Hands on Introduction to Machine Learning with IBM Watson Studio

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

Bernie Beekman
Michael Cronk
James Parry

Agenda

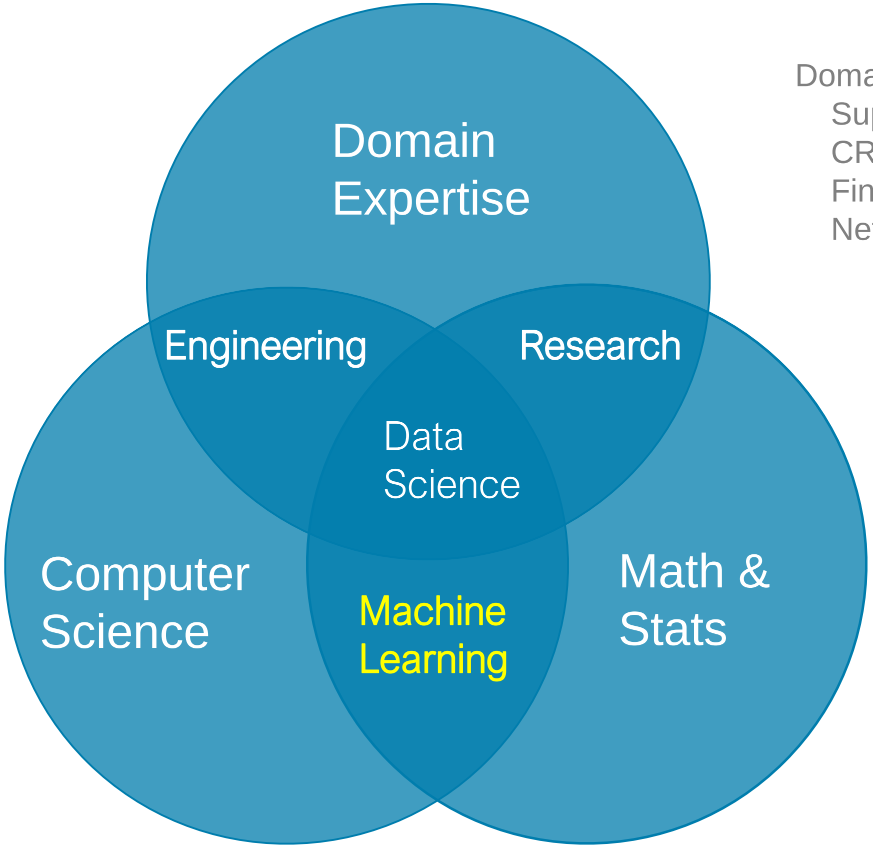
Time	Description
8:30 AM – 9:00 AM	**Registration**
9:00 AM – 10:30 AM	**Introduction to Machine Learning** **Introduction to Watson Studio**
10:30 AM – 10:45 AM	**Break**
10:45 AM – 11:00 AM	**Lab 1 – Set up Environment**
11:00 AM – 11:30 AM	**Lab 2 – Machine Learning with XGBoost**
11:30 AM – 12:00 PM	**Lab 3 – Continuous Learning with Watson Machine Learning**
12:00 PM – 12:30 PM	**Lunch**
12:30 PM – 1:30 PM	**Bias and Transparency in AI** **Lab 4 – Introduction to Watson OpenScale**
1:30 PM – 2:30 PM	**Introduction to Neural Networks** **Lab 5 – Neural Network Modeling and Deployment**
2:30 PM – 3:00 PM	**Lab 6 – SPSS Modeler**
3:00 PM – 3:30 PM	**Lab-7 – Data Refinery**
3:30 PM – 4:15 PM	**Lab 8 – WML + DevOps**
4:15 PM – 4: 30 PM	**Wrap up**

Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Evaluation

Machine Learning and Data Science….

