

End-to-End Data Science using IBM's Watson Studio



Power of data. Simplicity of design. Speed of innovation.

Bernie Beekman Michael Cronk James Parry Prithvi Rao



Agenda

Time	Description
8:30 AM - 9:00 AM	Registration and Breakfast
9:00 AM - 10:00 AM	Overview of Watson Studio
10:00 AM - 10:15 AM	Break
10:15 AM – 1:00 PM	Lab Orientation Lab 1-3 – Set up Environment, Watson Knowledge Catalog, Data Refinery
12:00 PM	Lunch Watson OpenScale Presentation/Demo
01:30 PM - 03:00PM	Lab Orientation Lab 4-5 – SPSS Modeler, SparkML Notebook
02:30 PM – 04:00 PM	Lab Orientation Lab 6,7 – Neural Network Modeler, RStudio and Shiny
04:00 PM - 05:00 PM	Lab Orientation Lab 8 – Model Builder/ Application Deployment



Participant Background

- R/Python/Scala
- Jupyter Notebook
- Machine Learning/Deep Learning
- Keras
- Spark
- Shiny
- IBM Cloud



Outline

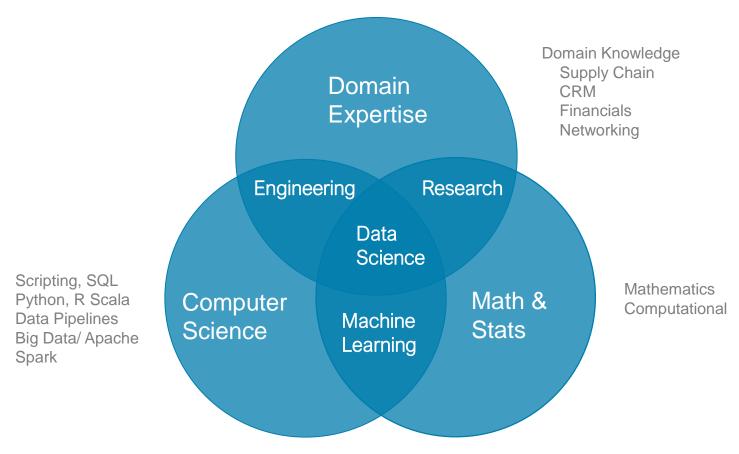
Data Science Overview



- Watson Studio Overview
- Lab Overview



What is Data Science?



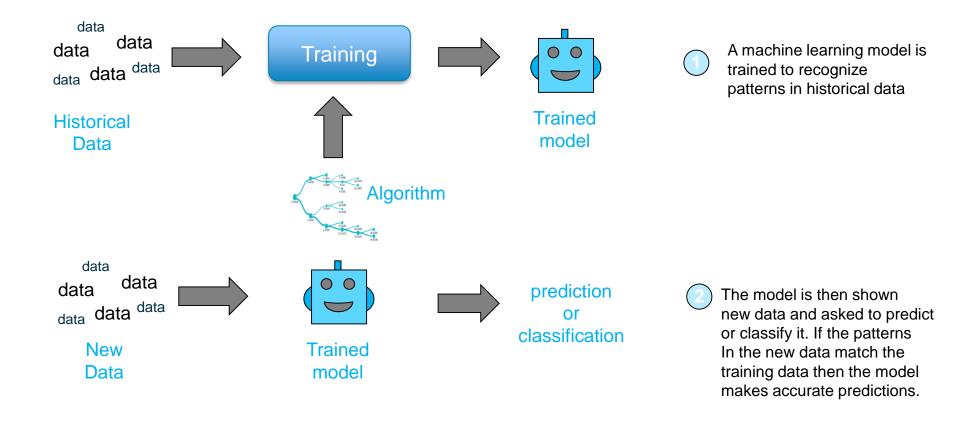
Data Science Projects Require Multiple Skills

5



What is Machine Learning?

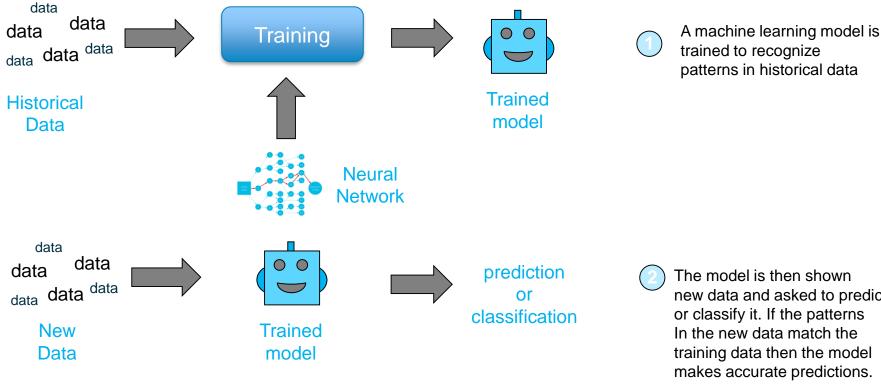
"Computers that learn without being explicitly programmed"





What is Deep Learning?

"Computers that learn without being explicitly programmed"



The model is then shown new data and asked to predict or classify it. If the patterns In the new data match the training data then the model makes accurate predictions.



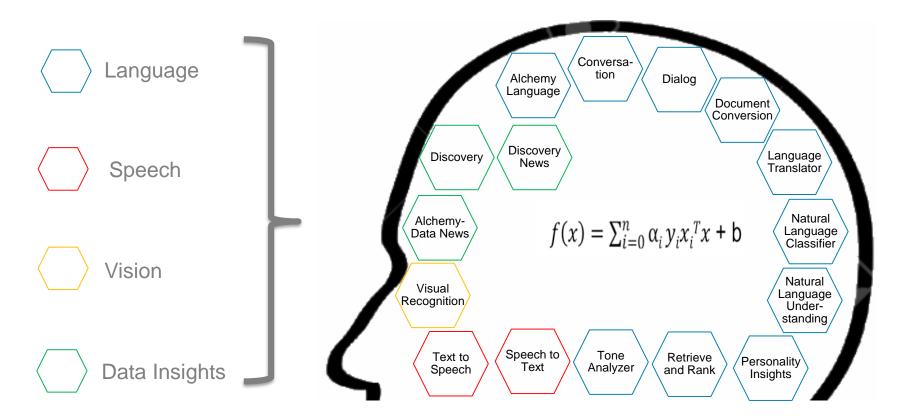
What is Artificial Intelligence?

A theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decisionmaking, and translation between languages..



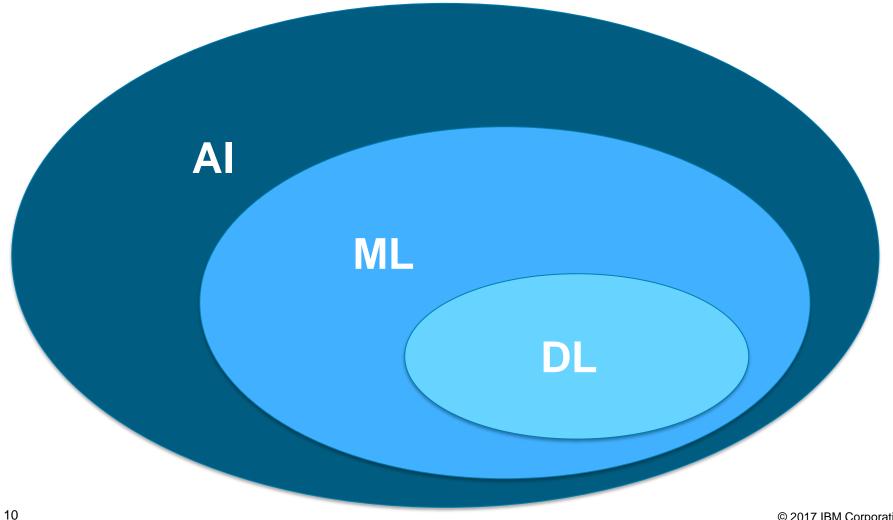
Artificial Intelligence = Machine Learning ???

