



# 빅데이터 사이언스 실무자 양성과정

## Machine Learning 특강

SBA Innovation Growth Intensive Training  
Kim Jin Soo



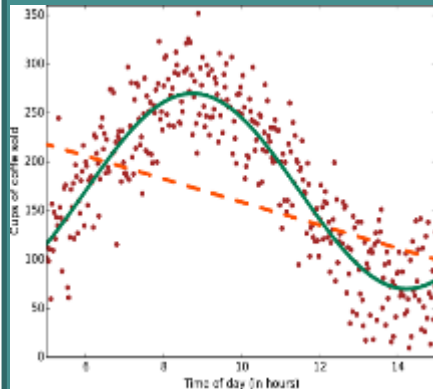
**Using known data, develop a model  
to predict unknown data**

알려진 데이터를 사용하여, 알려지지 않은 데이터를  
예측하는 모델을 개발하는 기법

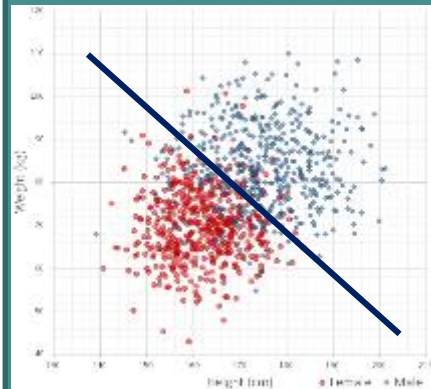
- Known Data :  
과거의 모든 빅데이터, 이전에 관측된 데이터,
- Unknown Data :  
누락된 데이터, 보이지 않는 데이터, 존재하지 않는 미래데이터
- Model : Know Data + Algorithms(ML algorithm)



