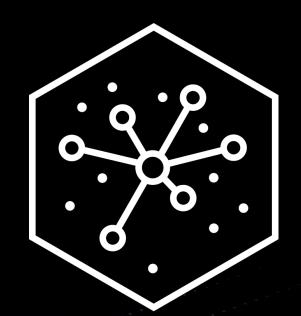
End-to-End Data Science using IBM's Cloud Pak for Data

IBM's Cloud Pak for Data

Starts at 9:00am EST

End-to-End Data Science using IBM's Cloud Pak for Data

Starts at 9:00am EST



Agenda

| Time | Description |
|---------------------|--|
| 09:00 AM - 09:45 AM | Overview of Cloud Pak for Data Lab 1,2 Presentation |
| 09:45 AM - 11:30 AM | Lab-1: Set up Environment Lab-2: Watson Knowledge Catalog |
| 11:30 AM - 11:45 AM | Lab 3,4 Presentation |
| 11:45 AM — 01:45 PM | Lab-3: Data Refinery Lunch Lab-4: SPSS Modeler |
| 01:45 PM - 02:00 PM | Lab 5,6 Presentation |
| 02:00 PM - 03:00 PM | Lab-5: Machine Learning with SparkML Lab 6: Auto Al |
| 03:00 PM - 03:15 PM | Lab 7 Presentation |
| 03:15 PM - 04:15 PM | Lab-7 – Watson OpenScale |
| 04:15 PM - 04:20 PM | Lab-8 Presentation |
| 04:20 PM - 05:00PM | Lab-8 – Decision Optimization |
| 05:00 PM - 05:15 PM | Wrap-up |

IBM A3 Center

Enabling clients to use technologies to develop art-of-the-possible solutions



Upcoming events

Reserve your seat now for these IBM events

End to End Data Science

August 26, 2021 Virtual event

→ Learn more

Building Trusted AI with IBM and Red Hat

September 23, 2021 Virtual event

→ Learn more

Unleashing Innovation with 5G, Edge and AI

September 28, 2021 Virtual event

→ Learn more

IBM Research: What's new in **Data & AI Privacy Technologies**

September 30, 2021 Virtual event

→ Learn more

IBM Federal and Public Sector Garage Co-create and co-execute a minimally viable product



Get started co-creating with the IBM Garage

Sessions

Framing

2 - 4 hours

200

Client outcomes

- · Understand the
- strategy Determine business / technology initiative(s) to focus on
- · Align stakeholders on vision and desired outcome
- Confirm executive aponsor, product owner, and governance

Discovery

2 hours - 2 days

- · Understand target end
- Understand 'as-is' context of business and/or technology
- Guide narrowing focus



Solutioning

2 hours - 2 days

- Diverge to explore potential solutions
- Converge to select solution to invest in validating
- Identify platform / initial technical components to be used
- Develop roadmap



Scoping 2 - 4 hours

- · Define hypothesis to be tested / proofpoints to be proven
- Define scope of MVP
- · Identify resources needed to build MVP



MVP Build

3 - 6 weeks

- · Build MVP that leverages IBM hybrid cloud technologies
- · Define a secure minimum viable architecture that mitigates risk
- · Set up cloud platform and
- · Build skills and evolve culture through pairing
- Create an implementation roadmap for a hybrid, multicloud platform and DevOps adoption that leverages IBM hybrid cloud

Approach

- Business landscape Initiative exploration
- · Vision definition
- Opportunity canvas
- Process mining End-user research
- Technical discovery
- Data assessment
- Modernization assessment

- Visioning
- Generating big ideas
- 'Just enough' architecture
- Rapid prototyping
- · Identify accelerators · Platform initiation
- · Hypotheses definition
- MVP definition Data required
- · End user validation needed

WORKLOAD

PLATFORM

IBM Garage / @ 2021 IBM Corporation

Presentation Outline



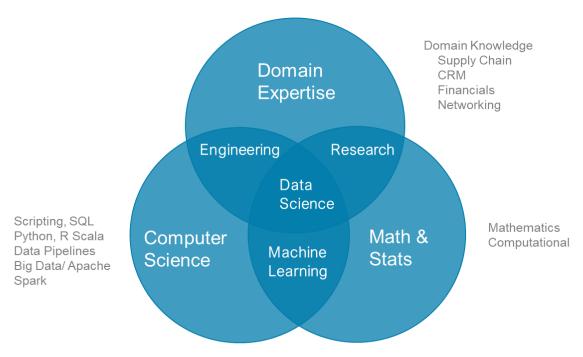
IBM Cloud Pak for Data Overview



Lab Presentations

What is Data Science?





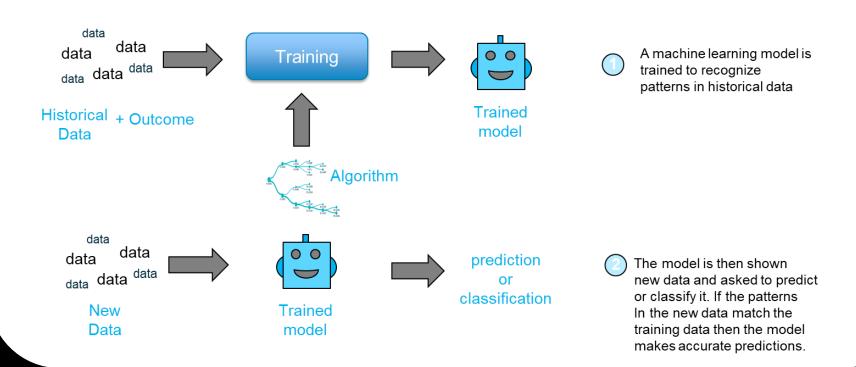
Data Science Projects Require Multiple Skills

Modified from Drew Conway's Venn Diagram

What is Machine Learning?