Data + Algorithms = Scored Al Models





Understanding AI, ML & DL Relationship...





IBM takes an Enterprise Approach to Data Science

Freedom of Choice

- Choose programming languages, open source libraries, IBM value-add capabilities
- Code/Click
- Machine Learning/Deep Learning/Decision Optimization.
- Operationalize Machine Learning
 - Manage complete ML lifecycle Build, Deploy, Manage, Scale, Monitor, Retrain
- Hybrid ML
 - Build where you want, deploy where you want
- Governance
 - Ensure that right people get access to the right data



Outline

- Data Science Overview
- Watson Studio Overview

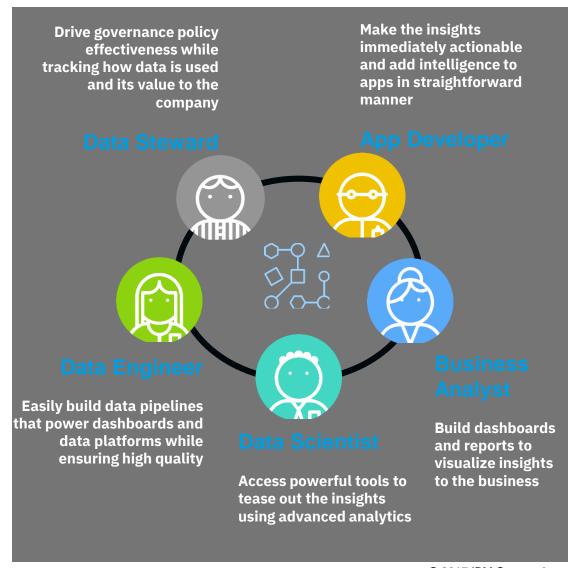


Lab Overview



IBM Watson Studio Platform

An integrated platform of tools, services, data, and metadata that help companies or agencies accelerate their shift to be data-driven organizations.





Watson Studio Deployment Options

- Watson Studio on IBM Cloud
 - Managed offering provided by IBM
- Watson Studio Local
 - On-premise Private Cloud
 - IBM Cloud, AWS, Azure
- Watson Studio Desktop

- IBM Cloud Private for Data
 - Watson Studio Local



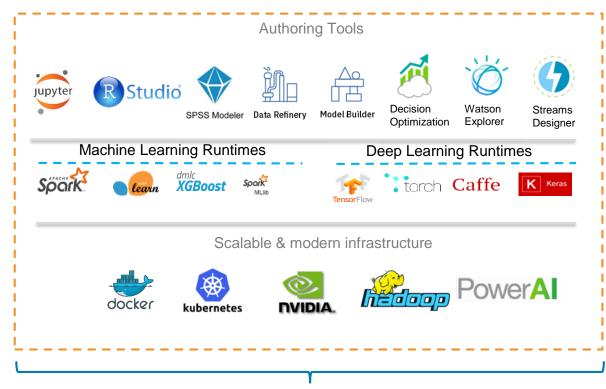
Watson Studio Tools

Build and train at scale

- Using best of breed Open source & IBM tools
- Code (R, Python or Scala) and nocode/visual modeling tools

- Container-based resource management
- Elastic cpu/gpu power
- Run on x86, Power, zLinux
- Integrate with Cloudera and HDP

 Train and deploy where your data lives





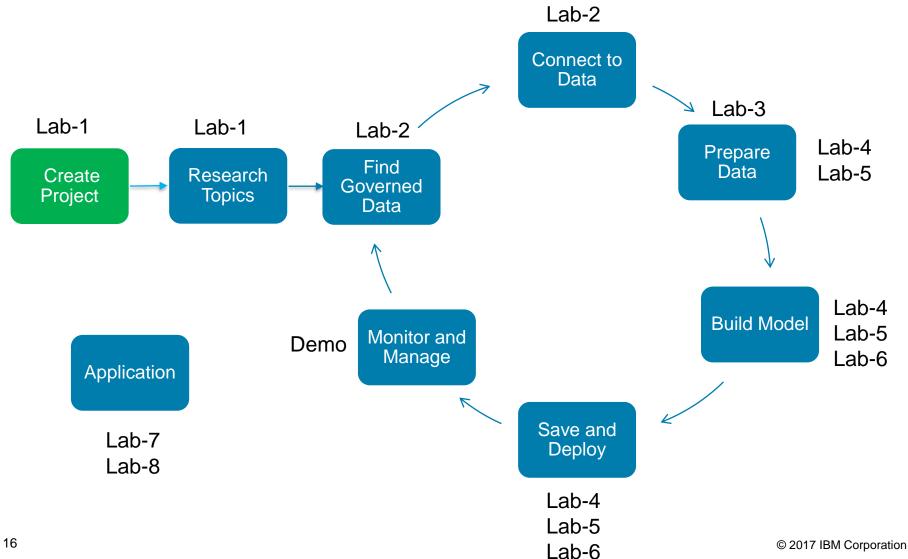














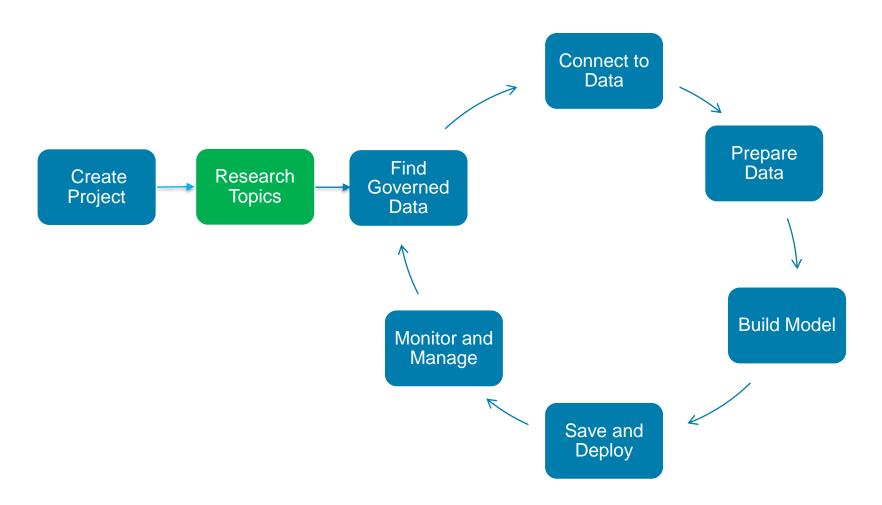
Watson Studio Project Features

Making Data Science a Team Sport



- Organizes resources to achieve a particular data analysis goal
- Support role-based collaboration (Admin, Editor, Viewer)
- Assets from all IDEs can be included in one Watson Studio project: notebooks, data sources, flows, models, etc.
- Export/Import Projects