Domain Knowledge
- Supply Chain
- CRM
- Financials
- Networking

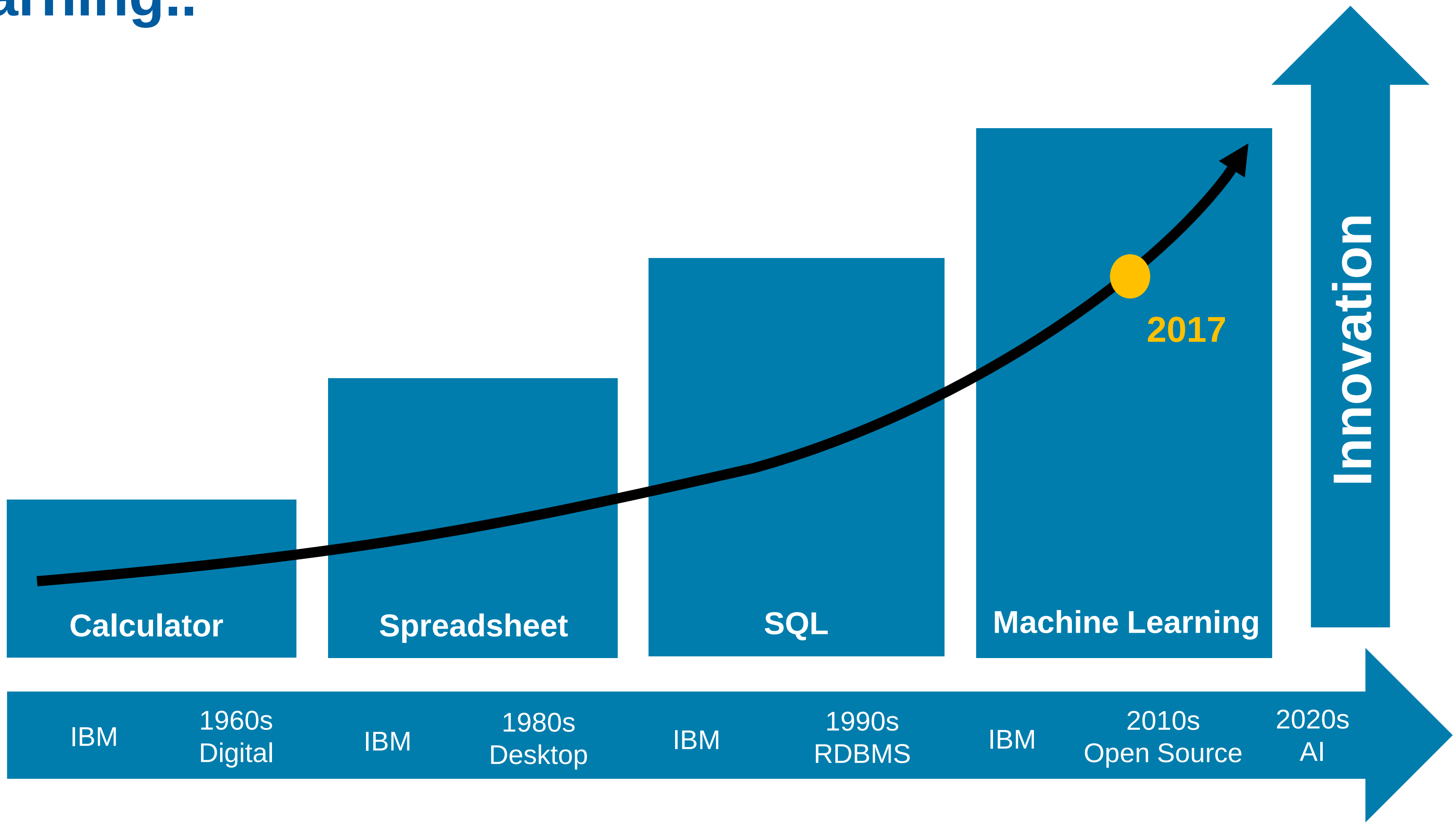


Scripting, SQL
Python, R Scala
Data Pipelines
Big Data/ Apache
Spark

Mathematics
Computational

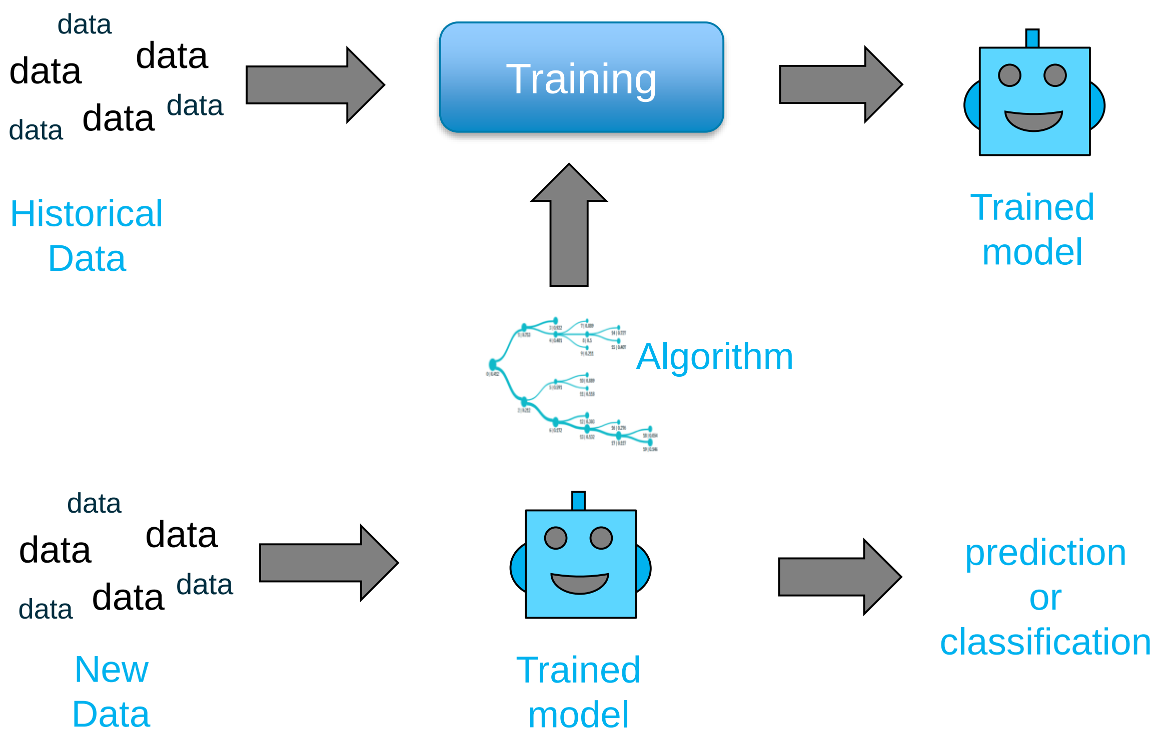
Data Science Projects Require Multiple Skills

Future of Data Science is Democratizing Machine Learning..



But what is Machine Learning?

"Computers that learn without being explicitly programmed"

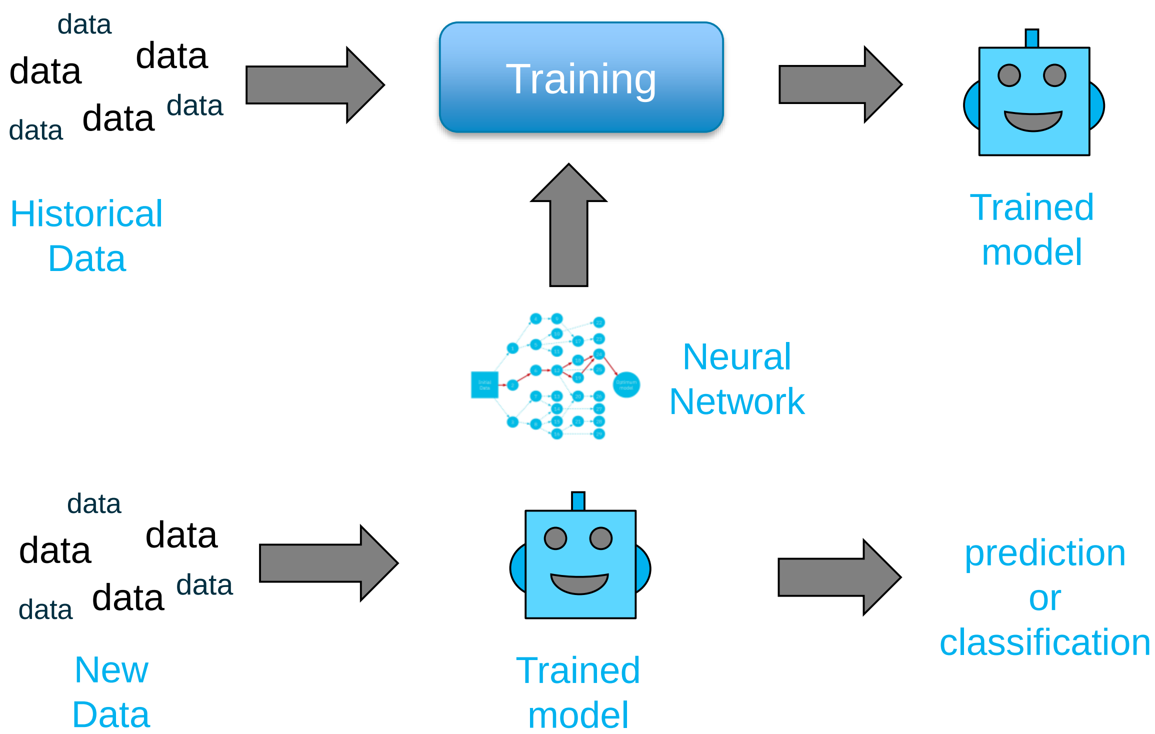


1. A machine learning model is trained to recognize patterns in historical data

2. 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.

But what is Deep Learning?

“Computers that learn without being ***explicitly programmed****”*



1. A machine learning model is trained to recognize patterns in historical data

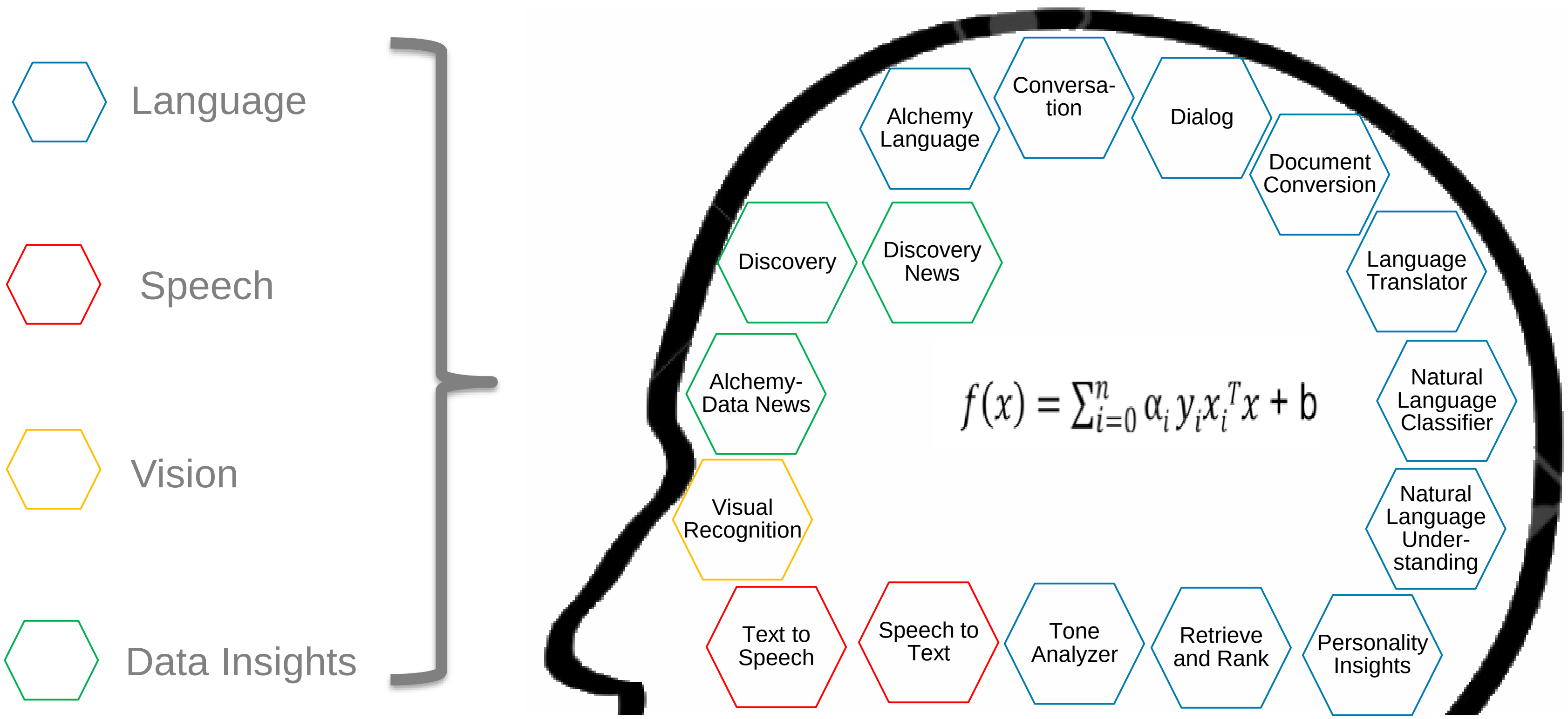
2. The model is then shown new data and asked to predict or classify it. If the patterns In the new data match the training data then the model makes accurate predictions.

But what is Artificial Intelligence?