"Computers that learn without being explicitly programmed"



IBM Cloud Pak for Data



IBM Cloud Pak for Data is a single unified, integrated platform which helps to simplify the collection, organization and analysis of data.

With it, enterprises can turn data into insights through an integrated cloud-native architecture.

IBM Cloud Pak for Data is extensible and easily customized to unique client data and AI landscapes through an integrated catalog of IBM, open source, and third-party microservices.



Considerations for Cloud Pak for Data

- Integrated Multi-modal platform
 - o Use tool of choice and collaborate via project entities
 - Code/Click Options
 - o All Analytics Dashboard, Predictive, Prescriptive
 - o All Data
 - Seamless user experience
- Hybrid Cloud
 - Cloud native architecture
 - Cloud agnostic any vendor cloud or data center
 - Scalable data and analytic services
 - Flexibility to move data science to the data.
- Operationalize Machine Learning
 - o Ease and flexibility of deployment at enterprise scale
 - o Advanced model management capabilities.
 - Monitoring model performance
- Governance
 - o Omnipresent, yet invisible infused throughout
 - Data automatically integrated with governance capability for auto-discovery, catalog, and search subject to policies and rules
- Automate, Automate, Automate



IBM Cloud Pak for Data

Unified, modular, deployable anywhere

The AI Ladder

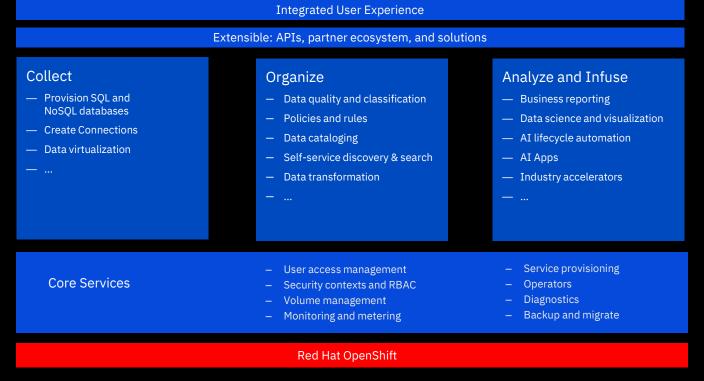
Infuse

Analyze

Organize

Collect

App Developers and SREs| Business Partners | Data Engineers | Data Stewards | Data Scientists | Business Users



Cloud Pak for Data Deployment Options



Cloud Pak for Data as a Service

- Managed offering provided on the IBM Cloud
- Used for today's labs

Cloud Pak for Data

- Available anywhere Red Hat OpenShift is supported
- Public Clouds IBM, Amazon Web Service, Microsoft Azure, Google Cloud
- On-premise

Cloud Pak for Data System

- Pre-configured hardware
- Same capabilities as Cloud Pak for Data
- On-premise

IBM Cloud Satellite

Build Faster. Securely. Anywhere

Consume IBM Cloud services anywhere.

On prem, at the edge or on other public clouds

Flexible Infrastructure options:

 Meet you where you are with existing infrastructure, integrated appliances or your public cloud accounts

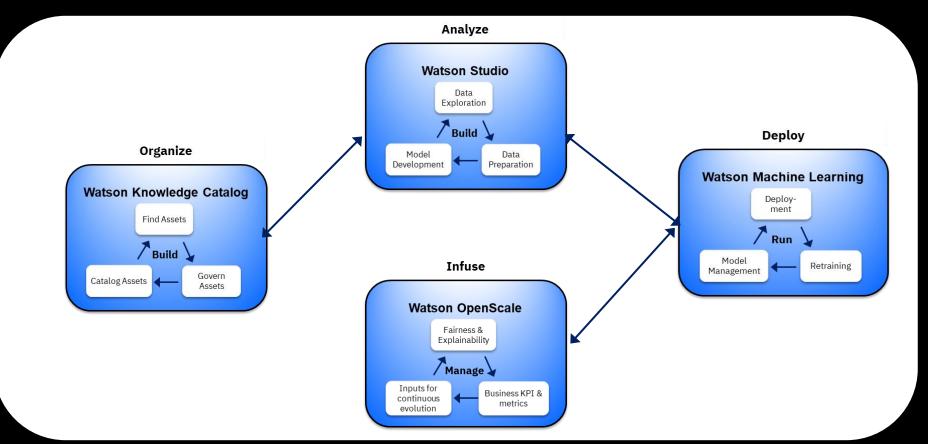
Industry Optimized including FS Cloud:

 Controls strong enough for banks and regulated industries coming 2H2021



Organize, Analyze, Deploy, Infuse Cloud Pak for Data services used in today's labs