Watson Studio Community Card Features

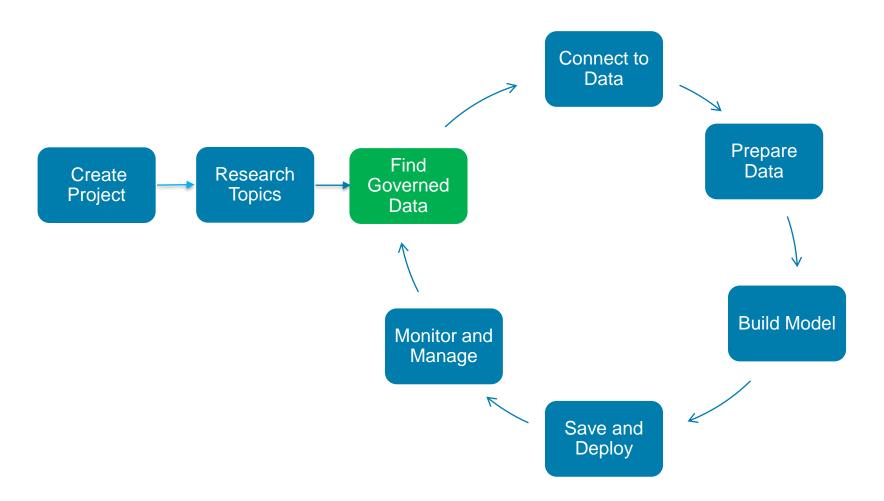
Research Topics

Built-in learning to get started

- Community Card Feature includes curated articles, tutorials, notebooks, data sets, and papers
- Bookmark in Projects
- Copy notebooks or Data Sets into projects
- Continuously updated in IBM's managed service

** Currently available in Watson Studio Cloud, and Watson Studio Local. Not in Watson Studio - ICPD







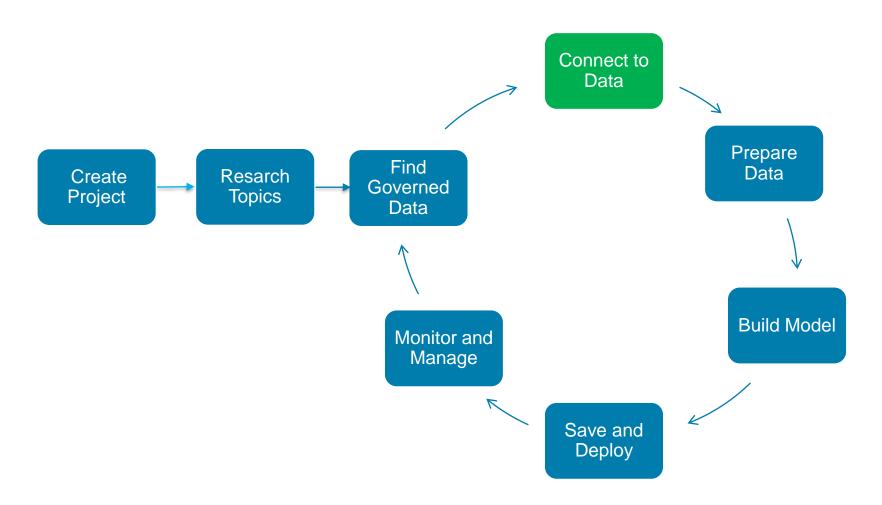
Data

Watson Knowledge Catalog Features

Unlock tribal knowledge and unleash knowledge workers

- Find data (structured, unstructured) and AI assets (e.g., ML/DL models, notebooks, Watson Data Kits) in the Knowledge Catalog with intelligent search and giving the right access to the right users.
- Discover assets, profiling, classification
- Policy, rule authoring
- Policy, rule enforcement
- Asset Usage Statistics







Watson Studio Connection Features



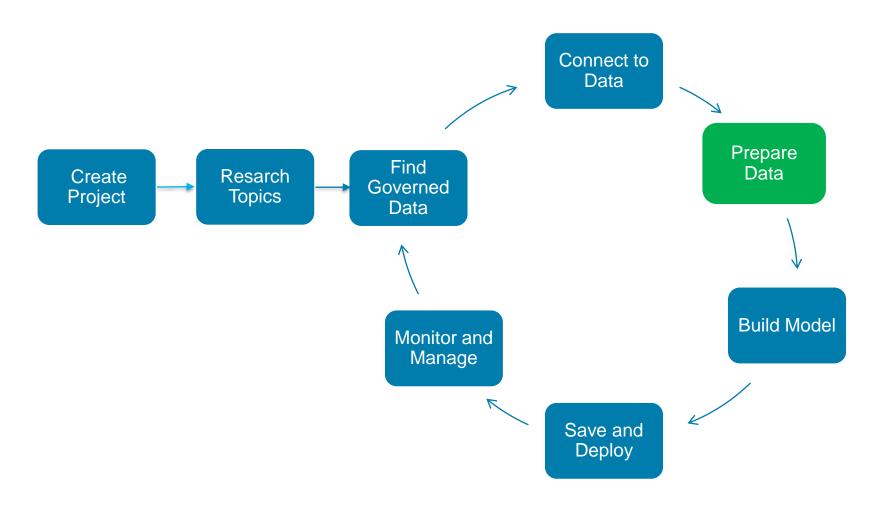
- Upload files
- Connectors to Structured and Unstructured, On-prem and Cloud data sources.
- Wizard based connection definition and code generation



Notebook Screenshot









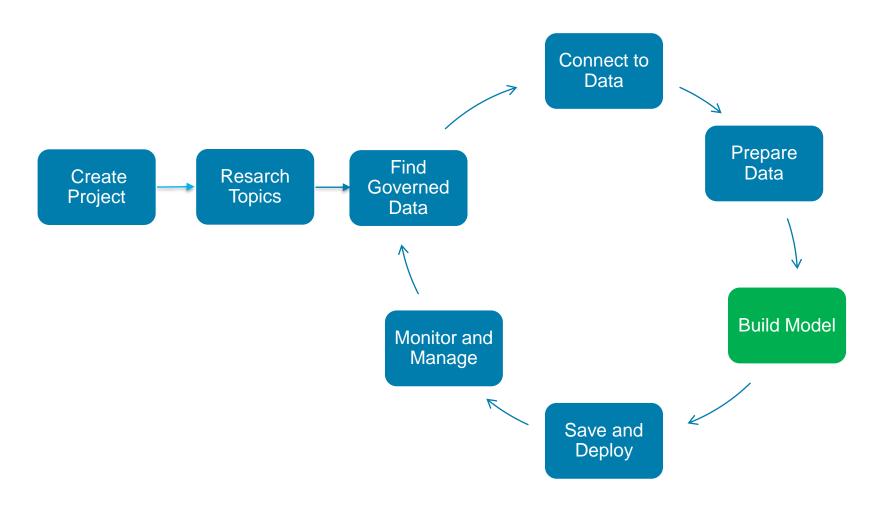
Watson Studio Data Refinery Features

Prepare Data

Making Data fit for use

- Data Refinery tool to profile, visualize, and shape data.
- Create data preparation pipelines via point and click capability on subset of data
 - Cleanse the data: fixing or removing data that is incorrect, incomplete, improperly formatted, or duplicated
 - ✓ Shape the data: customize data by filtering, sorting, combining, or removing columns, and performing operations
- Run the pipeline on all the data
 - Manually (on demand)
 - Automated (scheduled)







Watson Studio Model Building Features



The best of open source and IBM Watson tools to create start-of-the-art data products

Open Source Tools

- Jupyter Notebooks**
- RStudio and Shiny**
- Libraries- scikit-learn, XGBoost, Spark**, TensorFlow**, Caffe, Keras, PyTorch

IBM Tools

- Model Builder **
- SPSS Modeler**
- Neural Network Modeler**
- Experiment Builder**
- Natural Language Classifier Model
- Visual Recognition Model

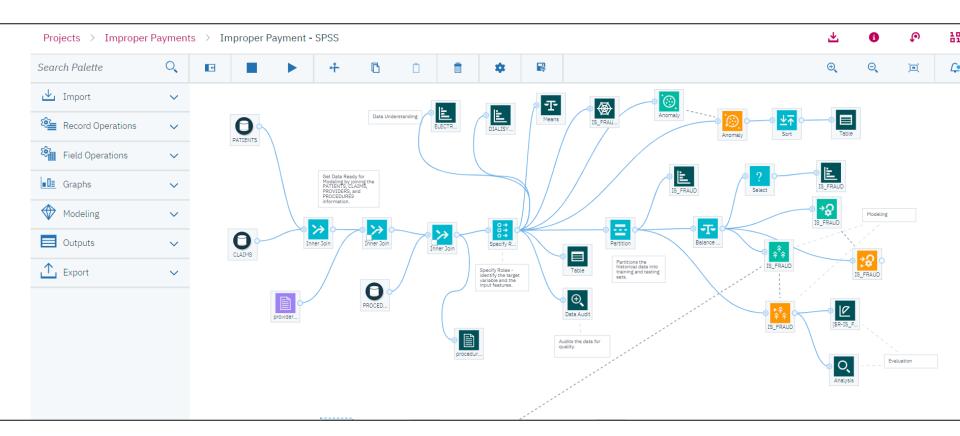
Train at scale on **GPUs** and **distributed** compute