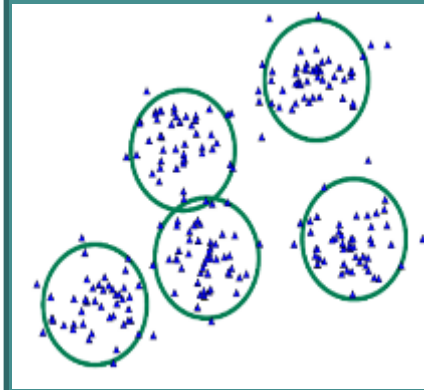
## Regression



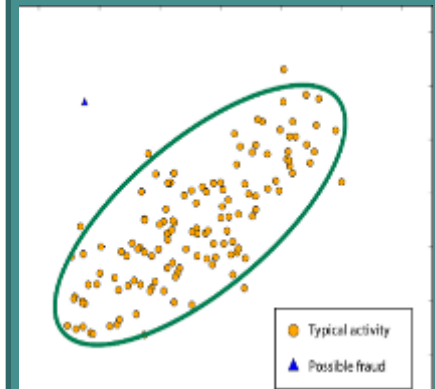
## Classification



## Clustering



## Anomaly Detection



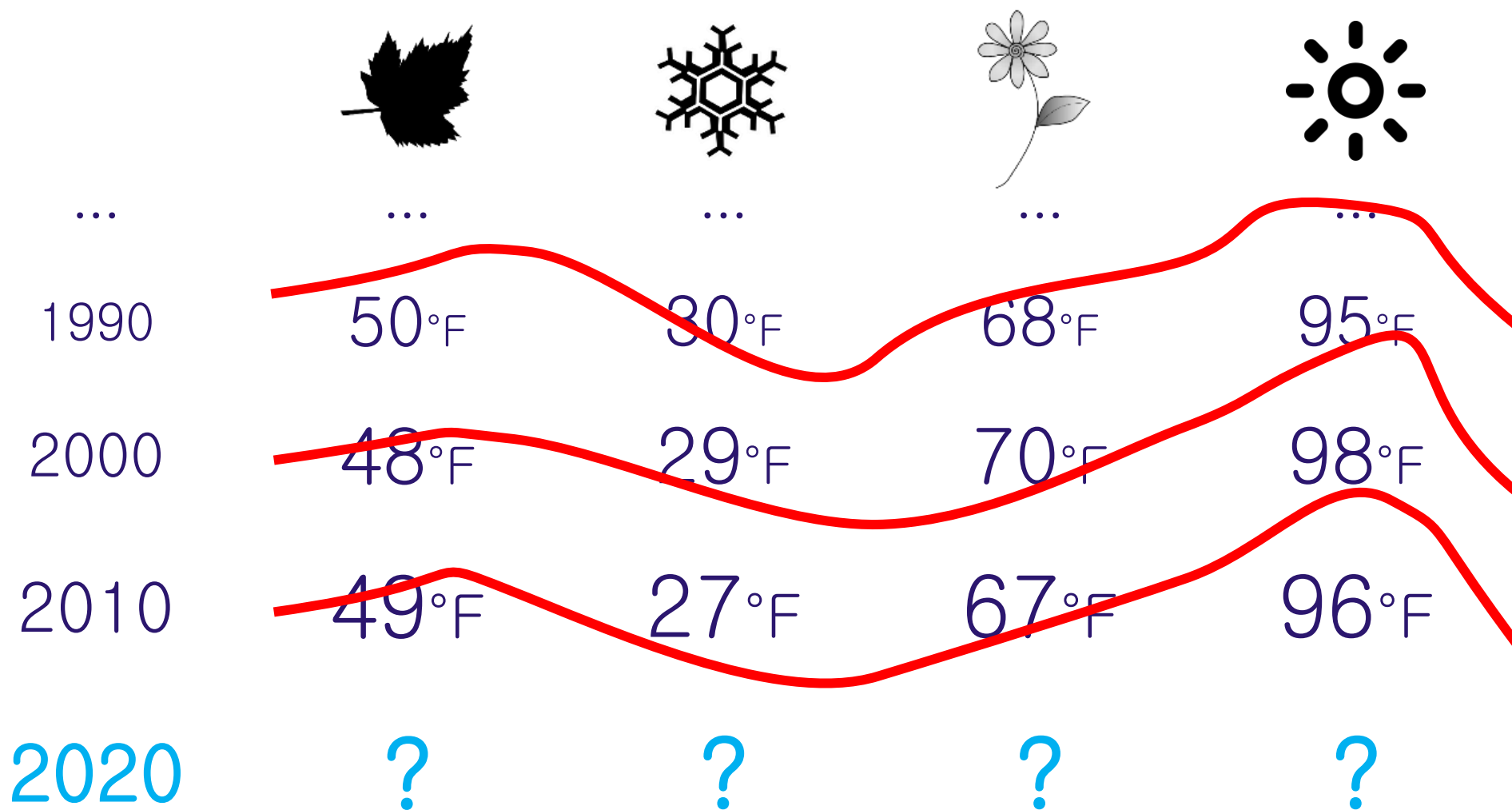
# 머신러닝 모델 : Regression



...				
...	...	...	...	...
1990	50°F	30°F	68°F	95°F
2000	48°F	29°F	70°F	98°F
2010	49°F	27°F	67°F	96°F
2020	?	?	?	?