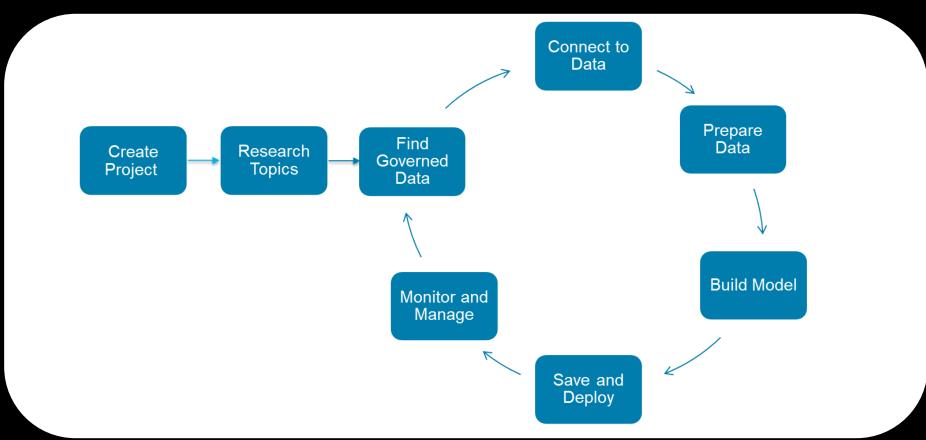




Cloud Pak for Data Supports the Data Science Lifecycle



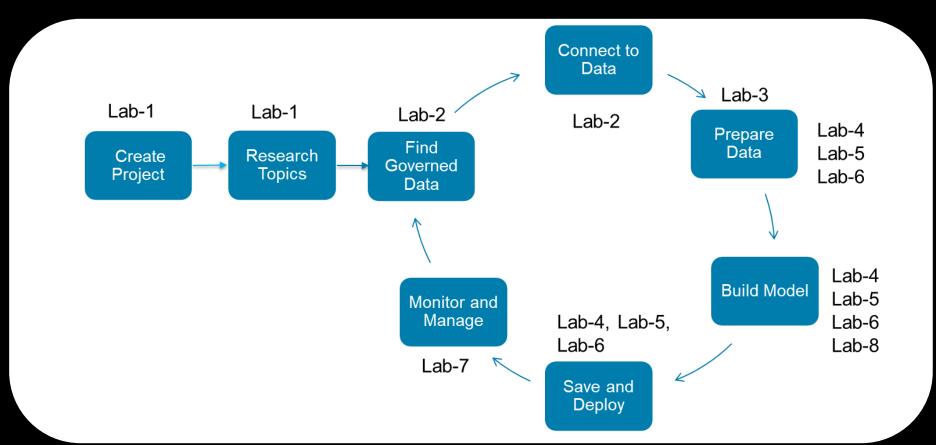
Build, train, deploy, and monitor at scale ML/DL workflows to infuse AI into the enterprise to drive innovation



Cloud Pak for Data Supports the Data Science Lifecycle



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



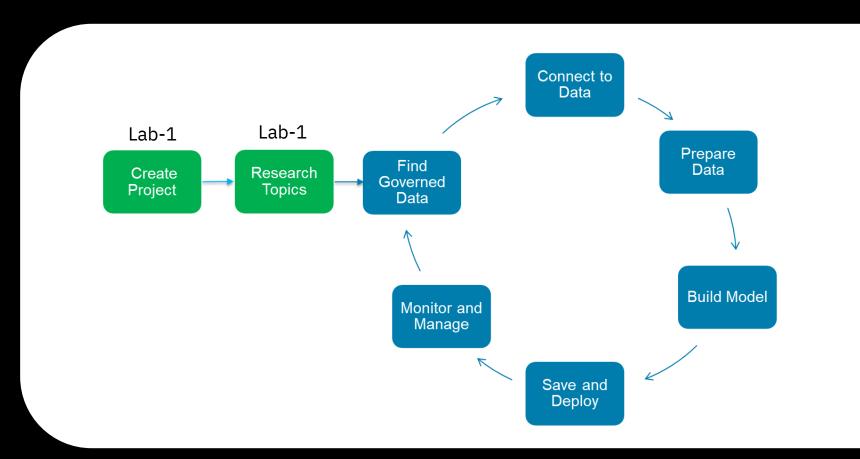
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 1 Presentation
 - Watson Studio Project
 - Watson Studio Gallery

Cloud Pak for Data Supports the Data Science Lifecycle

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

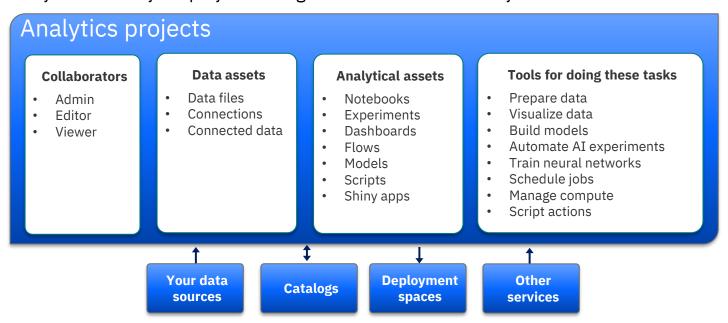


Watson Studio Projects

Making Data Science a Team Sport

Watson Studio provides the environment and tools to collaborate on business problems.