^{**} in hands-on labs

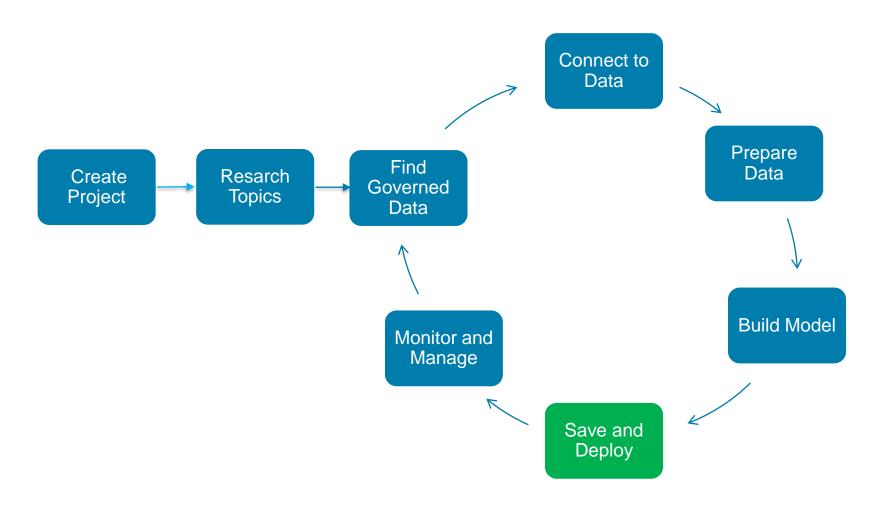


Watson Studio - SPSS Modeler







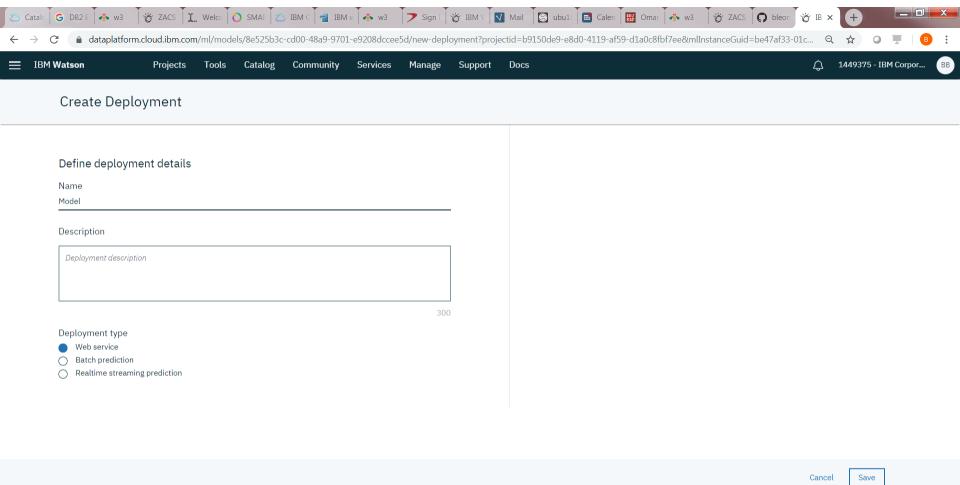




Watson Studio Save and Deploy Models

Save and Deploy

Save and Deploy Models with Watson Machine Learning



🖺 🛮 IBM Watson Stud....pptx 🔷

Data Science Exp....pptx ^

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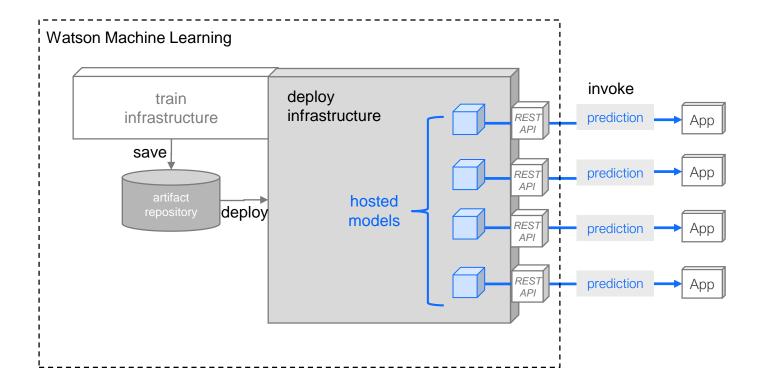
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Watson Studio Save and Deploy Trained Models

Save and Deploy Models with Watson Machine Learning





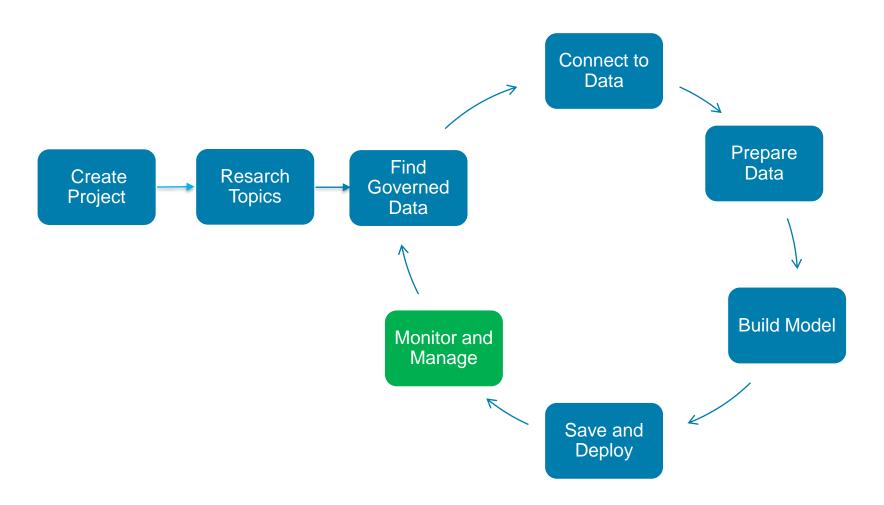
Watson Studio Save and Deploy Features

Save and Deploy

Save and Deploy Models with Watson Machine Learning

- Watson Machine Learning API to save/load models to/from repository
- Watson Machine Learning API to deploy saved models easily and have them scale automatically.
- Watson Machine Learning API to invoke deployed models