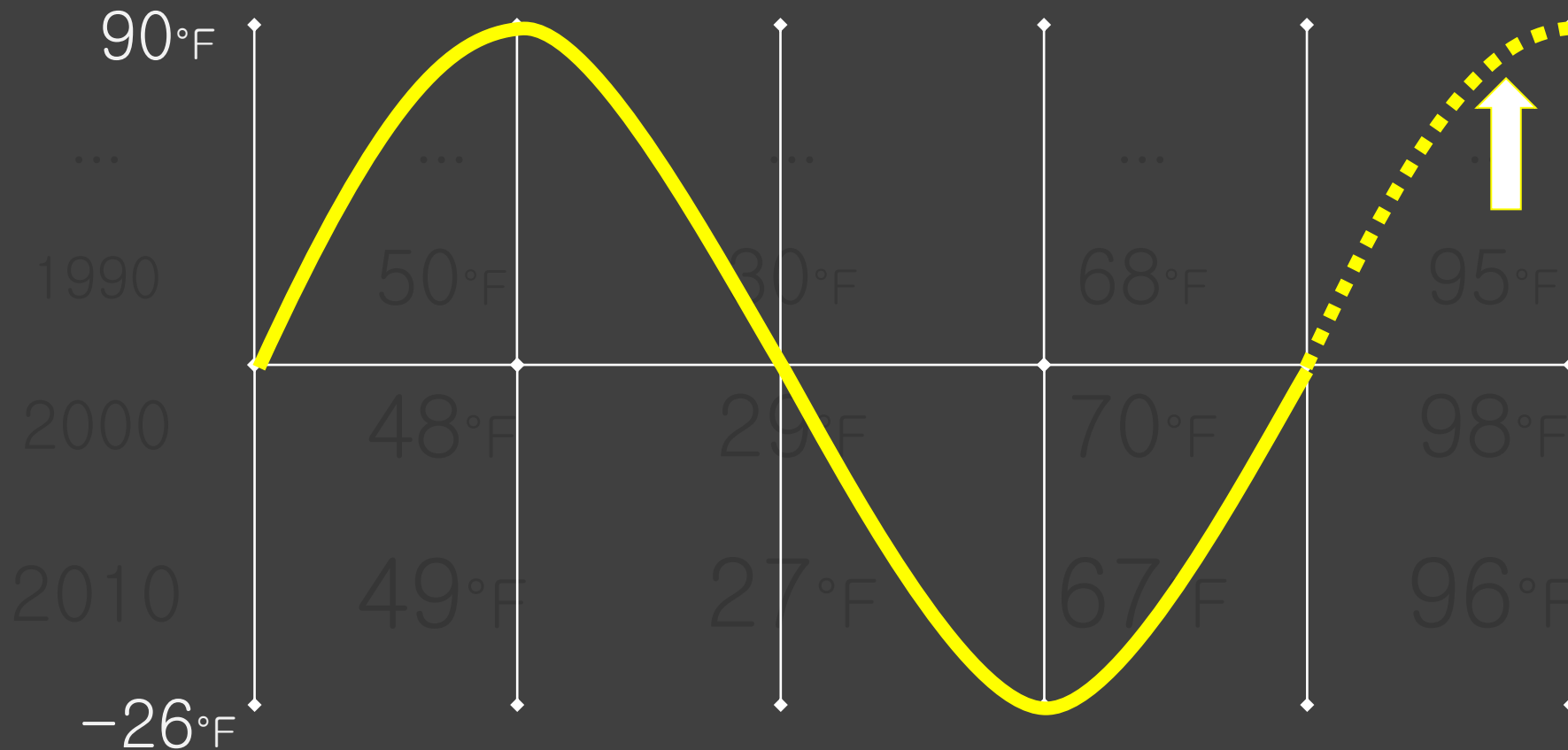
Using **known data**, develop a **model** to predict **unknown data**.

# 머신러닝 모델 : Regression



Using **known data**, develop a **model** to predict **unknown data**.