Watson Studio is centered around the *Analytics Project*. Data scientists and business analysts use analytics projects to organize resources and analyze data with various tools.



Watson Studio Gallery

Built-in learning to get started

- The Gallery includes sample projects, notebooks, governance content, and data sets
- Copy notebooks or Data Sets into projects
- Instantiate sample projects
- Continuously updated

Lab-1: Objectives

Become familiar with Watson Studio projects and gallery by:

- Creating a Project
- Creating a Watson Machine Learning service instance and associate it with the project
- Adding a collaborator to the project
- Researching topics by searching the Gallery

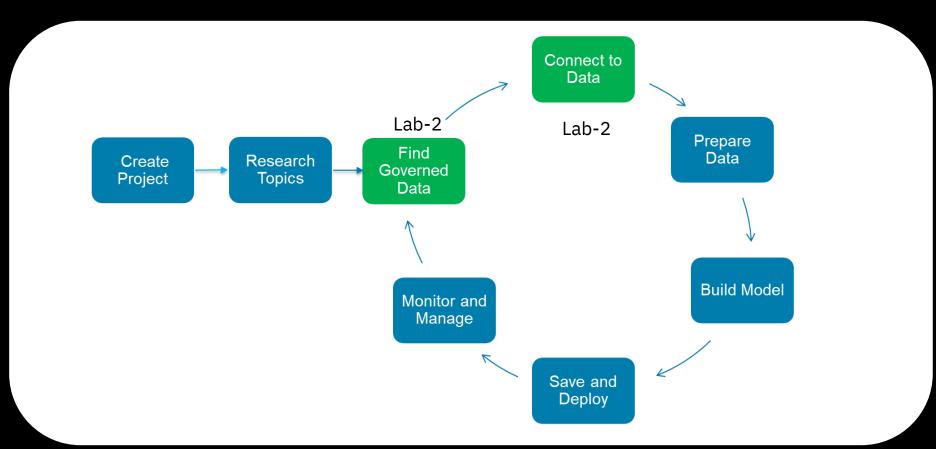
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 2 Presentation
 - Watson Knowledge Catalog

Cloud Pak for Data Supports the Data Science Lifecycle

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



Watson Knowledge Catalog

Unlock tribal knowledge and unleash knowledge workers

- Find data (structured, unstructured) and AI assets (e.g., ML/DL models, notebooks, dashboards) 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
- Business Glossary

Connection Features

Connect to your data sources

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

Lab-2: Objectives

Become familiar with the Watson Knowledge Catalog by:

- Creating a governed catalog
- Adding a member to the catalog
- Adding Data Assets and Connections to the catalog
- Pushing the Data Assets and Connections to the project set up in Lab-1
- Searching the catalog
- Editing/Reviewing/Profiling a structured Data Asset
- Reviewing access control features

Lab Use Case: Female Human Trafficking

Used in Labs 2-6

Input

- Generated simulated 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.

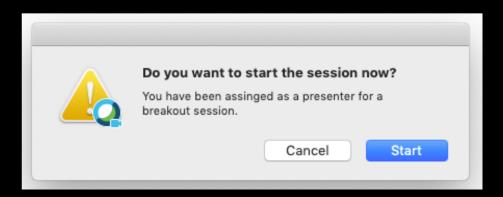
Goal is to train a model on the vetted data to be able to score the unvetted travel records into high, medium, or low categories.

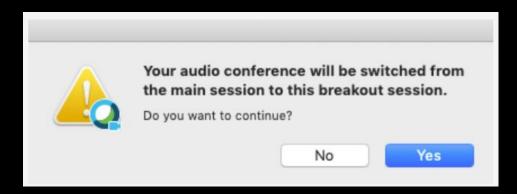
Lab Data

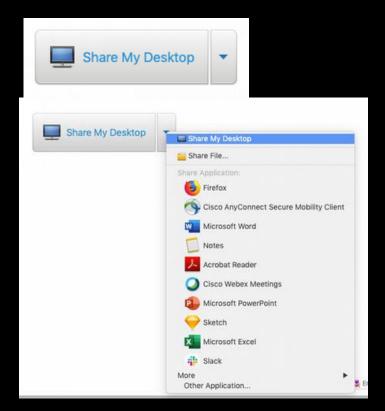
| Field | Description |
|--------------------------------|---|
| UUID | Hash-based unique identifier |
| VETTING_LEVEL | Analyst vetting status : 100-PENDING, 10 - HIGH, 20 - MED, 10 - LOW |
| NAME | Person name |
| GENDER | Person Gender |
| AGE (SPSS Modeler) | Person age at time of travel |
| BIRTH_DATE (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 |
| COUNTRIES_VISITED | The countries visited as declared on form |
| COUNTRIES_VISITED_COUNT | The number of countries visited as declared on form |
| ARRIVAL_AIRPORT_COUNTRY_CODE | ARRIVALAirport country code ISO2 |
| AIRPORT_ARRIVAL_IATA | ARRIVALAirport 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. |