Watson Studio Monitor and Manage

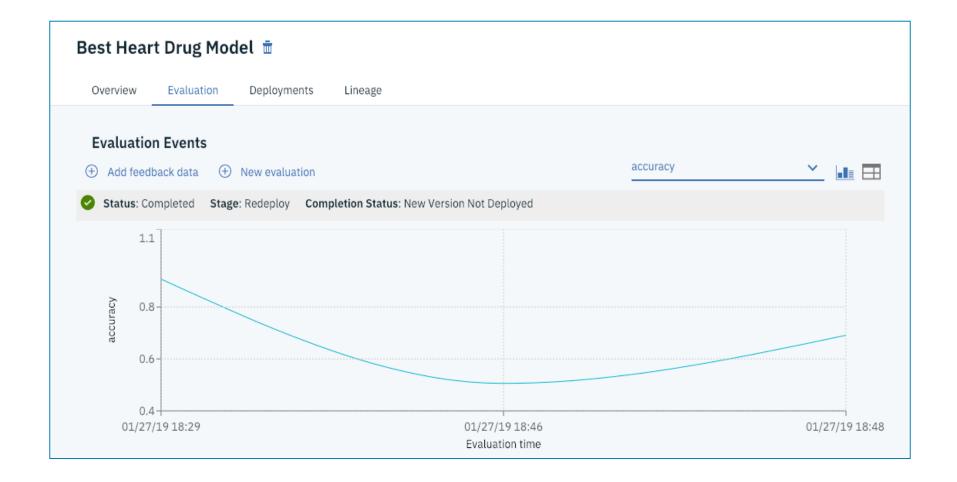
Monitor and Manage

Spark Service or Environm			
learning.	upporting Scala kernels	s can be used for continuous	
Spark		~	
Prediction type			
binary		~	
Metric details (type / option	nal threshold)		
areaUnderPR	v 0.8		
Feedback data connection	ı (IBM Db2 Warehouse o	on Cloud - Create new connec	tion 🔼)
dashdb: BLUDB / Feedback	BLB Change feedbac	k data reference	
Record count required for re	re-evaluation		
500			
Auto retrain			
when model performance is	s below threshold	~	
when model performance is			
Auto deploy			



Watson Studio - Monitor and Manage

Monitor and Manage





Watson Studio Monitor and Manage Features

Monitor and Manage

• Monitor the performance of the models in production and trigger automatic retraining and redeployment of models.



Our vision for Trusted Al

Pillars of trust, woven into the lifecycle of an Al application



Is it fair?



Is it easy to understand ?



Did anyone tamper with it?

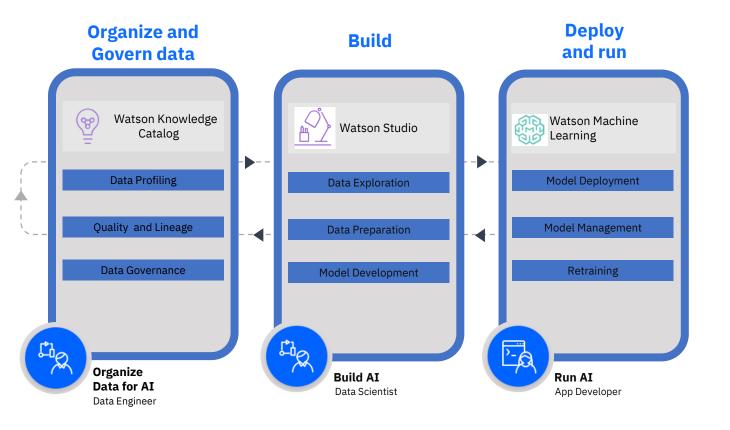


Is it accountable?



Watson Studio, WKC, WML, and Watson OpenScale

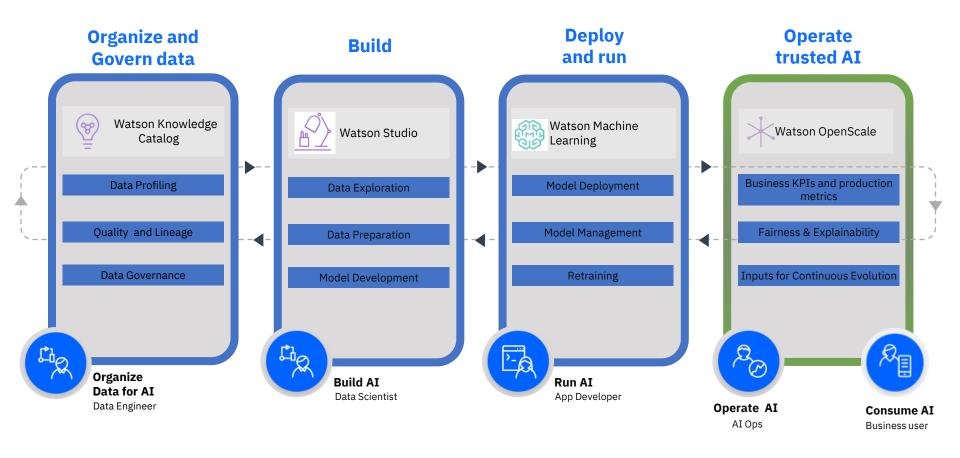
Enables organizations to operationalize AI across the enterprise





Watson Studio, WKC, WML, and Watson OpenScale

Enables organizations to operationalize AI across the enterprise





Watson OpenScale Monitor and Manage

Monitor and Manage

Insight	S						
Deployments Monitored	Accuracy Alerts		Fairness Alerts				
10	3		6				
Driver Performance		Market Analytics		Regulatory Compliance		Fraud Detection	
Issues 2	SIAS	1ssues 2	BIAS	1ssues	BIAS	1ssues	BIAS
Accuracy	Falmess	Accuracy	Fairness	Accuracy	Fairness	Accuracy	Felmess
60%	59% 1 of 3 attributes reported	65%	68% 1 of 3 attributes reported	88%	62% 1 of 3 attributes reported	89%	64% 1 of 3 attributes reported
Smago		5m ago		5m ago		5m ago	
Premium Optimization		Damage Cost Estimator		Pricing Risk		Call Center Routing	
1ssues 2	BIAS	Issues 1	BIAS	Issues 2		1ssues O	
Accuracy	Falmess	Accuracy	Fairness	Accuracy	Fairness	Accuracy	Falmess
88%	79% 2 of 3 attributes reported	90%	63% 1 of 3 attributes reported	79%	89%	90%	90%
5m ago		5m ago		5m ago		5m ago	



Watson OpenScale

Monitor and Manage

Trust and Transparency

- Intelligently delivers bias mitigation help
- Provides traceability & auditability of AI predictions made in production applications
- Tracks Al accuracy in applications
- Explains an outcome in business terms

Automation

- Automatically detects and mitigates bias in model output, without affecting currently deployed model or outcomes
- *NeuNetS (beta) automatically generate Neural Networks

Open By Design

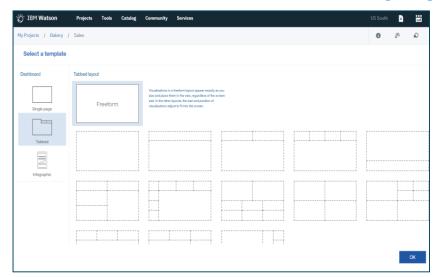
- Monitor models deployed on third party model server engines
- Deploy behind enterprise firewall or on laaS provider

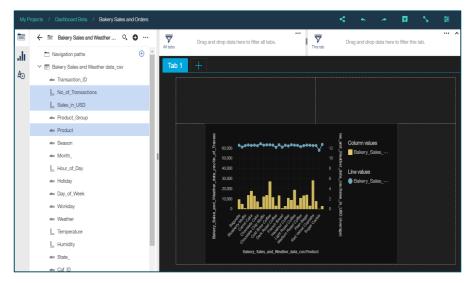
^{*} https://arxiv.org/abs/1901.06261

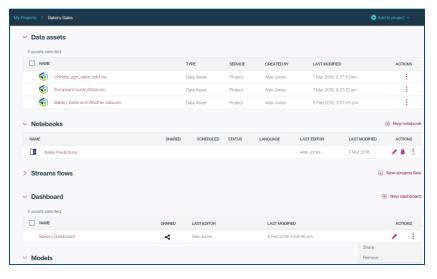


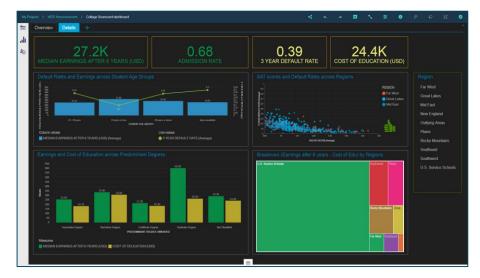
Watson Studio Dynamic Dashboards

Making insights available to all











Watson Studio Takeaways

Integrated Collaboration Environment

- Data Scientists, Subject Matter experts, Business Analysts & Developers all in one environment to accelerate innovation, collaboration and productivity
- Built-in learning to get started or go the distance with advanced tutorials