# 머신러닝 모델 : Regression



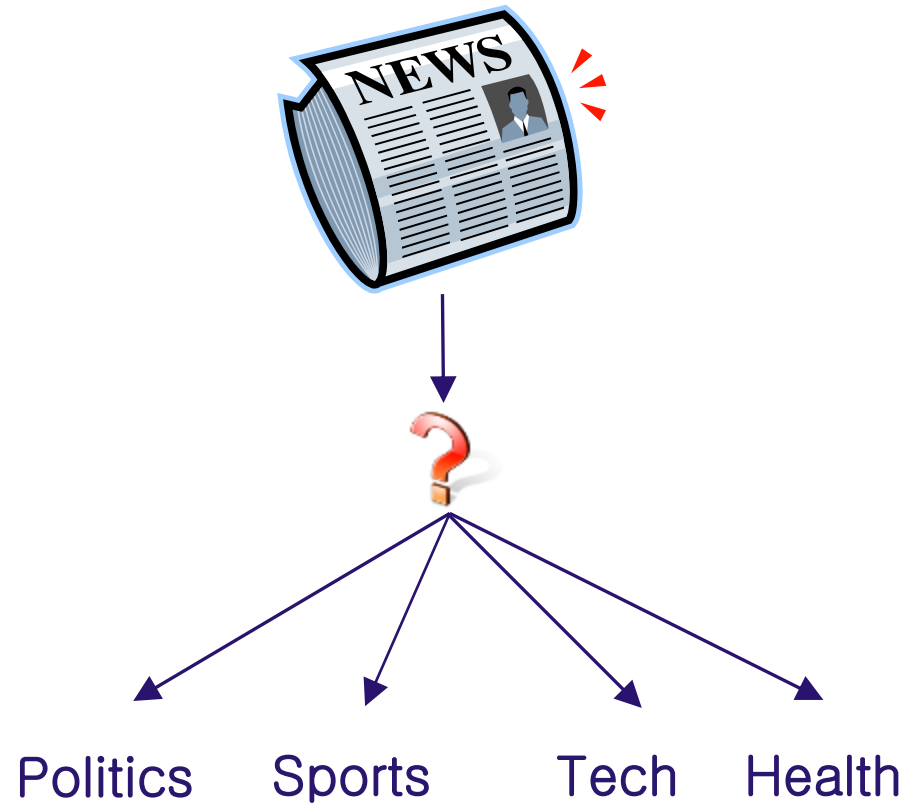
2020년 여름은?

Using **known data**, develop a **model** to predict **unknown data**.

# 머신러닝 모델 : Classification



**Classify a news article as (politics, sports, technology, health, ...)**





# 머신러닝 모델 : Classification



Documents consist of unstructured text. Machine learning typically assumes a more structured format of examples