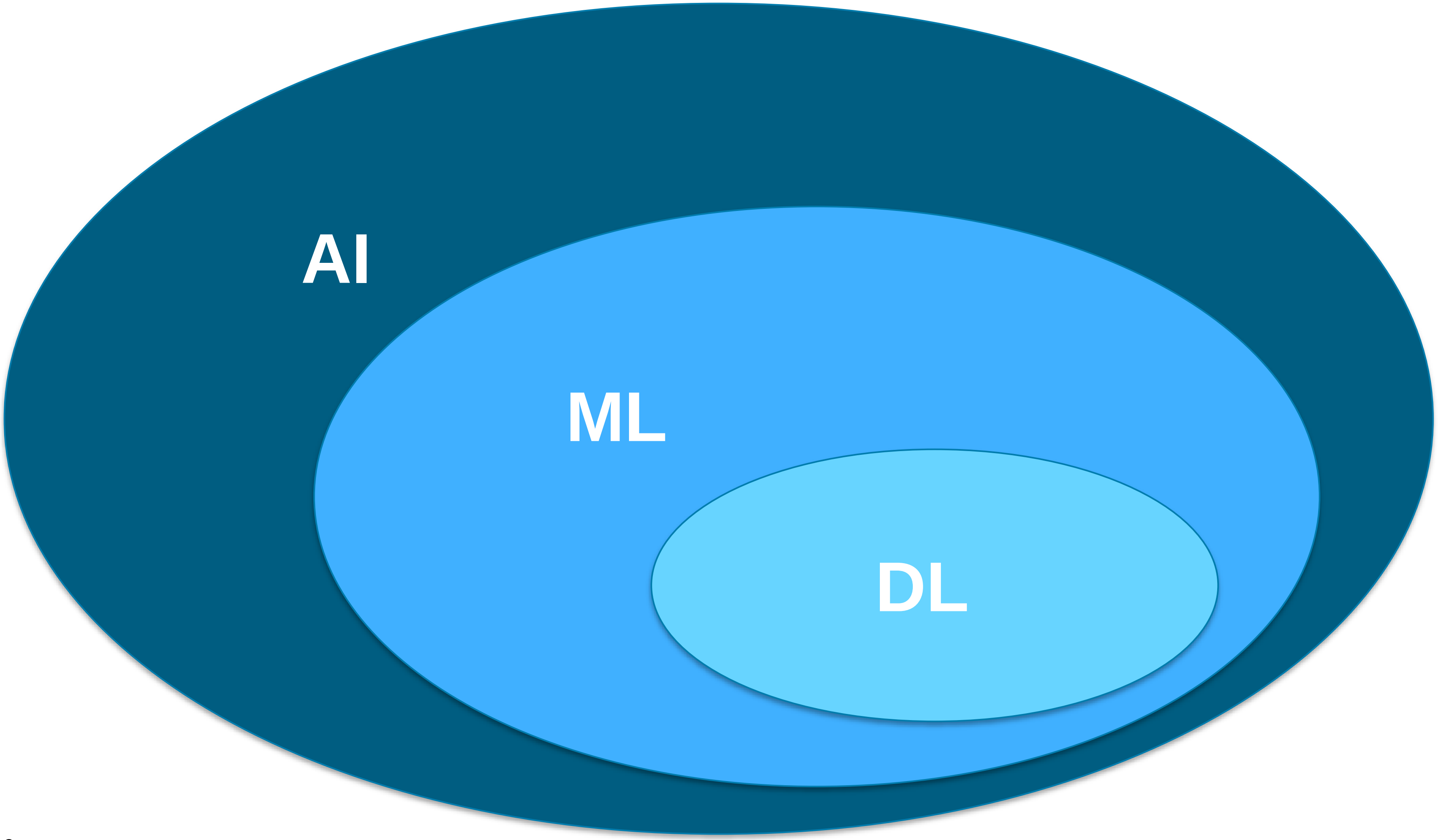
A theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages..

Machine Learning = Artificial Intelligence???