Choice of Tools for the full Al lifecycle

- Best in-breed open source and IBM tools that support the end-to-end AI lifecycle
- Choice of code or no-code tools to build and train your own ML/DL models or easily train and customize pre-trained Watson APIs

Support for all levels of expertise

- Use Watson smarts and recommendations for the best algorithms to use given your data, OR
- Use the rich capabilities and controls to fine tune your models

Multiple Deployment Options

- Watson Studio on IBM Cloud Managed offering
- Watson Studio Local Private Cloud, Public Cloud-(IBM, Azure, AWS)
- Watson Studio Desktop

Model lifecycle & management

- Deploy models into production then monitor them to evaluate performance.
- Capture new data for continuous learning and retrain models so they continually adapt to changing conditions.

Integrated with Knowledge Catalog

- Intelligent discovery of data and AI assets that enables reuse & improves productivity
- Seamlessly integrated for productive use with Machine Learning and Data science
- Powerful governance tools to control and protect access to data



Outline

- Data Science Overview
- Watson Studio Overview
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Lab Use Case: Female Human Trafficking

Input

- Generated fake travel records based on incoming custom forms.
- Subset of records were vetted as "high", "medium", or "low" risk for Female Human Trafficking by an analyst.

Goal is to train a model on the vetted data to be able to score the unvetted travel records into high, medium, or low categories.



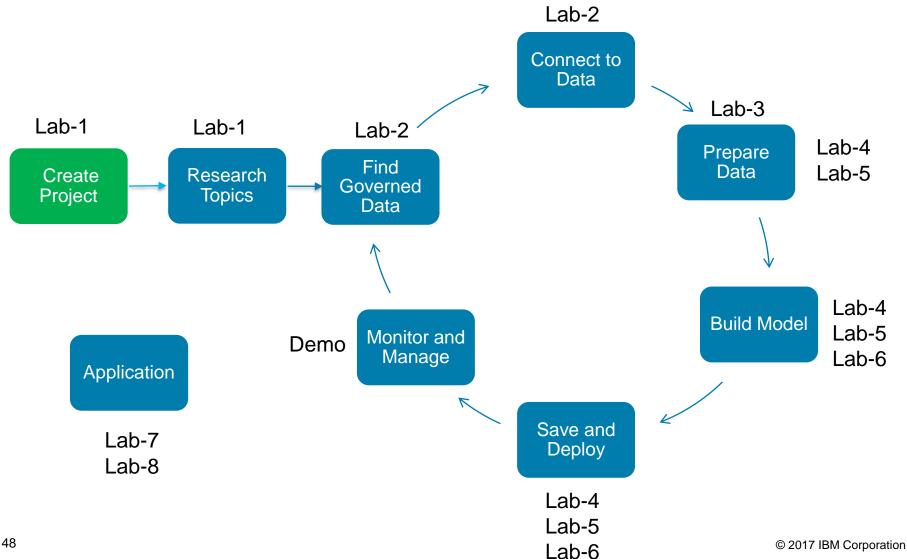
Lab Data

Field	Description		
UUID	Hash-based unique identifier		
VETTING_LEVEL	Analyst vetting status : 100- PENDING, 10 - HIGH, 20 - MED, 10 - LOW		
NAME	Person name		
GENDER	Person Gender		
AGE (SPSS Modeler)	Person age at time of travel		
BIRTH_DATE (Notebook)	Person birth date		
BIRTH_COUNTRY	Person full birth country		
BIRTH_COUNTRY_CODE	Person ISO 2 country		
OCCUPATION CATEGORY	Person occupation as declared on form		
ADDRESS	Person US address		
SSN	Person Social Security Number		
PASSPORT_NUMBER	Person Passport Number		
PASSPORT_COUNTRY	Person Passport Issuing Country		
PASSPORT_COUNTRY_CODE	Person Passport Issuing Country ISO 2 Code		
COUNTRYIES_VISITED	The countries visited as declared on form		
COUNTRIES_VISITED_COUNT	The number of countries visited as declared on form		
ARRIVAL_AIRPORT_COUNTRY_CODE	ARRIVAL Airport country code ISO2		
AIRPORT_ARRIVAL_IATA	ARRIVAL Airport 3 character code		
AIRPORT_ARRIVAL_MUNICIPALITY	ARRIVAL Airport Municipality Derived from Code		
ARRIVAL_AIRPORT_REGION	ARRIVAL Airport Region Derived from Code		
DEPARTURE_AIRPORT_COUNTRY_CODE	DEPARTURE Airport Country code ISO2		
DEPARTURE_AIRPORT_IATA	DEPARTURE Airport 3 character code		
DEPARTURE_AIRPORT_MUNICIPALITY	DEPARTURE Airport Municipality Derived from Code.		



Watson Studio supports the Data Science Lifecycle

Build, train, deploy, and monitor at scale ML/DL workflows to infuse AI into the enterprise to drive innovation.



Lab Tips

- Labs are in www.github.com/bleonardb3/DS_POT_05-09 repository.
- Instructions for each Lab are in the README file in the respective Lab folder.
- Cloud development enables making frequent improvements in the user interface. We reviewed the lab instructions and made screen updates so they should be pretty faithful to the user interface. Small differences may occur but shouldn't get in the way of successfully completing the labs.
- Do not use Internet Explorer as the browser. For Mac users do not use Safari.
- For the Jupyter Notebook labs, you execute notebook cells by entering <Shift><Enter> when your cursor is in a code cell. Or you can click on the Run icon in the toolbar.
- All of the Labs should be done in the project that you created when following the signup instructions.
- Index Cards
- For Lab-5 make sure when you are creating the notebook that you switch the environment to the Python-Spark environment.



Lab-1: Set up Environment

Introduction:

This lab will set up the Watson Studio environment for subsequent labs and introduce you to the Project and Community features of Watson Studio.

Objectives:

Upon completing this lab, you will know how to:

- Create a project
- Create an object storage instance and associate it with the project
- Create a Watson Machine Learning service instance and associate it with the project
- Add a collaborator to the project
- Research topics by searching the Community



Lab-2: Introduction to Watson Knowledge Catalog

Introduction:

This lab will introduce you to the features of IBM's Watson Knowledge Catalog. Watson Knowledge Catalog is a secure enterprise catalog to discover, catalog and govern your data and modeling assets with greater efficiency.

Objectives:

The goal of the lab is to gain familiarity with the features of the Watson Knowledge Catalog. Upon completing the lab, you will know how to:

- Create a governed catalog
- Add a member to the catalog
- Add Data Assets to the catalog
- Search the catalog
- Edit/Review/Profile a Data Asset
- Demonstrate access control features
- Create and enforce policy
- Push the Data Assets to a project.



Lab-3: Introduction to the Data Refinery

Introduction:

In this lab, you will use the Watson Studio Data Refinery to profile data, visualize data, and prepare data for modeling.

Objectives:

Upon completing the lab, you will know how to:

- Profile the data
- Visualize the data to gain a better understanding
- Prepare the data for modeling
- Run the sequence of data preparation operations on the entire data set.