Process the raw data

Documents

Labels



Tech



Health



Politics



Politics



Sports



## Process each data instance to represent it as a feature vector

## Sports

## Labels

# Feature

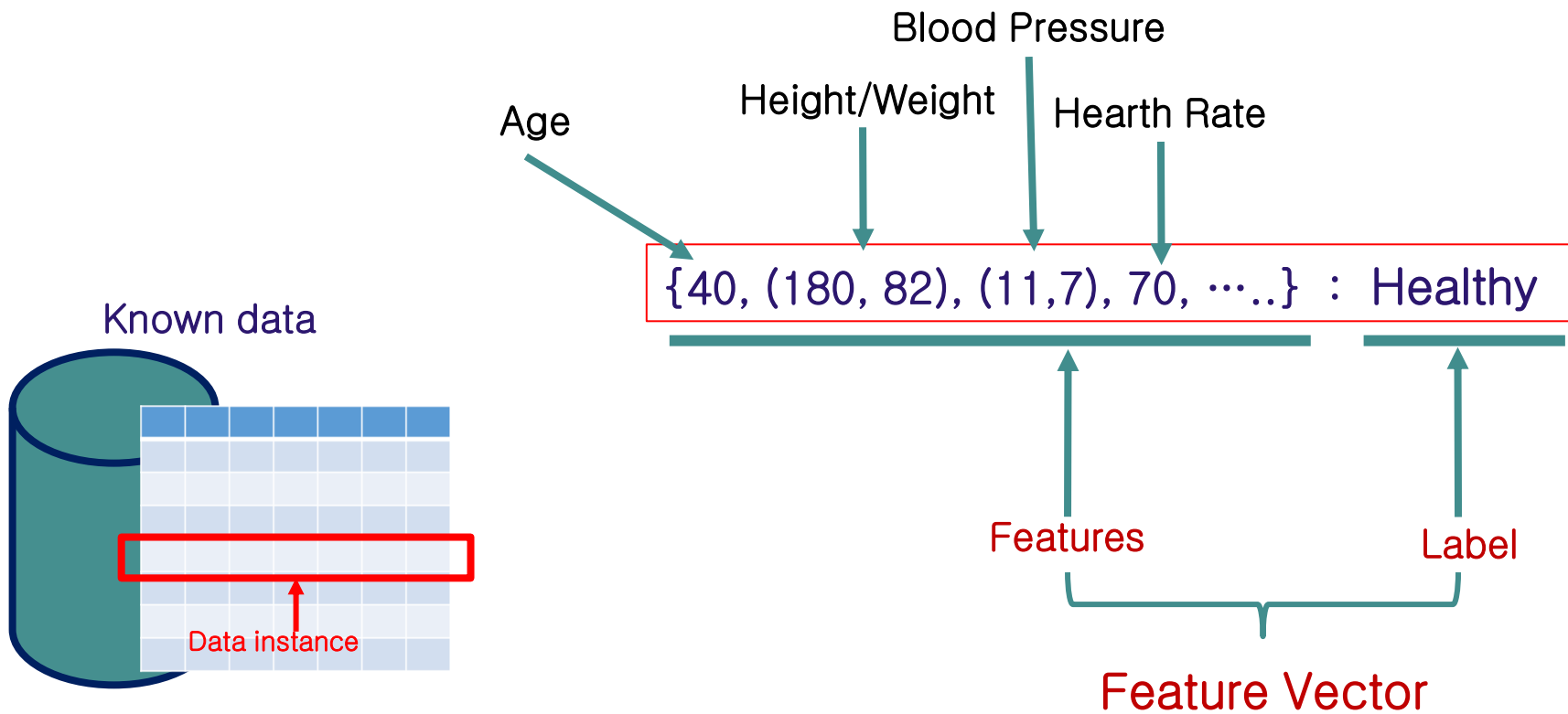
[illegible]

# 머신러닝 모델 : Classification



## Feature vector

i.e.