Data + Algorithms = Scored AI Models



Understanding AI, ML & DL Relationship…

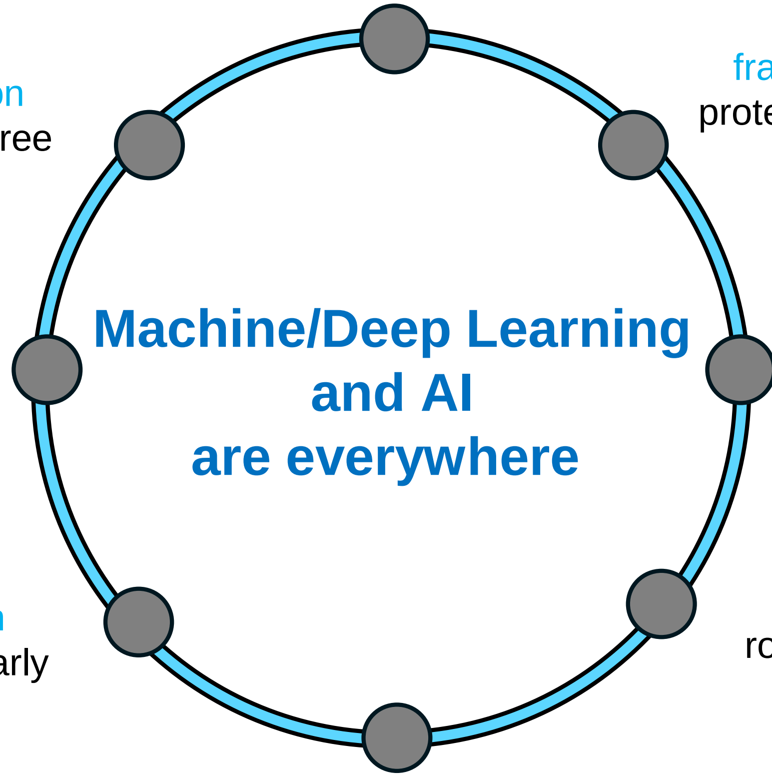


The future is now

facial recognition
unlocks your phone

fraud detection
protects your credit

speech recognition
lets you go hands-free



autonomous vehicles
detect pedestrians

recommendations
help you shop faster

machine vision
detects cancer early

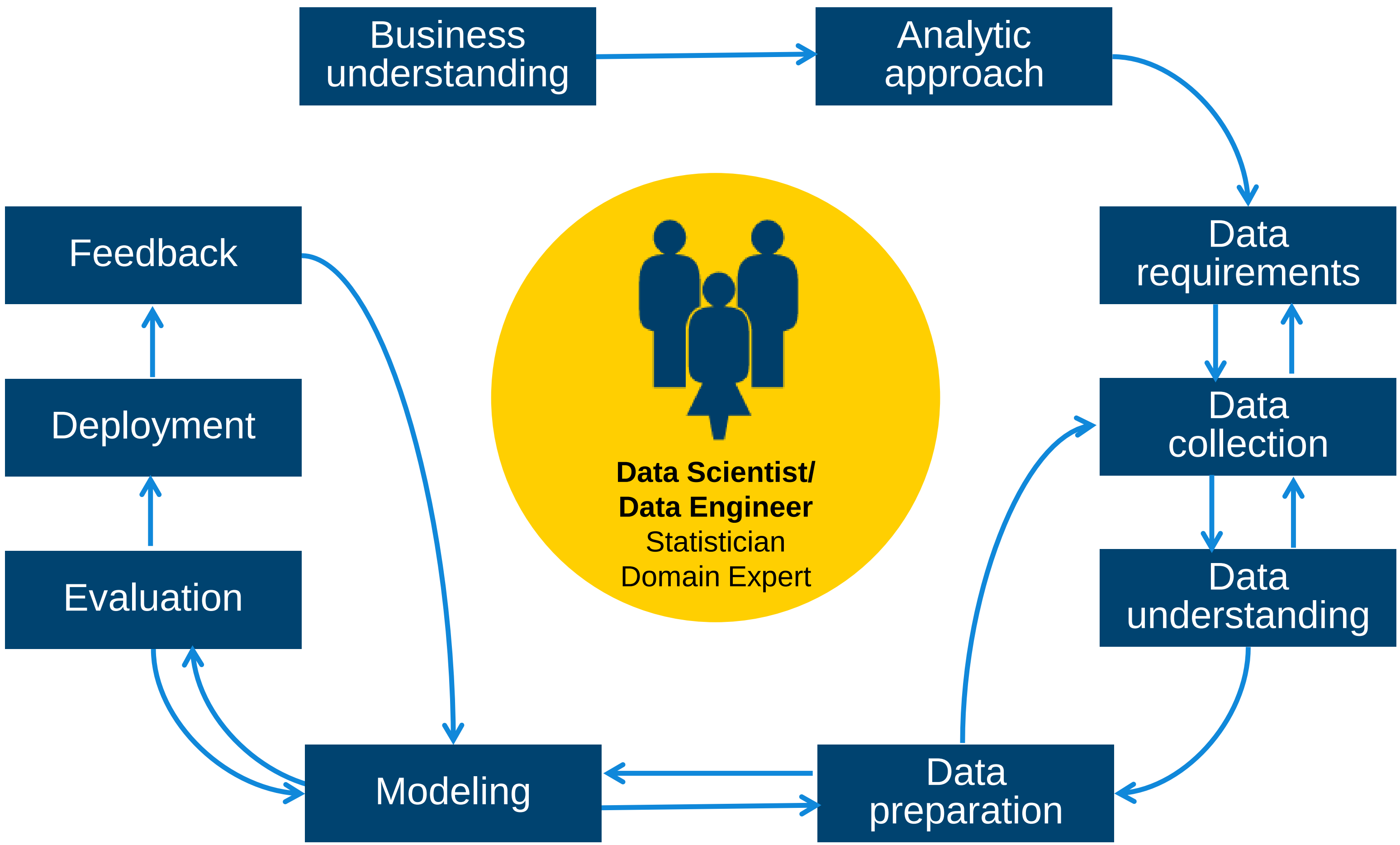
chat bots
route calls quicker

spam detection
unclogs your Inbox

Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Data Science Methodology

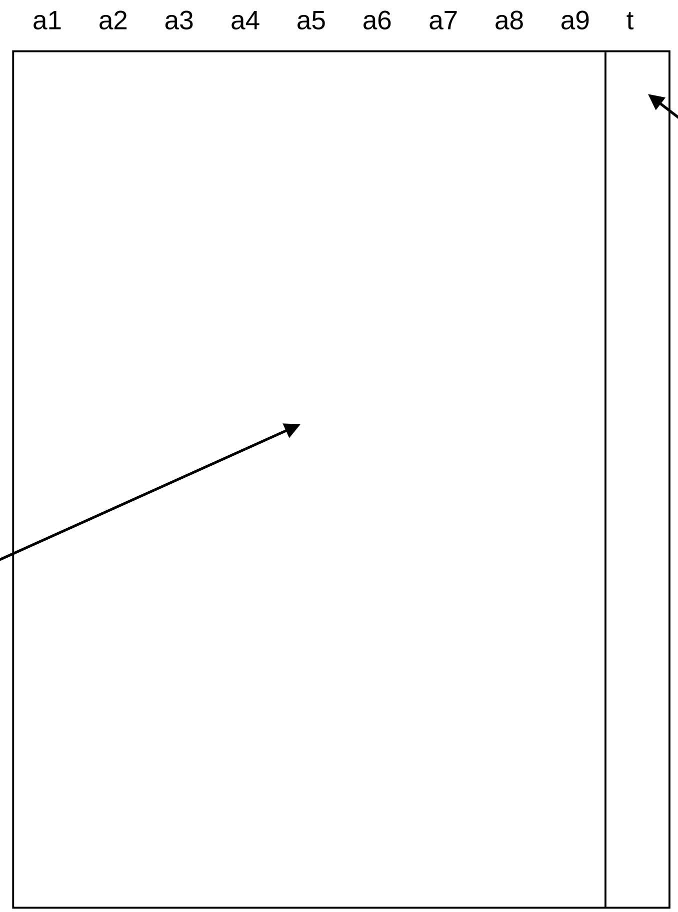


Matrix for Machine Learning

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…



Known as:
- Label
- Target variable
- Dependent variable

Scale or Categorical

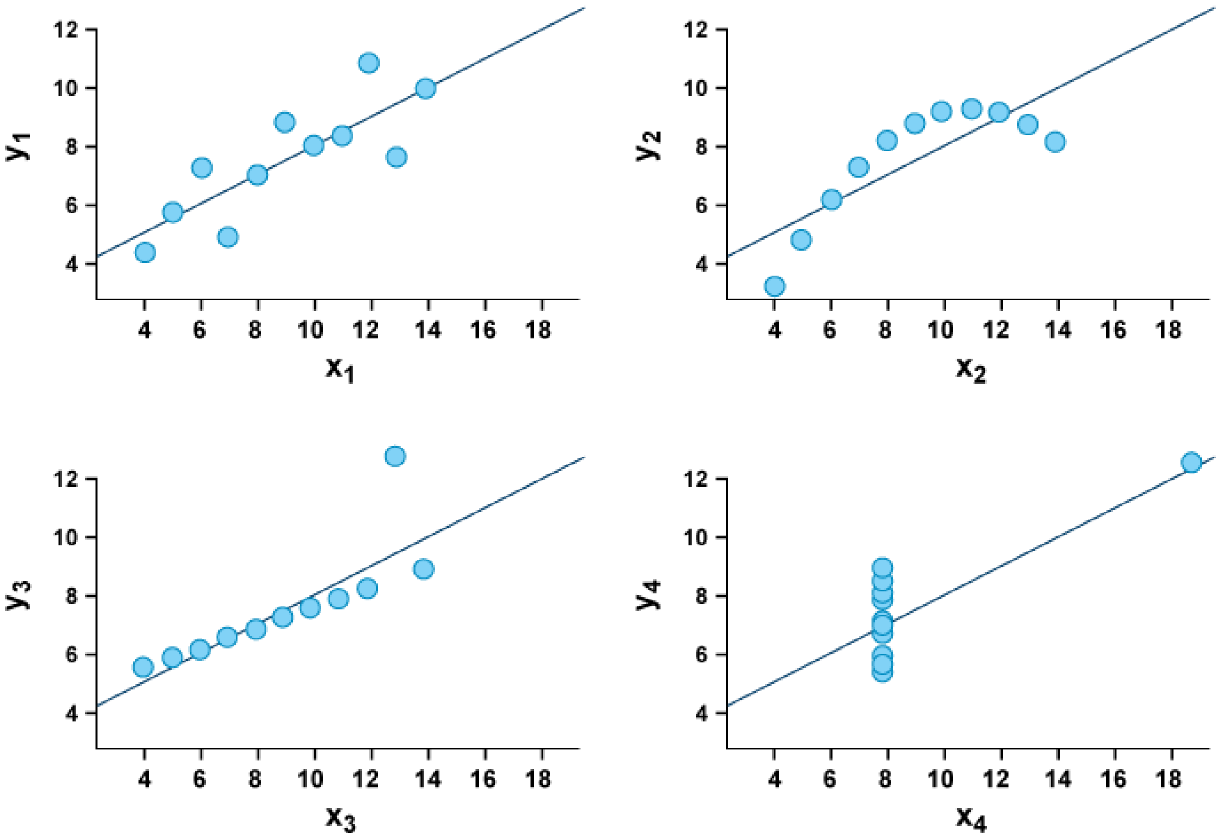
Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Data Understanding – Data Audit

- **Data can be missing values**
  - Blank fields
  - Fields with dummy values (9999)
  - Fields with “U” or “Unknown”
- **Data can be corrupt or incoherent or anomalous:**
  - Data fields can be in the wrong place (strings where numbers are expected)
  - Spurious “End of Line” characters can chop original lines of data into several lines and cause data fields in the wrong place
  - Data entered in different formats: USA / US / United States
- **Data can be duplicated**
- **Handling these data quality issues (as part of data preparation) is often referred to as:**
  - Data cleansing / wrangling

Data Understanding: Visualizations



The four data sets have similar statistical properties:

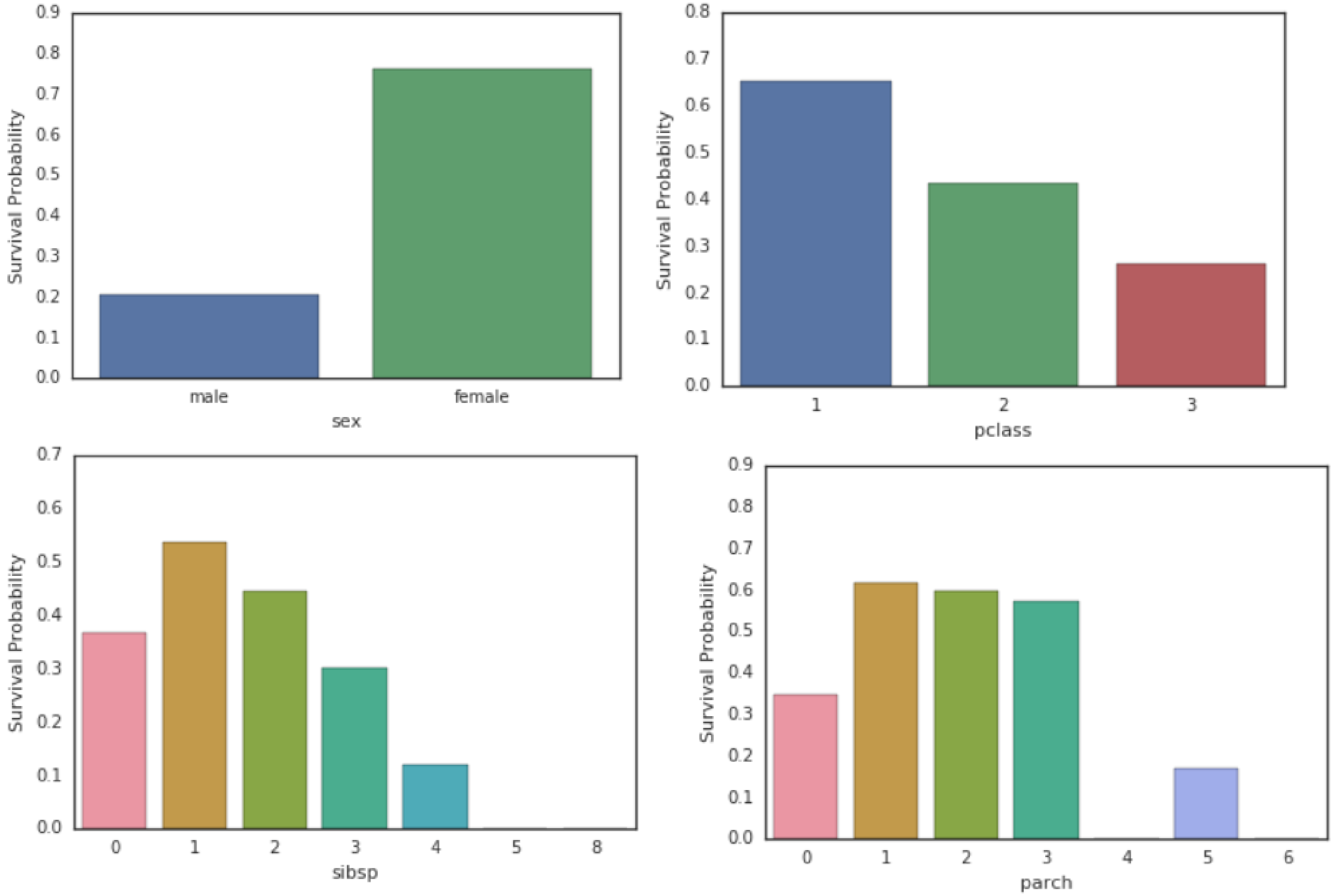
- The mean of x is 9
- The variance of x is 11
- The mean of y is approx. 7.50
- The variance of y is approx. 4.12
- The correlation is 0.816

