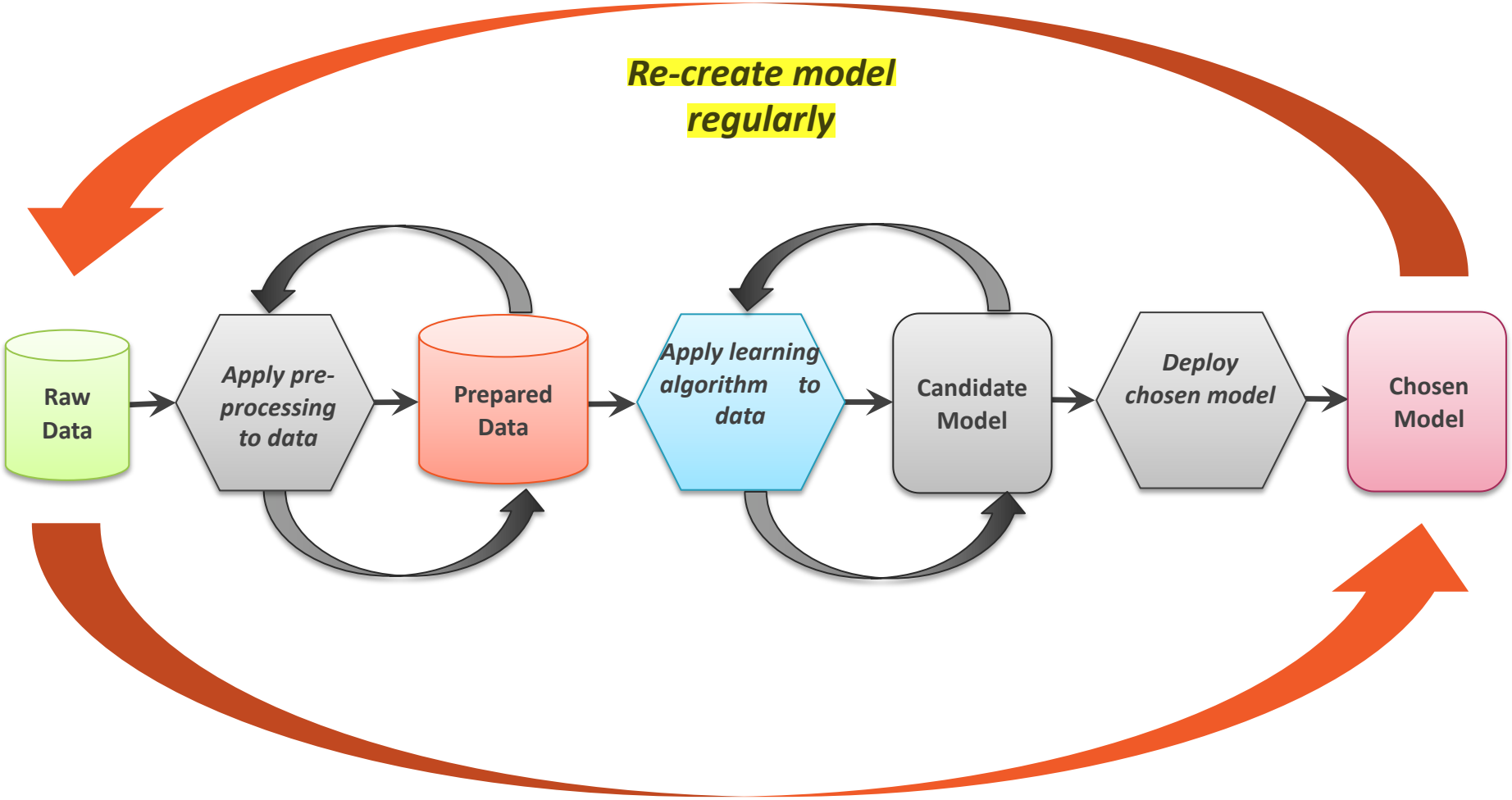
Ask yourself: Do you know how you'll measure success?

Knowing this up front is important, because if you don't, you will never know when you're done.