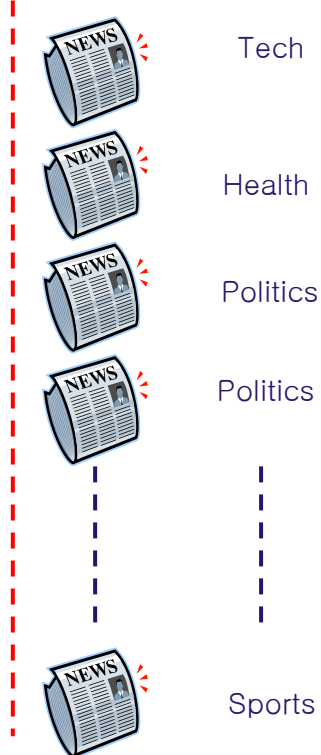
# 머신러닝 모델 : Classification



## Developing a Model

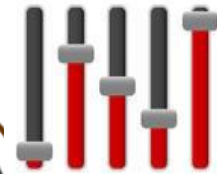
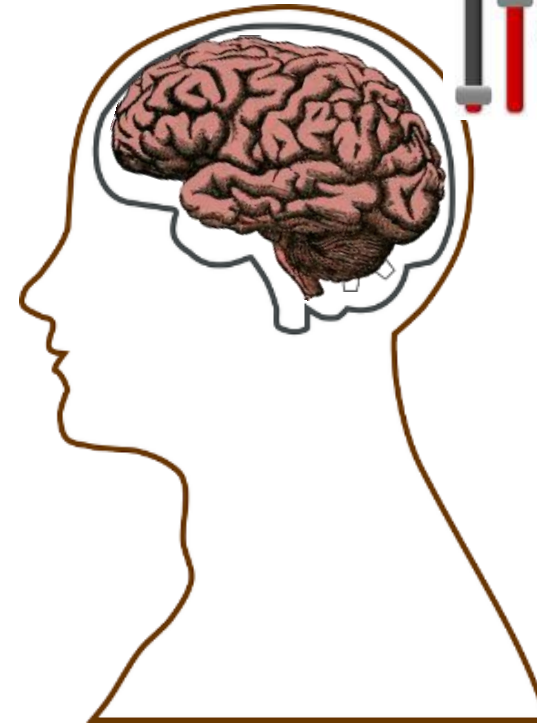
Training data