As shown the linear regression lines are approx. y=3.00+0.500x.

- **Anscombe's quartet**
  - The four datasets have nearly identical statistical properties (mean, variance, correlation), yet the differences are striking when looking at the simple visualization

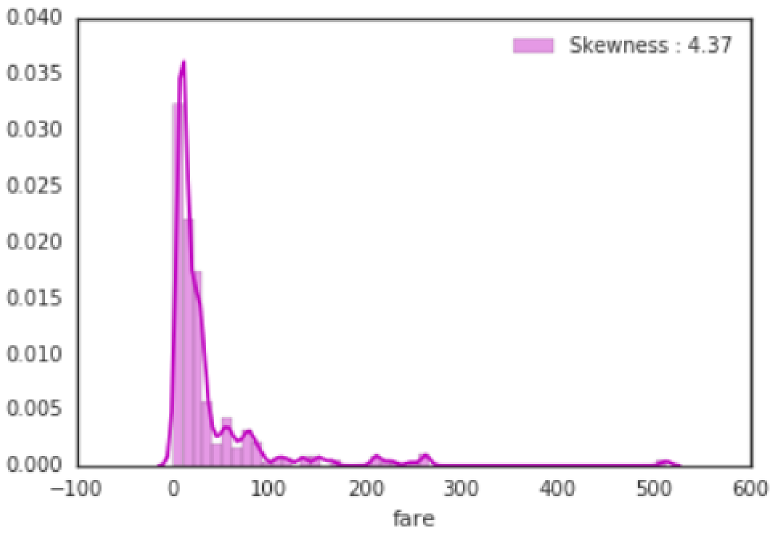
Data Understanding: Visualizations

- **Titanic Data**
- **Univariate Relationships**

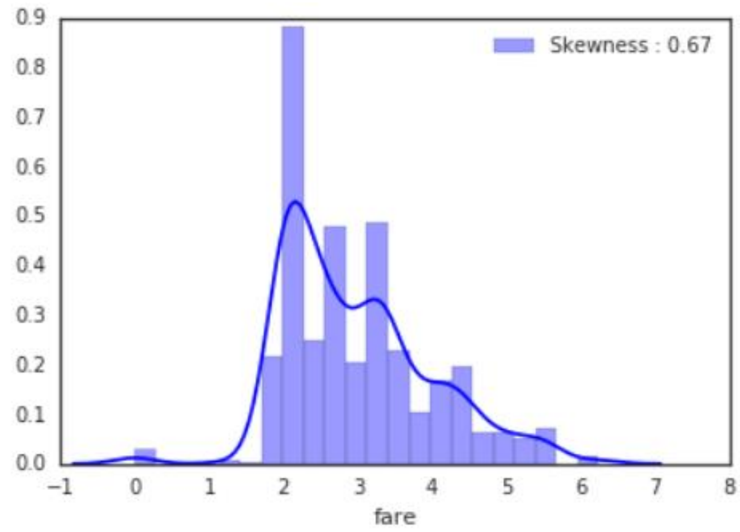


Data Understanding: Visualizations

- **Titanic Data**
- **Skewed Data**



Original Data



After Log Transform

Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Data Preparation

- **Data preparation can be very time consuming depending on:**
  - The state of the original data
    - Data is typically collected in a “human” friendly format
  - The desired final state of the data (as required by the machine learning models and algorithms)
    - The desired final state is typically some “algorithm” friendly format
  - There may be a need for a (long) pipeline of transformations before the data is ready to be consumed by a model:
    - These transformations can be done manually (write code)
    - These transformations can be done through tools

Data Preparation – Transformation

- **Data may need to be transformed to match algorithms requirements:**
  - Tokenizing (typical in text processing)

  - Vectorizing (several algorithms in Spark MLlib require this)
    - Transform data into Vector arrays
    - Can be done manually (write Python or Scala code)
    - Can be done using tools (VectorAssembler in the new ML package)
      - Word2Vec

  - Bucketizing
    - Transform a range of continuous values into a set of buckets

Data Preparation – Transformation

- **Data may need to be transformed to match algorithms requirements:**
  - Standardization
    - Transform numerical data to values with zero mean and unit standard deviation
    - Linear Regression with SGD in Spark MLlib requires this

```
labelDataOneVar.take(5).foreach(println)
scaledDataOneVar.take(5).foreach(println)
(119900.0,[1634.0])
(399990.0,[2756.0])
(399900.0,[3710.0])
(399900.0,[2362.0])
(399900.0,[3515.0])
(119900.0,[-0.7785438395777196])
(399990.0,[0.8850502978217635])
(399900.0,[2.2995501258780084])
(399900.0,[0.30086483424297883])
(399900.0,[2.0104228025331783])
Took 5 seconds.
```

House price

Square footage

House price

Standardized Square footage

Data Preparation – Transformation

- **Data may need to be transformed to match algorithms requirements:**
  - Normalization
    - Transform data so that each Vector has a Unit norm
  - Categorical values need to be converted to numbers
    - This is required by Spark MLlib classification trees
    - Marital Status: {“Widowed”, “Married”, “Divorced”, “Single”}
    - Marital Status: {0, 1, 2, 3}
    - You cannot do this if the algorithm could infer: Single = 3 X Married ☺

Data Preparation – Transformation

- **Data may need to be transformed to match algorithms requirements:**
  - Dummy encoding
    - When categorical values cannot be converted to consecutive numbers
    - Marital Status: {“Single”, “Married”, “Divorced”, “Widowed”}
    - Marital Status: {“0001”, “0010”, “0100”, “1000”}
    - This is necessary if the algorithm could make some wrong inference from the numerical based categorical encoding:
      - ❑ Single = 3
      - ❑ Married = 2
      - ❑ Divorced = 1
      - ❑ Widowed = 0
        - > Single = Married + Divorced
        - > Single = Divorced x 3
        - > (this is a contrived example, but you get the idea ☺, replace marital status with colors…)

Data Preparation – Dimensionality Reduction

- **Data dimensionality may need to be reduced:**

- **The idea behind reducing data dimensionality is that raw data tends to have two subcomponents:**
  - "Useful features" (aka structure)
  - Noise (random and irrelevant)
  - Extracting the structure makes for better models

  - Examples of applications of dimensionality reduction
    - Extracting the important features in face/pattern recognition
    - Removing stop words when working on text classification
    - Stemming: fishing, fished, fisher ➔ fish

  - Examples methods of dimensionality reduction
    - Principal Component Analysis
    - Singular Value Decomposition
    - Autoencoders

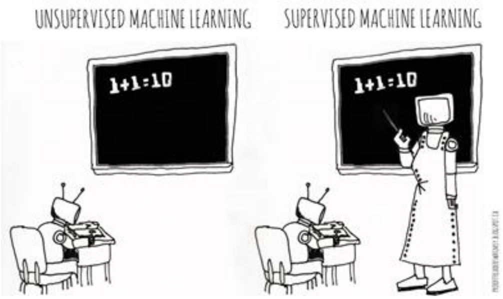
Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Categories of Machine Learning