Categories of Machine Learning

Supervised learning

- The program is "trained" on a pre-defined set of "training examples", which then facilitate its ability to reach an accurate conclusion when given new data
- The algorithm is presented with example inputs and their outcomes (labels)
- The goal is to learn a general rule that maps inputs to outputs

Unsupervised learning

 No labels are given to the learning algorithm, leaving it on its own to find structure (patterns and relationships) in its input



Categories of Machine Learning

Technique	Usage	Algorithms
Classification (or prediction)	 Used to predict group membership (e.g., will this employee leave?) or a number (e.g., how many widgets will I sell?) 	 Decision Trees Logistic Regression Random Forests Naïve Bayes Linear Regression Lasso Regression etc
Segmentation	 Used to classify data points into groups that are internally homogenous and externally heterogeneous. Identify cases that are unusual 	K-meansGaussian MixtureLatent Dirichlet allocation etc
Association	 Used to find events that occur together or in a sequence (e.g., market basket) 	•FP Growth



Preprocessing: Matrix for Machine Learning

Known as:

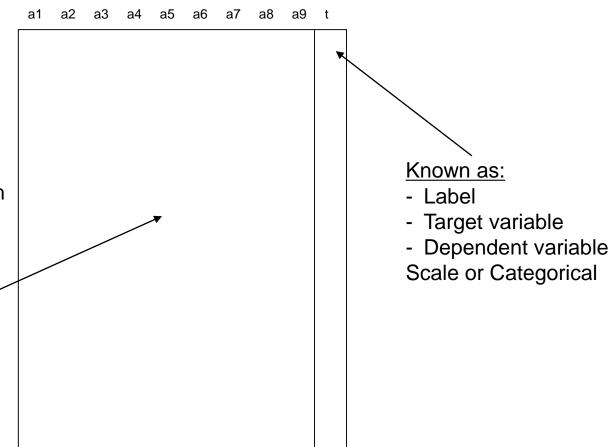
- Attributes
- Features
- Predictor variables
- Explanatory variables

Scale variables:

- Continuous variables, which can be measured on an interval scale or ratio scale
- 'Weight', 'Temperature', 'Salary', etc...

Categorical variables:

- Data with a limited number of distinct values or categories (nominal or ordinal)
- 'Hair color', 'Gender', 'Grape varieties', etc...





Training, testing, & validation sets

During the model development process, supervised learning techniques employ training and testing sets and sometimes a validation set.

- Historical data with known outcome
- Data is randomly split into training, testing, and/or validation sets (mutually exclusive records)

Why?

- Training set
 - Build the model
 - Tune the parameters
- Testing set
 - Assess model quality during training/tuning process
 - Avoid overfitting the model to the training set
- Validation set
 - Estimate accuracy or error rate of model after tuning
 - Used to compare multiple models



Lab-4: SPSS Modeler

Introduction:

In this lab, you will use the Watson Studio SPSS Modeler capability to explore, prepare, and model trafficking data. The SPSS Modeler is a drag and drop capability to build machine learning pipelines.

Objectives:

Upon completing the lab, you will:

- Become familiar with the Watson Studio SPSS Modeler capability
- Profile the data set
- Explore the data set with visualizations
- Transform the data
- Train/Evaluate a machine learning mode.



Lab-5: Machine Learning using SparkML

Introduction:

In this lab, you will use SparkML in Watson Studio to run generated travel data through a machine learning algorithm, automatically tune the algorithm, and load the prediction results into a DB2 on Cloud database.

Objectives:

Upon completing the lab, you will know how to use a Jupyter Notebook to:

- Connect to a cataloged assets to read in data used for machine learning.
- Select the target and features
- Transform data
- Declare a machine learning model.
- Setup up the data transform and modeling pipeline
- Train the model.
- Evaluate the model.
- Automatically tune the model.
- Score data and load into a new DB2 table.
- Save the trained model



Spark and Spark ML

Spark – why should I use it?

- Spark is a highly scalable runtime environment for analytics
- Provides the runtime engine and API
- Supports multiple languages: Python (PySpark), R (SparkR) and Scala

If you want to take advantage of Spark scalability and performance, you have to use Spark APIs

- Example (Python): Spark data frame vs. Pandas, Spark algorithms vs. scikitlearn
- It's possible to "mix and match" Spark and non-Spark code in a single notebook: the runtime environment will switch automatically
 - For example, use Python API for data understanding and SparkML for modeling

Spark Machine Learning API: https://spark.apache.org/docs/latest/ml-guide.html

Supported versions of Spark:

https://www.ibm.com/software/reports/compatibility/clarity/prereqsForProduct.html



Spark ML Pipeline Terminology

Spark ML standardizes APIs for distributed machine learning

- <u>DataFrame</u>: Spark ML uses DataFrame from Spark SQL as an ML dataset, which can hold a variety of data types
- Transformer: A Transformer is an algorithm which can transform one DataFrame into another DataFrame
- Estimator: An Estimator is an algorithm which can be fit on a DataFrame to produce a Transformer
- Pipeline: A Pipeline chains multiple Transformers and Estimators together in a sequence to specify an ML workflow
- Parameter: All Transformers and Estimators share a common API for specifying parameters



Lab-5: Demo Flow

Read in data from Cataloged Assets

Join trafficking, job categories, occupations data

Identify Labels

- Label the data ("VETTING_LEVEL")
- Select features

Feature Engineering (Transformation)

- StringIndexer (occupation, country, gender, birth year variables)
- VectorAssembler
- Normalizer

Define Model and Setup Pipeline

Naïve Bayes

Train the Model

- Split input data into Training (70%) and Test (30%) DataFrames
- Cache the resulting DataFrames
- Fit the Pipeline to the Training data set





Lab-5: Demo Flow (continued)

Evaluate the resulting predictions

Area under the ROC curve

Tune the model (hyperparamaters)

- Build Parameter Grid
- Cross-evaluate to find the best model

Score the unvetted records

- Use Best Model to Score unvetted records (VETTING LEVEL == 100)
- Write results into the Database

Save the model in the Model Repository

Model properties can be saved as well (e.g Area under the ROC curve)



Lab-6: Neural Network Modeler

Introduction:

This lab will use the MNIST computer vision data set to train a convolutional neural network (CNN) model to recognize handwritten digits. The Watson Studio neural network flow editor, Watson Studio experiment builder and the Watson Machine Learning component will be used to build, train, and save the trained model.

Objectives:

Upon completing the lab, you will know how to:

- Create Cloud Object Storage buckets to contain the input and result files
- Create a neural network design from an example using the flow editor
- Use the experiment builder used to set up a training definition to train the neural networ model
- Monitor the training progress and results.
- Save the trained model.
- Test the model



Neural Network



Originated in 1940s

Became very popular this decade

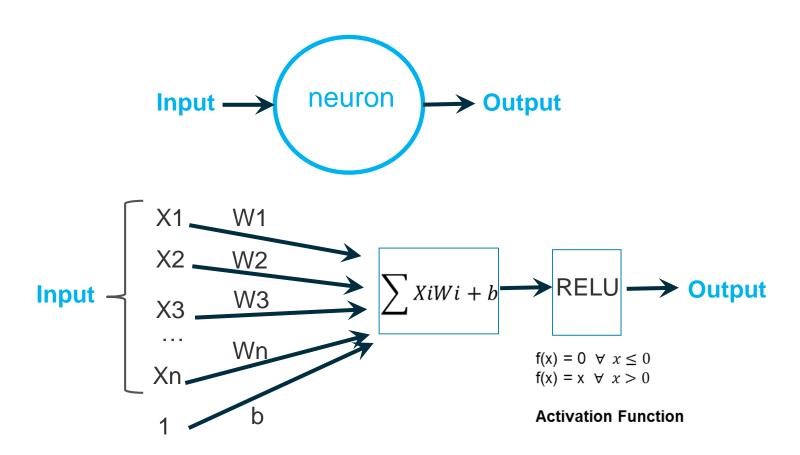
- Hardware GPUs, Storage
- Availability of Large Datasets for Training
- Better performing algorithms.