Documents   Labels   Feature Vectors

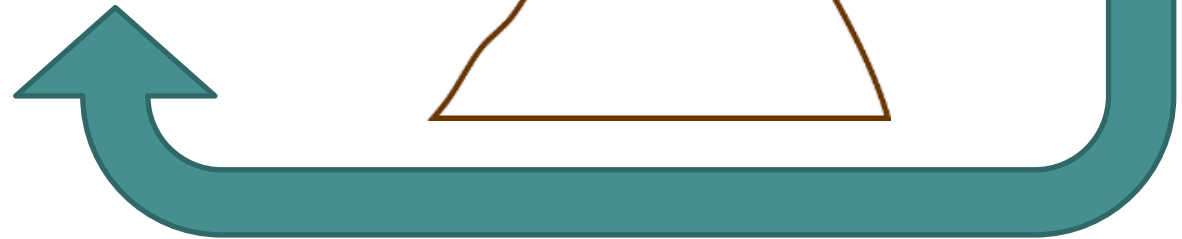


Train  
the Model

Base  
Model



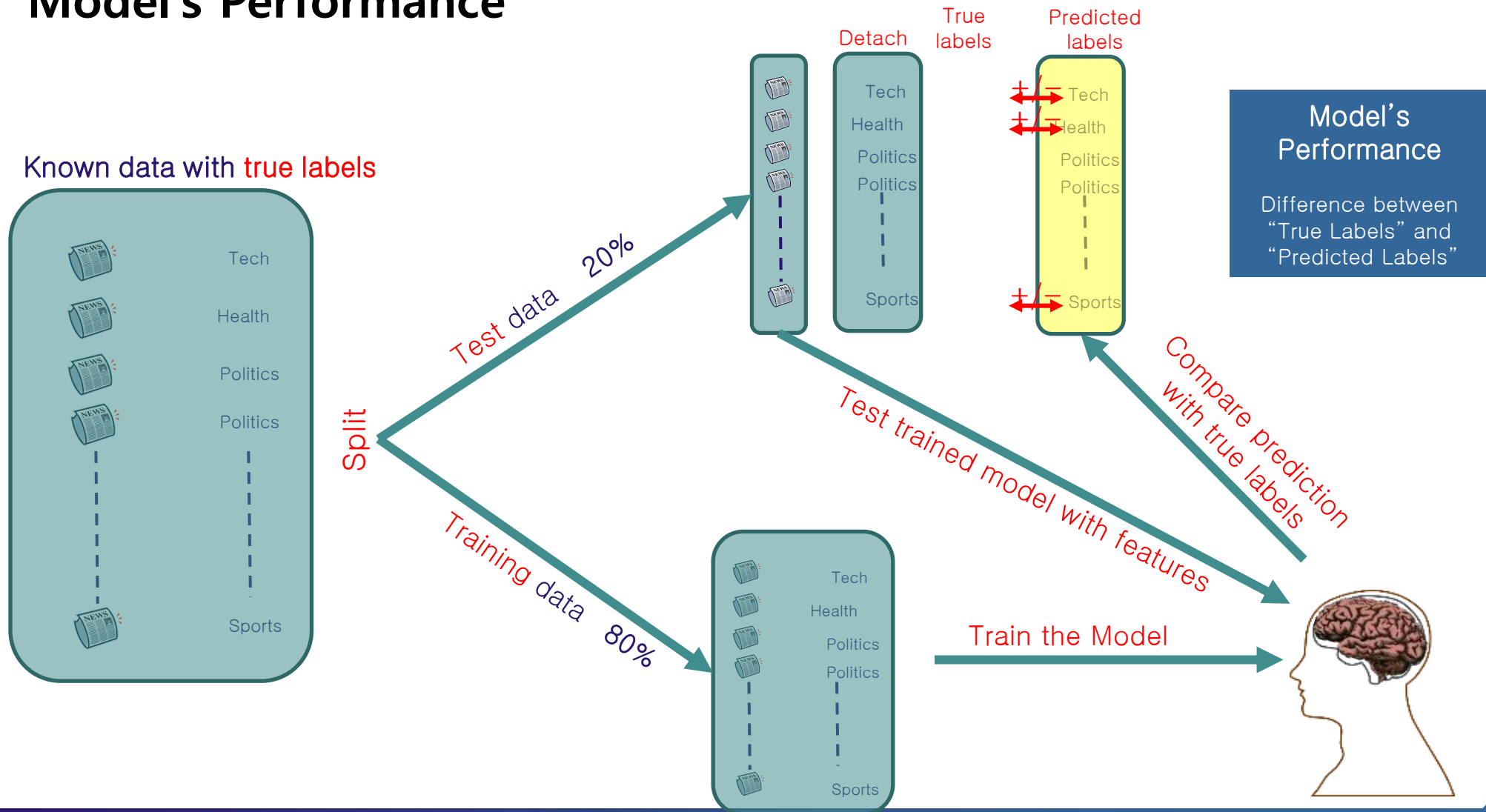
Adjust  
Parameters



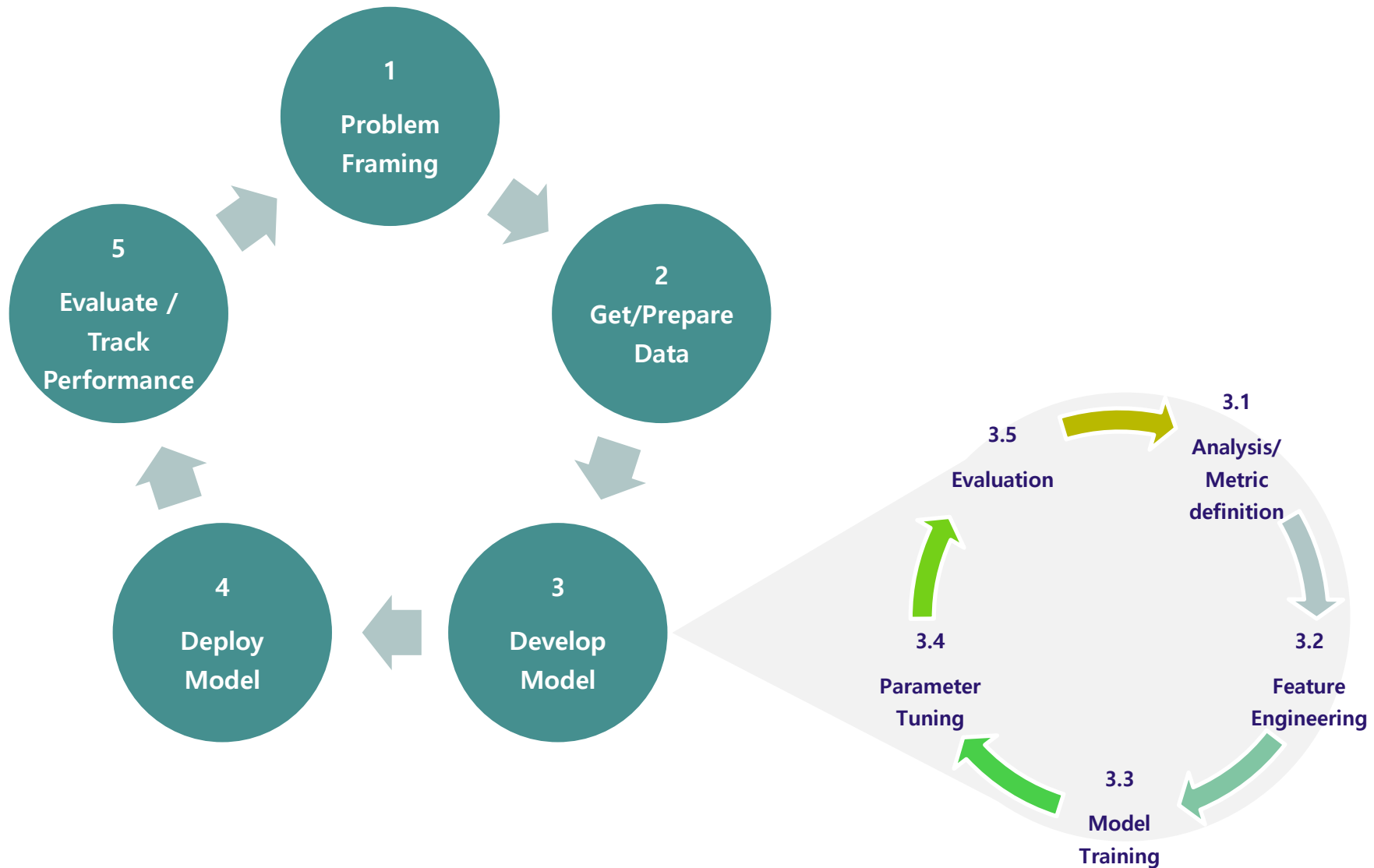
# 머신러닝 모델 : Classification



## Model's Performance



# 머신러닝 솔루션 구현 프로세스



# 머신러닝 적용 분야



Finance  
and risk



Sales  
and marketing



Customer  
and channel



Operations  
and workforce

\$\$\$

Revenue Forecasting



Sales forecasting



User segmentation



Agent allocation



Portfolio optimization



Demand forecasting



Personalized offers



Warehouse efficiency

\$\$\$

Investment modelling



Sales lead scoring