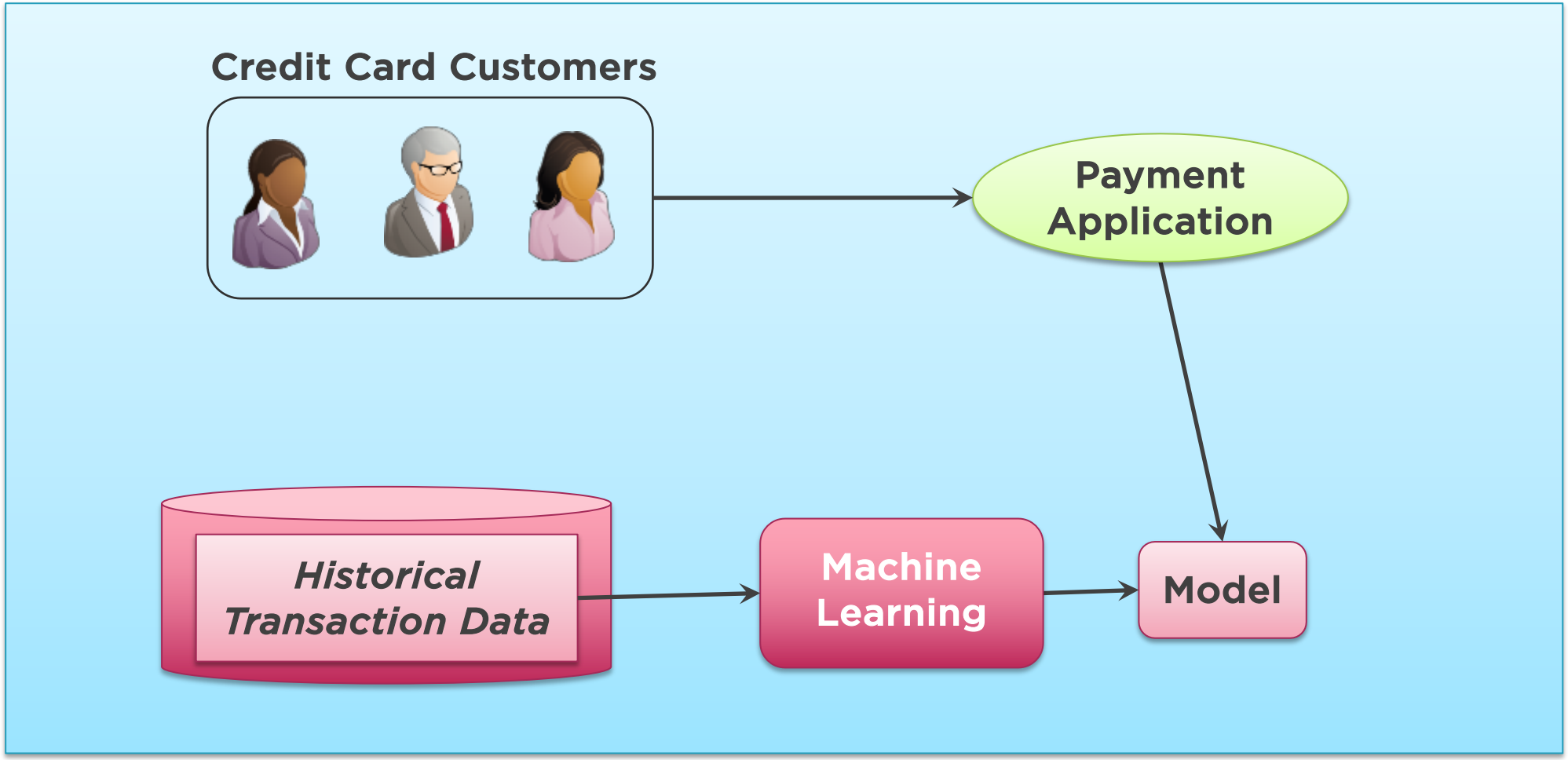
The Machine Learning Process



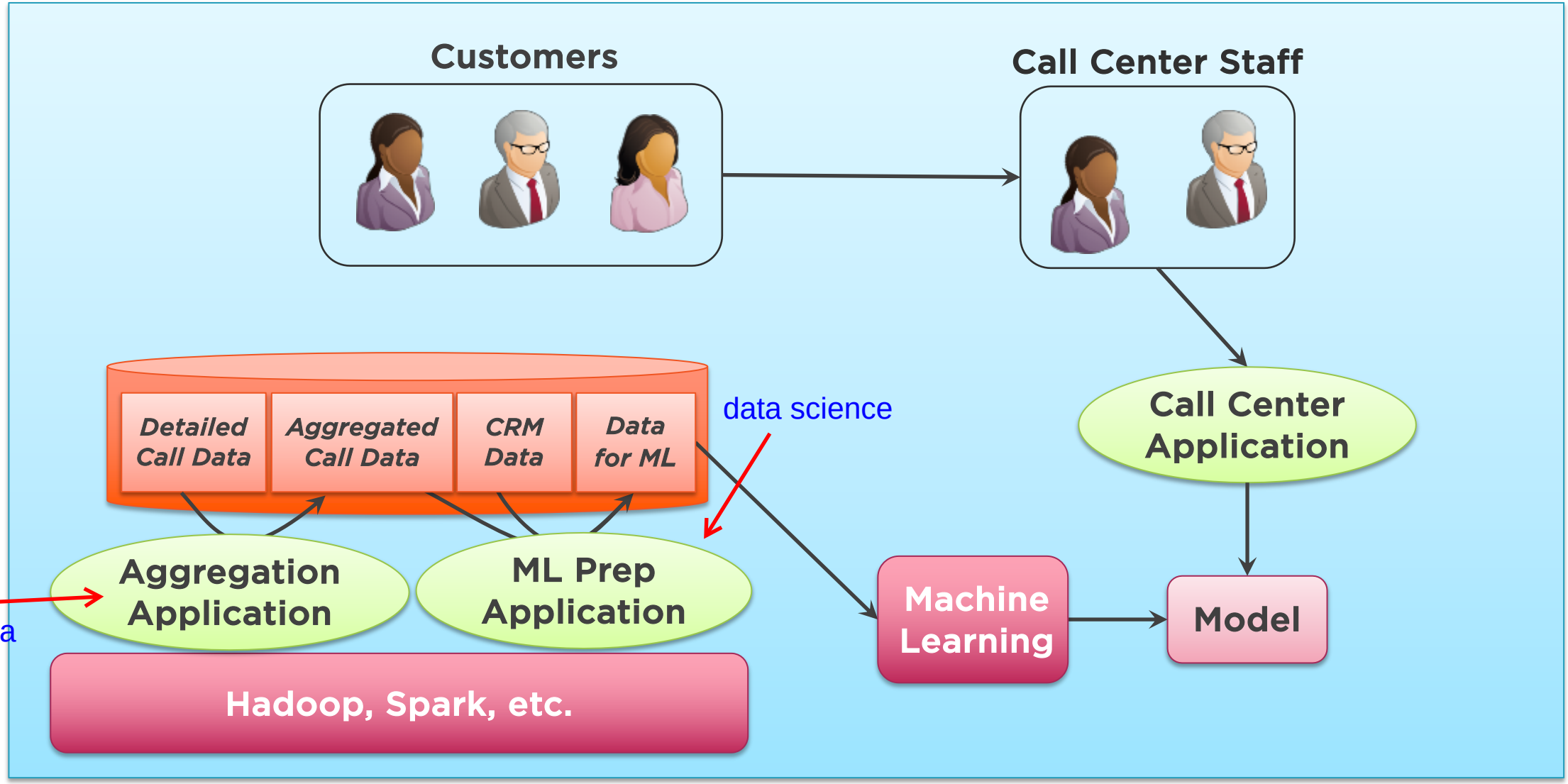
Repeating the Machine Learning Process



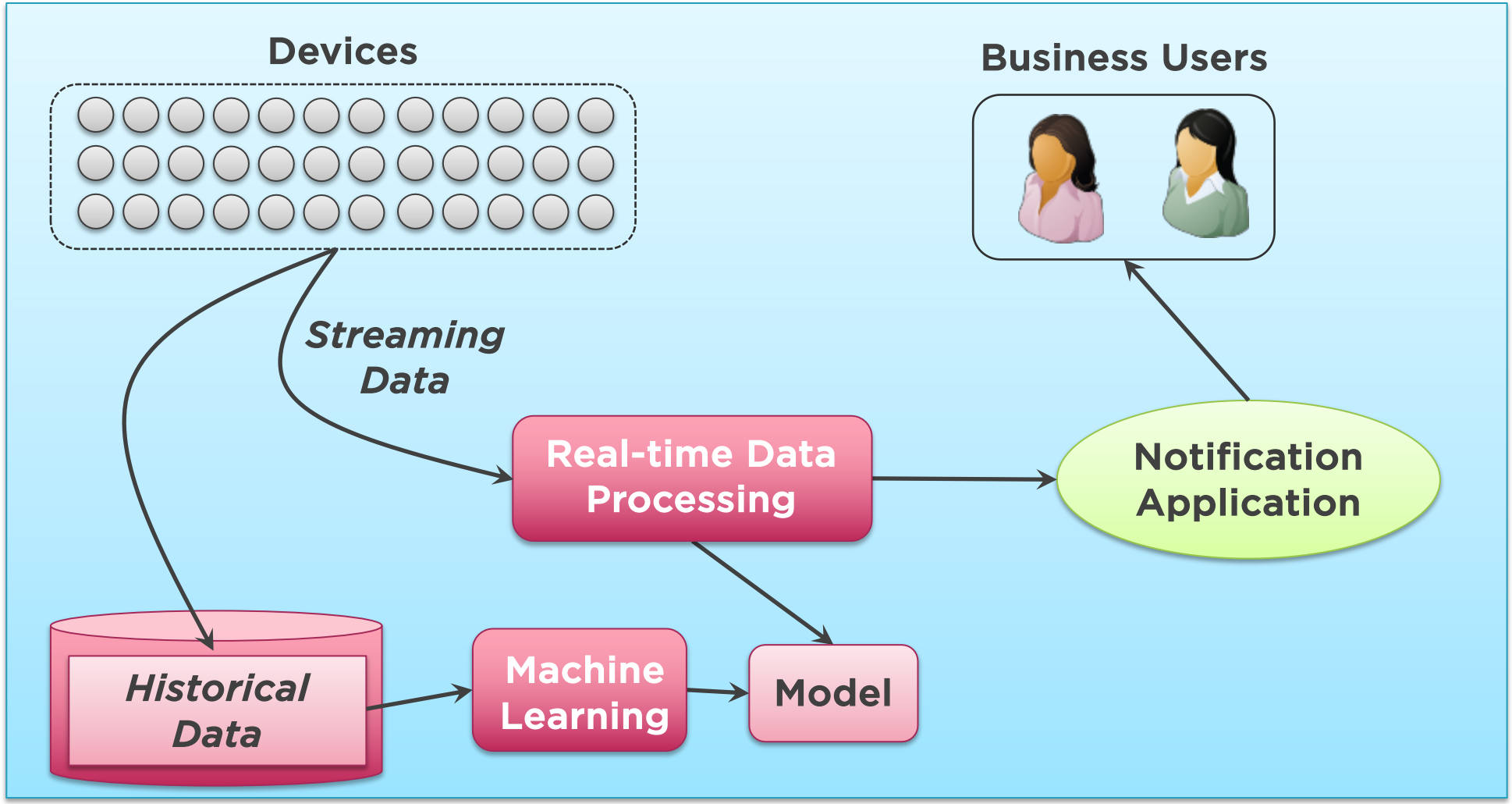
Scenario: Detecting Credit Card Fraud



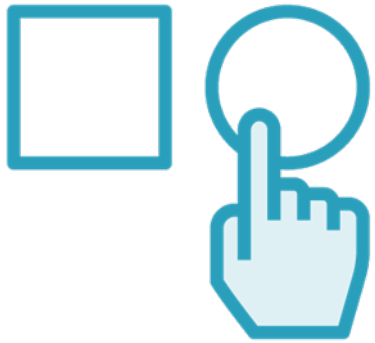
Scenario: Predicting Customer Churn



Scenario: Predicting Equipment Failure



Other Example Uses



Recommendations

Speech Recognition

Language Translation

Facial Recognition

The main points

Ask the right question

Choose the right data

- And get that data into good shape

Iterate until you have a model that makes good predictions

- And periodically rebuild the model

Deploy the model