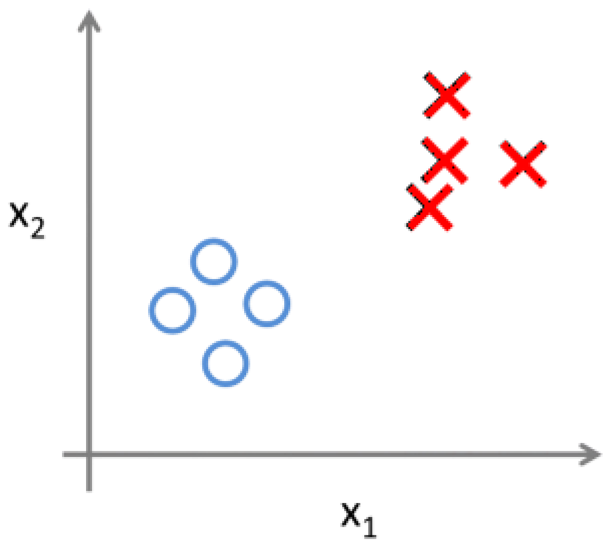
- **Supervised learning**
  - The program is “trained” on a pre-defined set of “training examples”, which then facilitate its ability to reach an accurate conclusion when given new data
  - The algorithm is presented with example inputs and their desired outputs (correct results)
  - The goal is to learn 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
  - Unsupervised learning can be a goal in itself (discovering hidden patterns in data) or a means towards an end (feature learning)

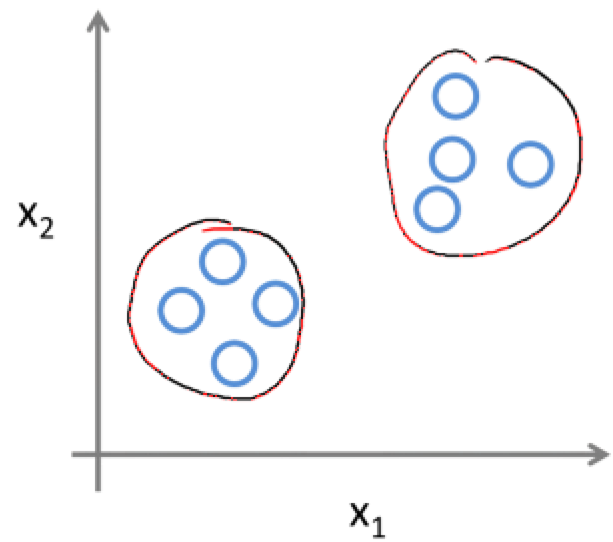


Supervised vs. Unsupervised Learning

Supervised Learning



Unsupervised Learning



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-means • Gaussian Mixture • Latent Dirichlet allocation etc
Association	• Used to find events that occur together or in a sequence (e.g., market basket)	• FP Growth etc

Categories of Machine Learning

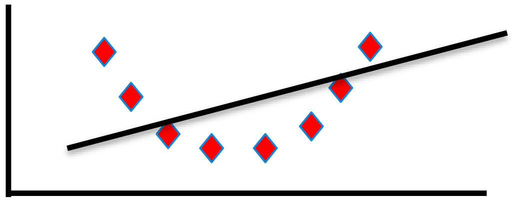
Introduction to Machine Learning

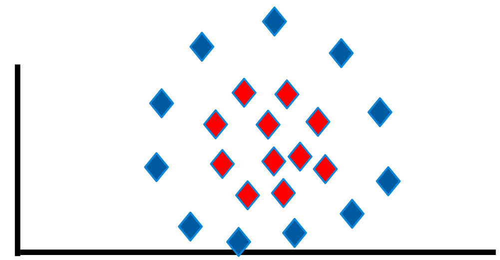
- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Learning challenges

- **Under fitting:**
  - Not knowing enough “basic” concepts, i.e. not being well-equipped enough to tackle learning at hand:
    - You can’t study calculus without knowing some algebra.
    - You can’t learn playing hockey without knowing how to skate.
    - You can’t learn polo without knowing how to ride.
  - This can lead to under fitting in Machine Learning: The chosen model is just not “sophisticated”, “rich”, enough to capture the concept.

aX + BY + C

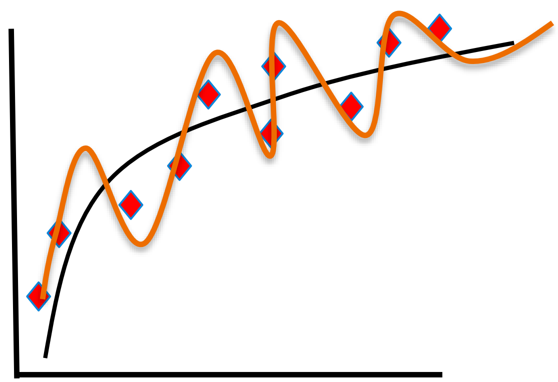




Learning challenges

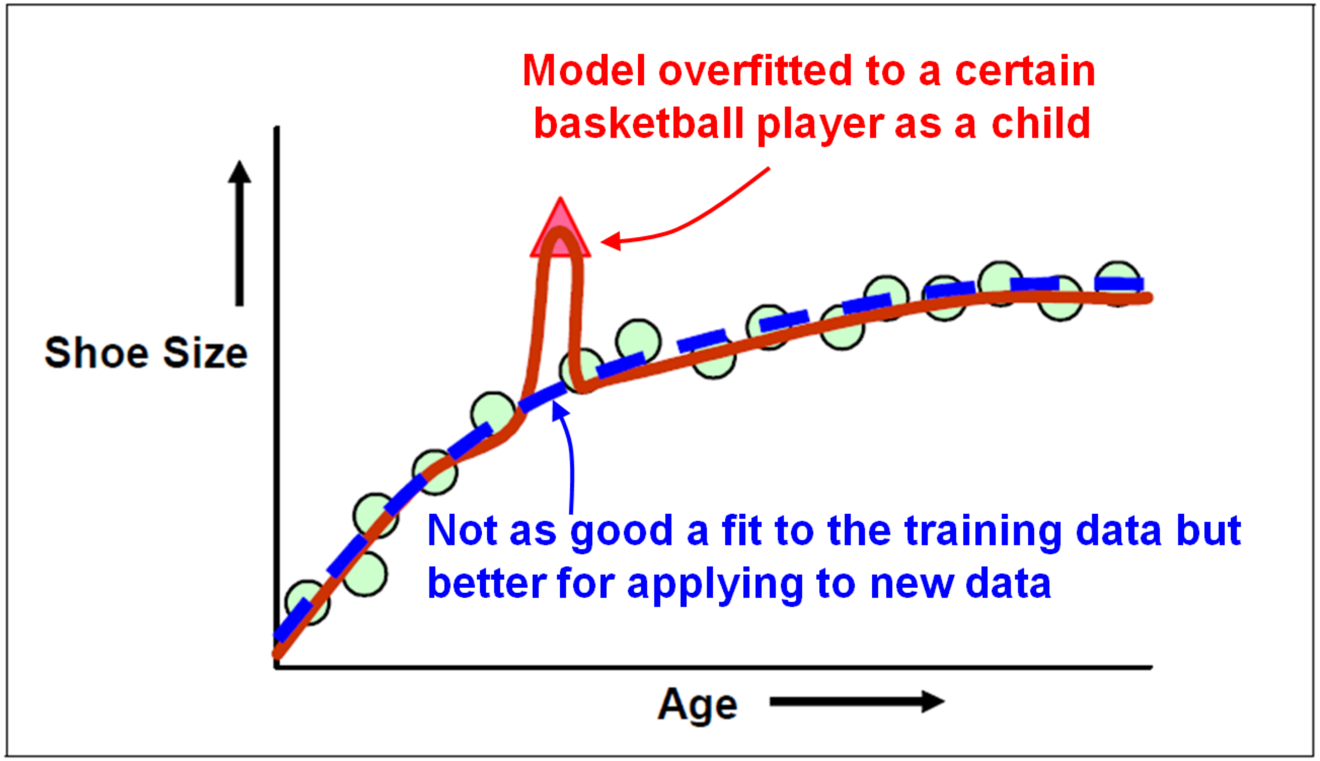
- **Over fitting:**
  – Hyper-sensitivity to minor fluctuations, ending up in modeling a lot of the unwanted noise in the data:

  – This can lead to over fitting in Machine Learning.