Product  
recommendation



Smart buildings



Fraud detection



Marketing mix  
optimization



Predictive  
maintenance



Risk management



Supply chain  
optimization

# 과정을 마무리 하며...



- ❖ 세상에 더 좋은 머신러닝은 없다.
  - 더 적합한 머신러닝만 있을 뿐...
- ❖ 잘 아는 것부터 점진적으로 접근해 나가라.
  - 블랙박스에 맡기는 것이 아니라, 하나씩 처방해 나가는 것이다.
- ❖ 머신러닝은 성능점수를 최적화 하는 것이다.
  - 즉, 성능측정기준을 무엇으로 하느냐가 중요하다.
  - 공부(운동) 잘했어? → 공부(운동)에 최적화 된 아이로 자란다.
  - 단순히 돈 벌고 싶다가 아니라,  
어떤 고객을 대상으로 어떤 상품을 얼마만큼 팔 수 있는가를 검증
- ❖ 딥러닝이 좋은 경우
  - 내가 세상의 모든 데이터를 다 가지고 있을 때
  - 내가 가지고 있는 지식이나 능력으로 해결되지 않을 때
- ❖ 데이터사이언스는 "프로그래밍"이 아니라 "디버깅"이다.
  - 데이터를 넣어보고, 왜 안 되는지를 끊임없이 고민
  - 머신러닝 = 러닝머신 ^^



**감사합니다!**