Breakout Rooms





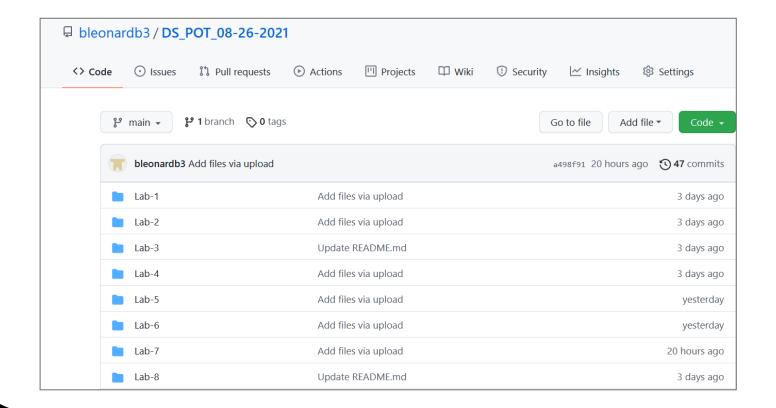


Note: you will need to un-mute when you join the breakout room

Lab Tips

- Labs are in www.github.com/bleonardb3/DS_POT_08-26-2021 repository.
- You will need an IBM Cloud account that has been activated for Watson Studio use. In case, you didn't have a chance to signup, the instructions are in the github repo.
- 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.
- Use Firefox or Chrome browsers. Do not use Internet Explorer or Edge as the browser.
 For Mac users do not use Safari.

Github Repository



Github Repository

Lab-1: Setup Environment

Introduction:

This lab will set up the Watson Studio environment for subsequent labs and introduce you to the Project and Gallery features of Watson Studio. Watson Studio is an integrated platform of tools, services, data, and meta-data to help companies and agencies accelerate their shift to be data driven organizations. The platform enables data professionals such as data scientists, data engineers, business analysts, and application developers collaboratively work with data to build, train, deploy machine learning and deep learning models at scale to infuse Al into business to drive innovation. Watson Studio is designed to support the development and deployment of data and analytics assets for the enterprise.

Objectives:

Upon completing the lab, you will:

- 1. Create a project
- 2. Create a Watson Machine Learning service instance and associate it with the project
- 3. Add a collaborator to the project
- 4. Research topics by searching the Gallery
- 5. Setup Watson OpenScale environment for later lab

Instructions:

Step 1. Please click on the link below to download the instructions to your machine.

Instructions

Cloud Pak for Data

Please work on Lab-1 and Lab-2. We will return at 12:00 pm EST to introduce the next 2 labs.

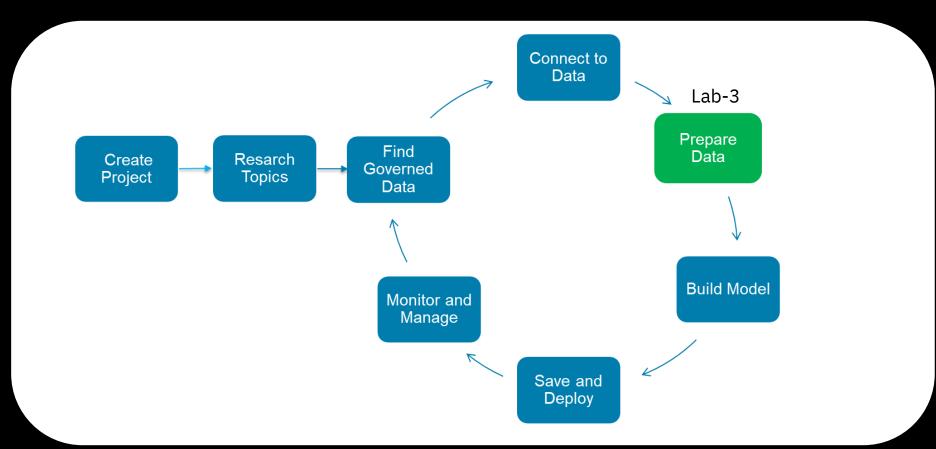
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 3 Presentation
 - Data Refinery

Cloud Pak for Data Supports the Data Science Lifecycle

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



Data Refinery

Making Data fit for use

Refine can cleanse and shape tabular data with a graphical flow editor using functions and logical operators.

Use it to remove data that is incorrect, incomplete, improperly formatted, etc.

Shape the data by filtering, sorting, combining or removing columns. You can create a Data Refinery flow as a set of ordered operations on the data to run repeatedly any time.

My Projects / CPD Workshop Analytics Project / Customer Demographics (i) Preview Profile Lineage Schema: 18 Columns | 2066 rows Preview: 1000 rows Last refresh: 1 day ago Refine GENDER STATUS CHILDREN **ESTINCOME** HOMEOWNER AGE TAXID Smallint String Smallint De cim al Smallint String Identif... Not clas... US So... Indicator Code 481 Μ 2 28267 Ν 30 386283240 482 Μ 36725.1 N 162447113 483 М S 1 94188.3 Ν 58 673845765 F 484 Μ 2 91861 Υ 42 209619292

Data Refinery also includes a graphical interface to profile data to validate it with 20+ customizable charts that give perspective and insights into the data.



Lab-3: Objectives

Become familiar with the Data Refinery by:

- Creating a new Data Flow
- Profiling the data
- Visualizing the data to gain a better understanding
- Preparing the data for modeling
- Running the sequence of data preparation operations on the entire data set.