Especially useful for human perception type task

- Image Classification
- Object Recognition
- Speech Recognition
- Natural Language Understanding
- Machine Translation
- ...



What is an Artificial Neuron

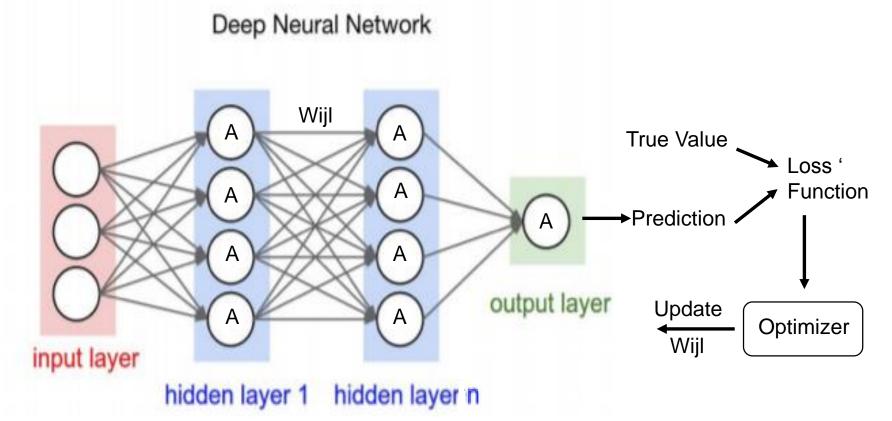




Neural Network

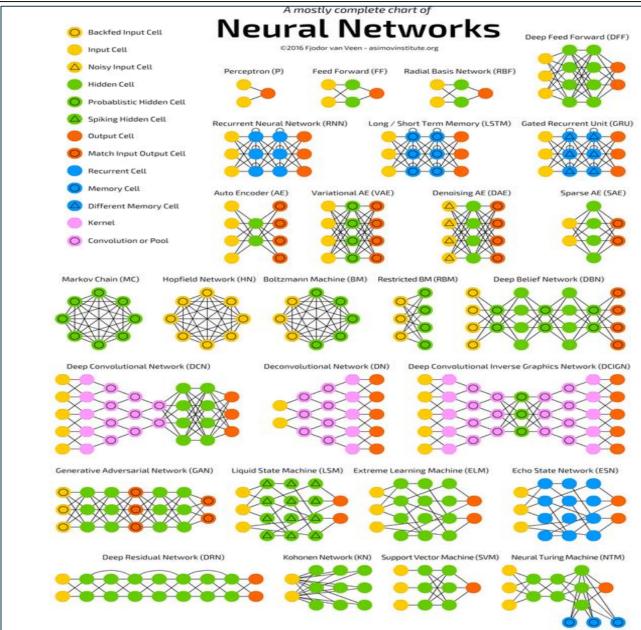
Modeling

Inspired by the way the human brain works.



Wijl – weight from neuron (i) in level (I-1) to neuron (j) in level (I)







Common Types of Neural Networks

Convolutional Neural Networks

- Image and Video recognition
- Recommender systems
- Natural language processing
- •

Recurrent Neural Networks

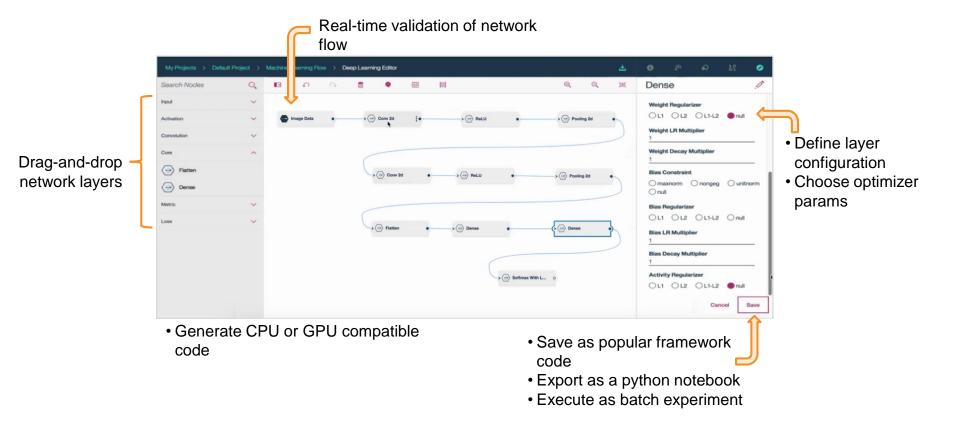
- Speech Recognition
- Handwriting Recognition
- Machine Translation
- **.** . . .



Neural Network Modeler

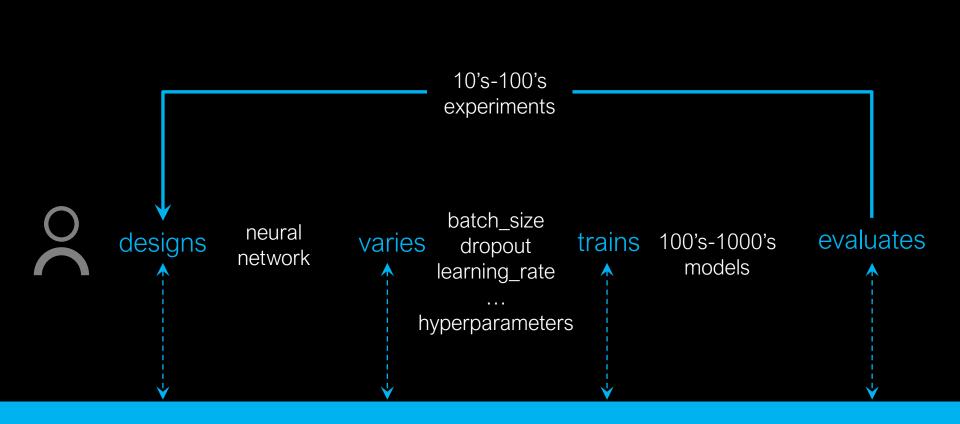
An intuitive drag-and-drop, no-code interface for designing neural network structures using the most popular deep learning frameworks. Quickly capture your network design then single click export for experimental optimization.

Supported Frameworks TensorFlow PYTÖRCH Caffe





Experiment Builder



Experiment Builder supports the end-to-end workflow



Lab-7: RStudio and Shiny

Introduction:

In this lab, you will learn some of the fundamentals of using RStudio and Shiny in Watson Studio to work and interact with data in a DB2 on Cloud database and then to create a fully operational "reactive" web application that you can enhance further.

Objectives:

Upon completing the lab, you will know how to:

- Create an RStudio project from a Git repository
- Establish a connection to a DB2 on Cloud service using an ancillary file
- Query, join, explore and visualize data in a R notebook
- Derive categorical names from numerical levels in a R dataframe
- Use ggplot2 to create bar plots of several of the columns in a R dataframe
- Use a logarithmic scale when creating bar plots
- Close the database connection
- Leverage Shiny to create and run a web application
- Interact with the Shiny web application by running it externally
- Vet additional records in a DB2 database using the web application

Lab-8: Model Builder + DevOps

Introduction:

In this lab, you will use IBM's Watson Machine Learning GUI to train, evaluate, and deploy a Watson Machine Learning model based on the Titanic dataset. You will then deploy a web application that calls the Watson Machine Learning model.

Objectives:

Upon completing the lab, you will:

- Become familiar with the Watson Machine Learning GUI.
- Train/Evaluate a machine learning model
- Deploy a machine learning model.
- Deploy a Python Flask web application that we will configure to "call" the deployed machine learning model.
- Configure the application to connect to the machine learning service.
- Update the code in the application to specify the endpoint of the deployed model, and use DevOps to build and re-deploy the application.
- Run the application to demonstrate the use of the deployed machine learning model to score the survivability of a Titanic passenger.