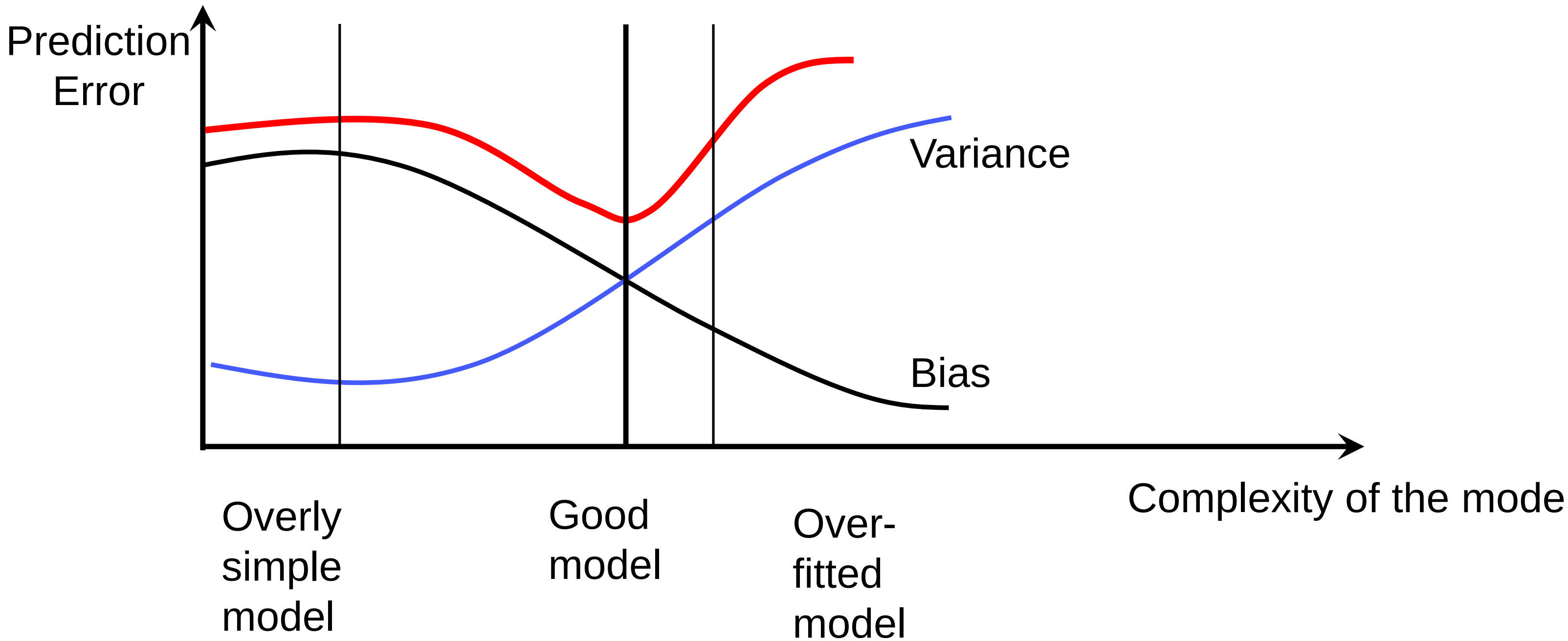
Model overfitting

- When building a predictive model, there is a risk of overfitting the model to the training data.
- The model fits the training data very well, but it does not perform well when applied to new data.



Learning challenges

- **Compromise between bias and variance:**



Graphical illustration of bias vs variance

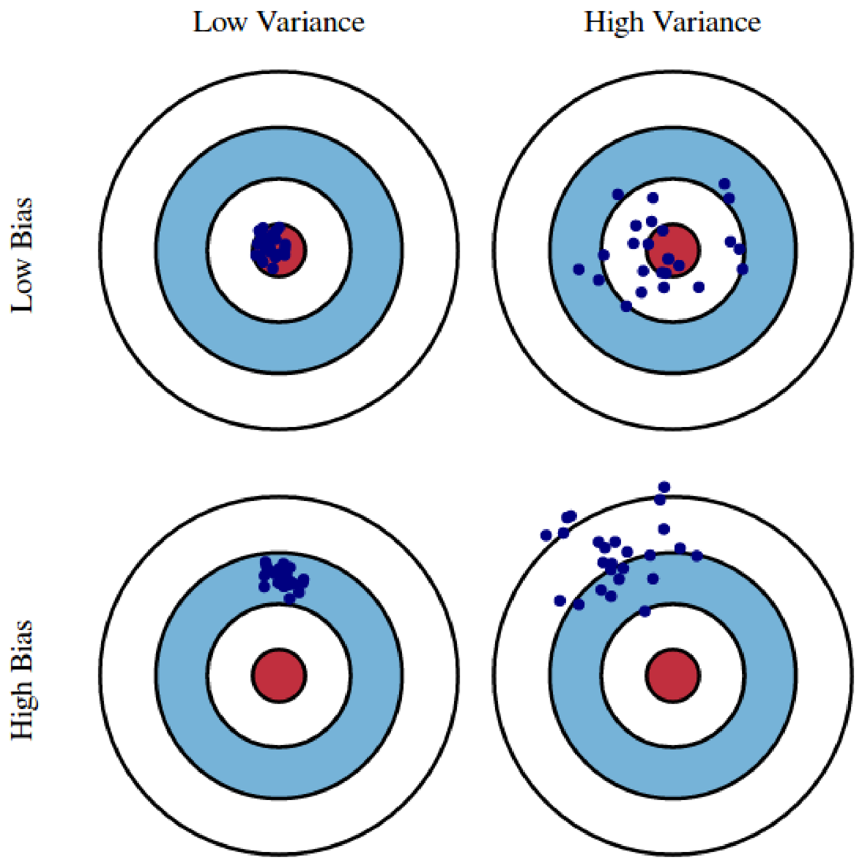


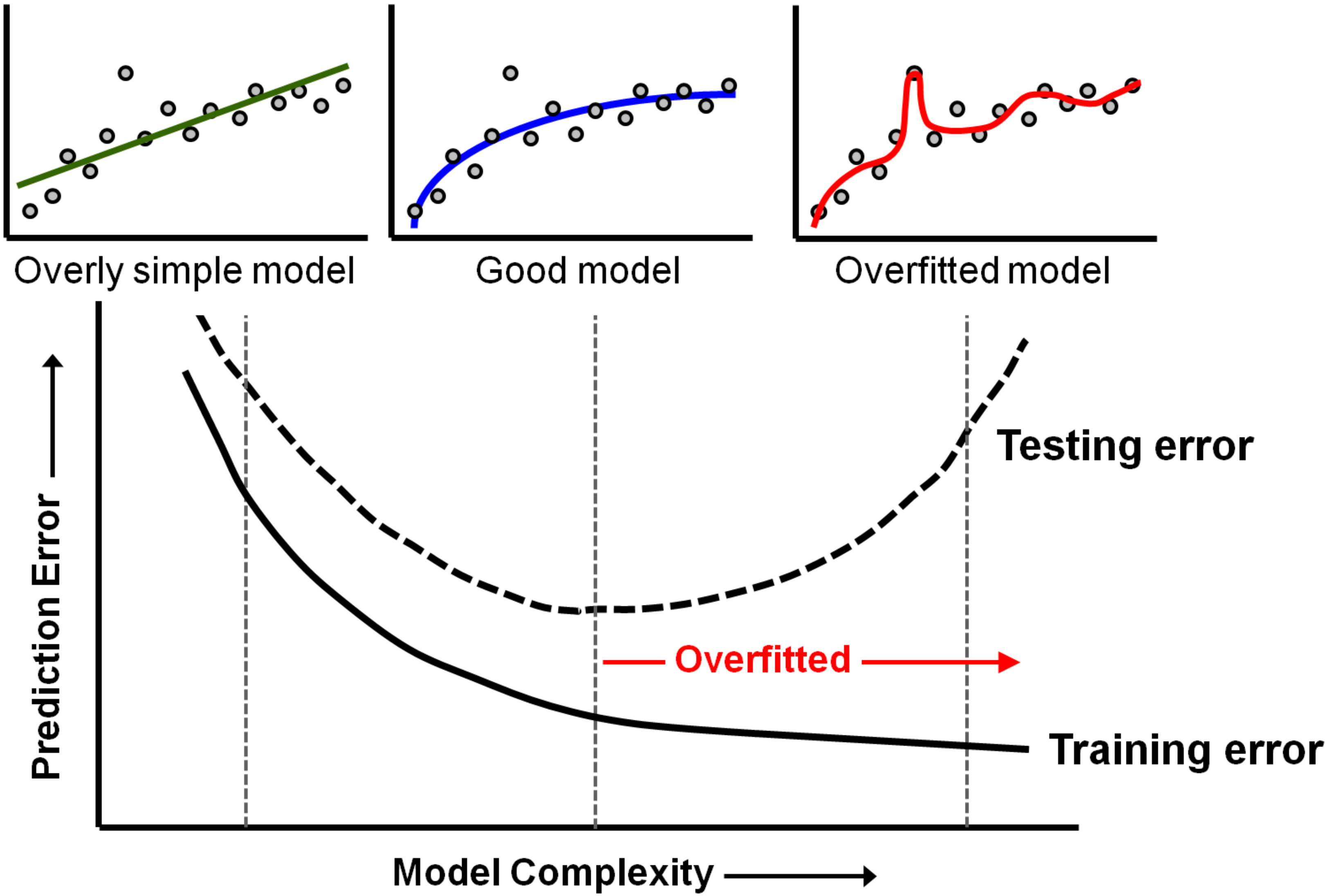
Fig. 1 Graphical illustration of bias and variance.