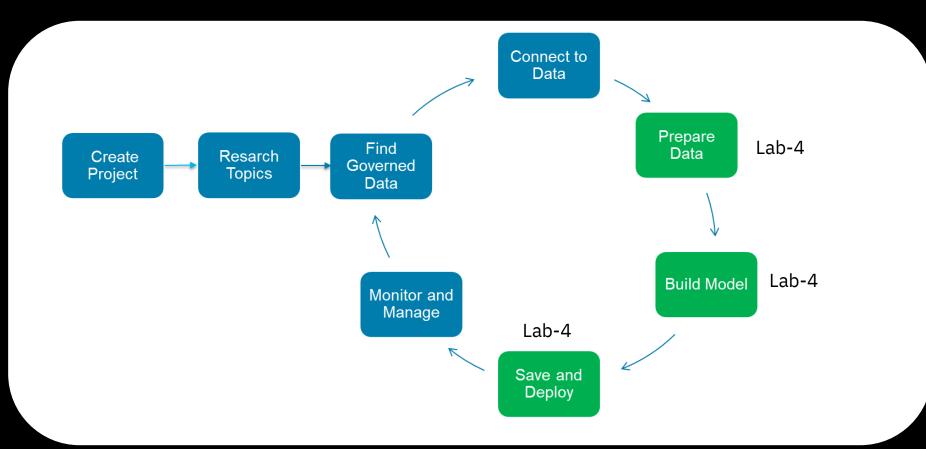
Presentation Outline

IBM Cloud Pak for Data Overview

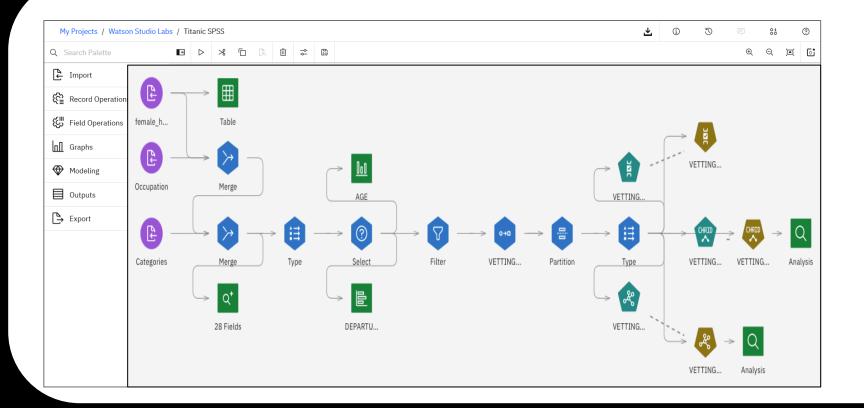
- Lab 4 Presentation
 - SPSS Modeler

Cloud Pak for Data Supports the Data Science Lifecycle

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



SPSS Modeler



Lab-4: Objectives

Become familiar with the Watson Studio SPSS Modeler capability by:

- Loading the trafficking data into SPSS Modeler
- Joining the datasets
- Profiling the trafficking data
- Preparing the trafficking data
- Training/Evaluating a machine learning model.
- Saving the model.

Cloud Pak for Data

Please work on Lab-3 and Lab-4. We will return at 2:00 pm EST to introduce the next 2 labs.

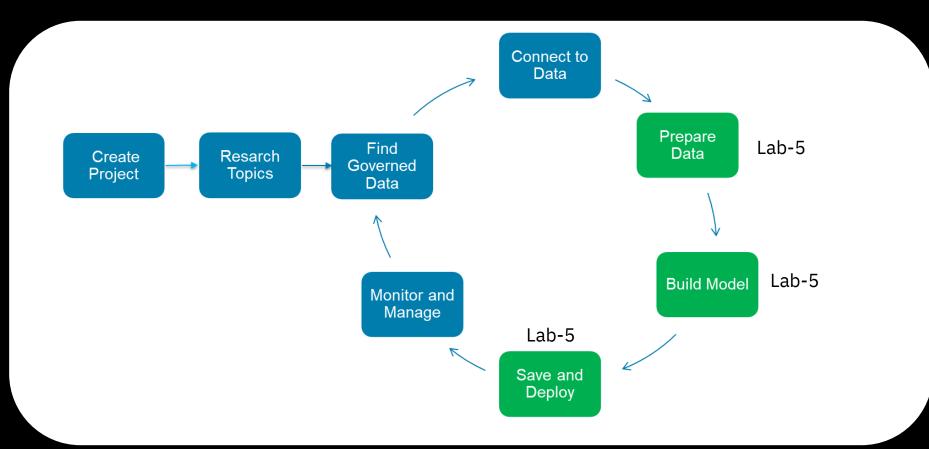
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 5 Presentation
 - Jupyter Notebook
 - SparkML

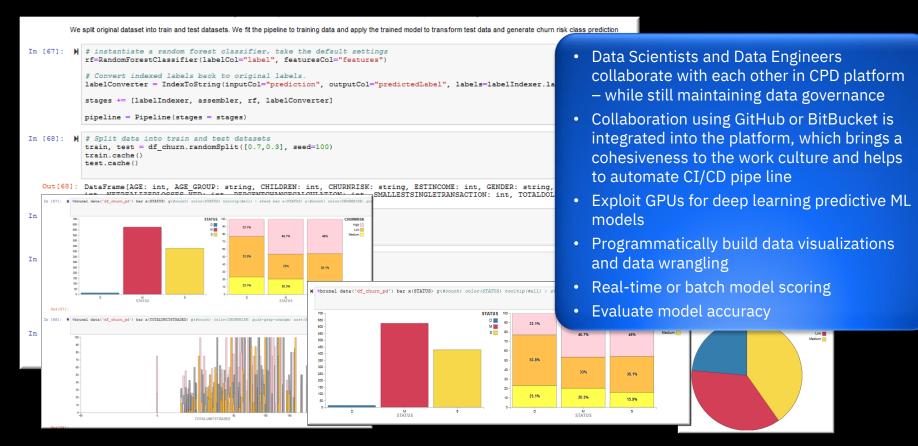
Cloud Pak for Data Supports the Data Science Lifecycle

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



Watson Studio Notebooks

Build Data Science & Machine Learning models



Spark Overview

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

Lab Flow

Read in data from output of Data Refinery

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
- Random Forest

Lab Flow

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

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)

Save the model in the Model Repository

Lab-5: Objectives

Become familiar with the Notebooks and Spark by:

- Creating a project token
- Identifying labels and defining transforms
- Declaring a machine learning model.
- Setting up the Pipeline for data transforms and training.
- Training the model.
- Evaluating and showing model results
- Automatically tuning model
- Saving the model to the model repository.

Presentation Outline

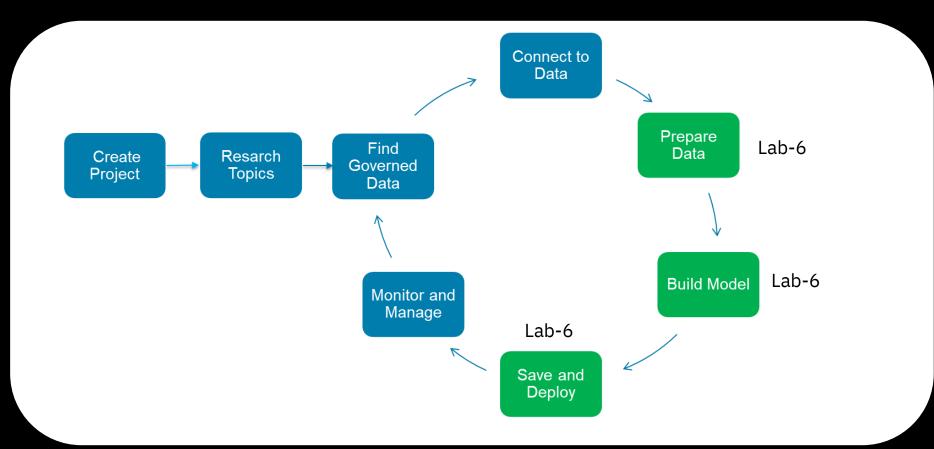
IBM Cloud Pak for Data Overview

- Lab 6 Presentation
 - AutoAl



Cloud Pak for Data Supports the Data Science Lifecycle

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



Auto AI Overview

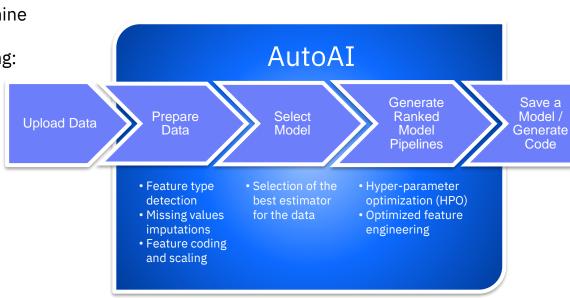


AutoAI is an award-winning technology that simplifies the Machine Learning model creation and AI lifecycle by automating the following:

- Data preparation
- Model development
- Feature engineering
- Hyper-parameter optimization

AutoAI delivers training feedback visualizations for real-time model performance results with:

- Binary, Multiclass, and Regression support
- One-click model deployment



* AutoAI is enabled with the Watson Machine Learning service install, but it is driven through a Watson Studio Analytics Project

AutoAI Pipelines



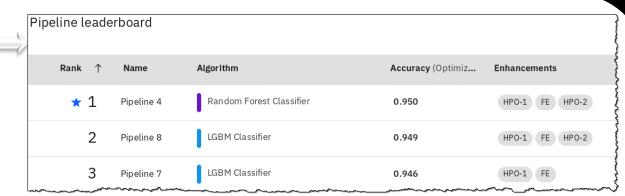
AutoAI pipeline leaderboard

Shows the ranking of the pipelines for each potential model, the higher the better.

After AutoAI completes its model creation steps, you can drill into the pipeline(s) to understand how it came to its conclusion.

Save the pipeline in your project as a:

- model
- notebook





Lab-6: Objectives

Become familiar with the AutoAI capability by:

- Automatically building a machine learning model
- Saving and Deploying the model
- Testing the model

Cloud Pak for Data

Please work on Lab-5 and Lab-6. We will return at 3:30 pm EST to introduce the last lab.

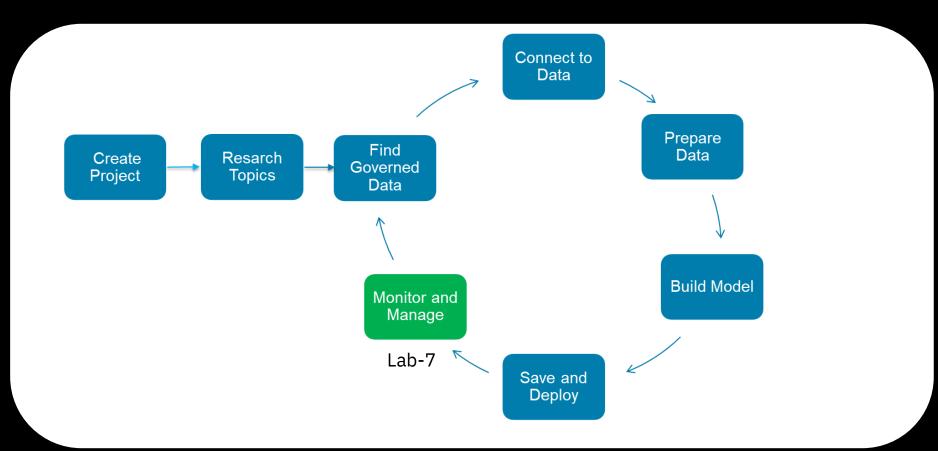
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 7 Presentation
 - Watson OpenScale

Cloud Pak for Data Supports the Data Science Lifecycle

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



Watson OpenScale Overview



Watson OpenScale:

- Automates and operates AI at scale across its entire lifecycle
- Delivers transparent, explainable outcomes freed from bias and drift
- Provides confidence in AI outcomes and spans the gap between the teams that operate AI and the business units that use these applications
- Monitors models developed in a 3rd party IDE, open source framework and hosted in a 3rd party or private model serve engine

Monitor AI at Scale

Watson OpenScale Operations Dashboard Fairness & Bias Mitigation **Drift Detection Explainability**

Business KPIs

Payload Logging

Data Mart











Model serving environments









Lab-7: Objectives

Become familiar with the Watson OpenScale capability by:

- Configure Watson OpenScale metrics
- Submit Feedback and View Quality Metrics
- Score Data and View Fairness Metrics
- Explain a Transaction.

Cloud Pak for Data

Please work on Lab-7. We will return at 4:40 pm EST to introduce the last lab.

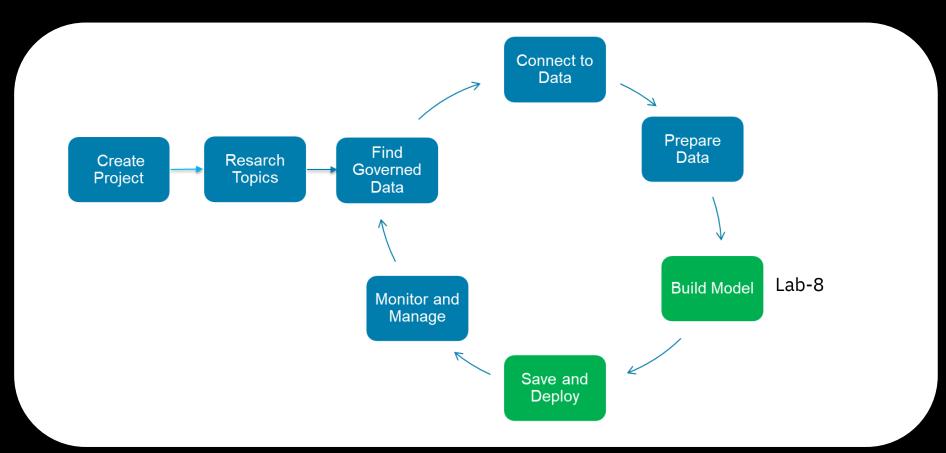
Presentation Outline

IBM Cloud Pak for Data Overview

- Lab 8 Presentation
 - Decision Optimization

Cloud Pak for Data Supports the Data Science Lifecycle

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



Analyze

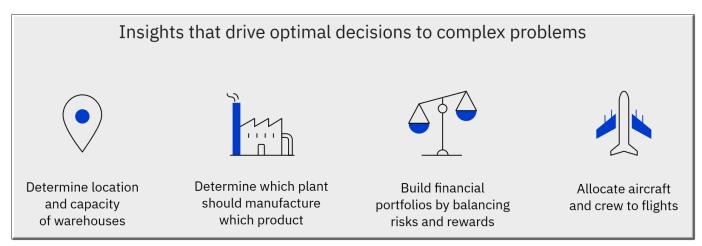
Premium Service: Decision Optimization



Decision Optimization (DO) enables data science teams to capitalize on the power of *prescriptive analytics* and build solutions using a combination of techniques like optimization and machine learning.

Integrated with Watson Studio, Decision Optimization can combine optimization techniques with coding and non-coding tools, model management and deployment – as well as other data science capabilities.

Decision Optimization evaluates millions of possibilities – balancing trade-offs and business constraints to find the best possible solution.



Lab-8: Objectives

Become familiar with the Decision Optimization capability by:

- Creating a Decision Optimization experiment
- Importing Data into the experiment
- Formulating and running 3 Optimization Scenarios

Cloud Pak for Data

Please work on Lab-8. We will return at 5:00 pm EST for a wrap-up.

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