[Source: http://scott.fortmann-roe.com/docs/BiasVariance.html](http://scott.fortmann-roe.com/docs/BiasVariance.html)

Learning challenges

- **Diminishing returns:**
  - People can:
    - Have more or less talent
    - get bored or enthusiastic
  - Machines will not, however:
  - Making progress initially is usually more easy, but improving gets harder as we move along. We may need to try different learning methods, styles to keep going:
    - Machine learning algorithms have hyper-parameters which need to be tuned properly.
    - It may be necessary to use more than just one single method / algorithm to reach the goal.

When to stop training a model



Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

Classification – Naïve Bayes (supervised)

- **Two or more outcomes.**
- **Assumes independence among explanatory variables, which is rarely true (thus “naïve”).**
- **Despite its simplicity, often performs very well… widely used.**
- **Significant use cases:**
  - Text categorization (spam vs. legitimate, sports or politics, etc.) using word frequencies as the features
  - Medical diagnosis (*e.g.*, automatic screening)
  - Check a piece of text expressing positive emotions, or negative emotions?
  - Used for face recognition software.
- **Maximum conditional probability**
  - $Prob(Target|Input) = Prob(Input|Target) * \frac{Prob(Target)}{Prob(Input)}$

Classification – Naïve Bayes

Outlook	Temp	Humidity	Windy	Play golf
Sunny	Hot	High	False	No
Sunny	Hot	High	True	No
Overcast	Hot	High	False	Yes
Rainy	Mild	High	False	Yes
Rainy	Cool	Normal	False	Yes
Rainy	Cool	Normal	True	No
Overcast	Cool	Normal	True	Yes
Sunny	Mild	High	False	No
Sunny	Cool	Normal	False	Yes
Rainy	Mild	Normal	False	Yes
Sunny	Mild	Normal	True	Yes
Overcast	Mild	High	True	Yes
Overcast	Hot	Normal	False	Yes
Rainy	Mild	High	True	No

Classification – Naïve Bayes

Frequencies and probabilities for the weather data:

outlook			temperature			humidity			windy			play	
	yes	no		yes	no		yes	no		yes	no	yes	no
sunny	2	3	hot	2	2	high	3	4	false	6	2	9	5
overcast	4	0	mild	4	2	normal	6	1	true	3	3		
rainy	3	2	cool	3	1								
	yes	no		yes	no		yes	no		yes	no	yes	no
sunny	2/9	3/5	hot	2/9	2/5	high	3/9	4/5	false	6/9	2/5	9/14	5/14
overcast	4/9	0/5	mild	4/9	2/5	normal	6/9	1/5	true	3/9	3/5		
rainy	3/9	2/5	cool	3/9	1/5								

Classification – Naïve Bayes

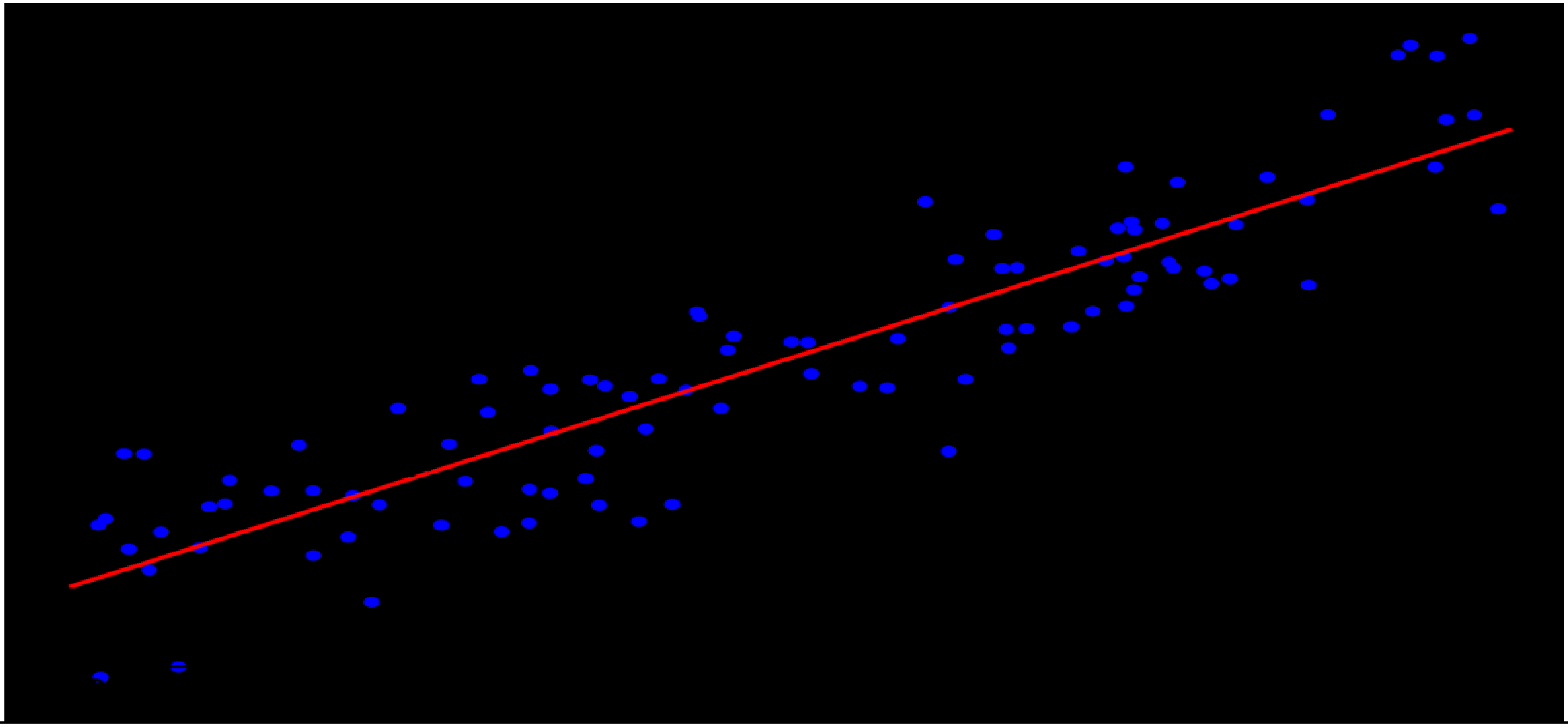
- **L(yes) = 2/9 * 3/9 * 3/9 * 3/9 = 0.0082**
- **L(no) = 3/5 * 1/5 * 4/5 * 3/5 = 0.0577**

- **P(yes) = 0.0082 * 9/14 = 0.0053**
- **P(no) = 0.0577 * 5/14 = 0.0206**

- **The decision would be: NO.**

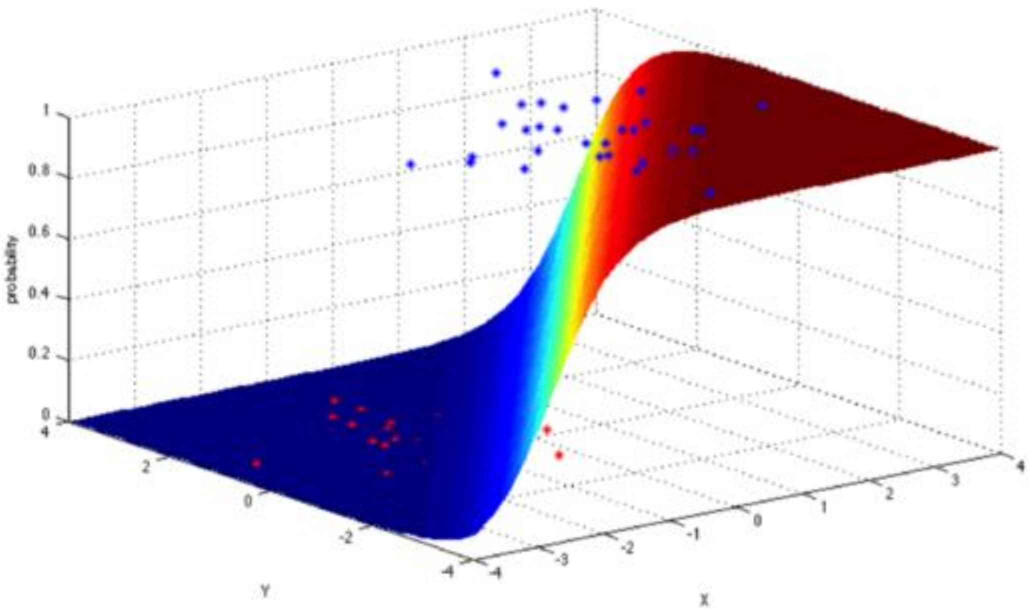
Linear Regression (supervised)

- **Draw a line, and then for each of the data points, measure the vertical distance between the point and the line, and add these up; the fitted line would be the one where this sum of distances is as small as possible.**
- **Use case:**
  – Housing prices



Logistic Regression (supervised)

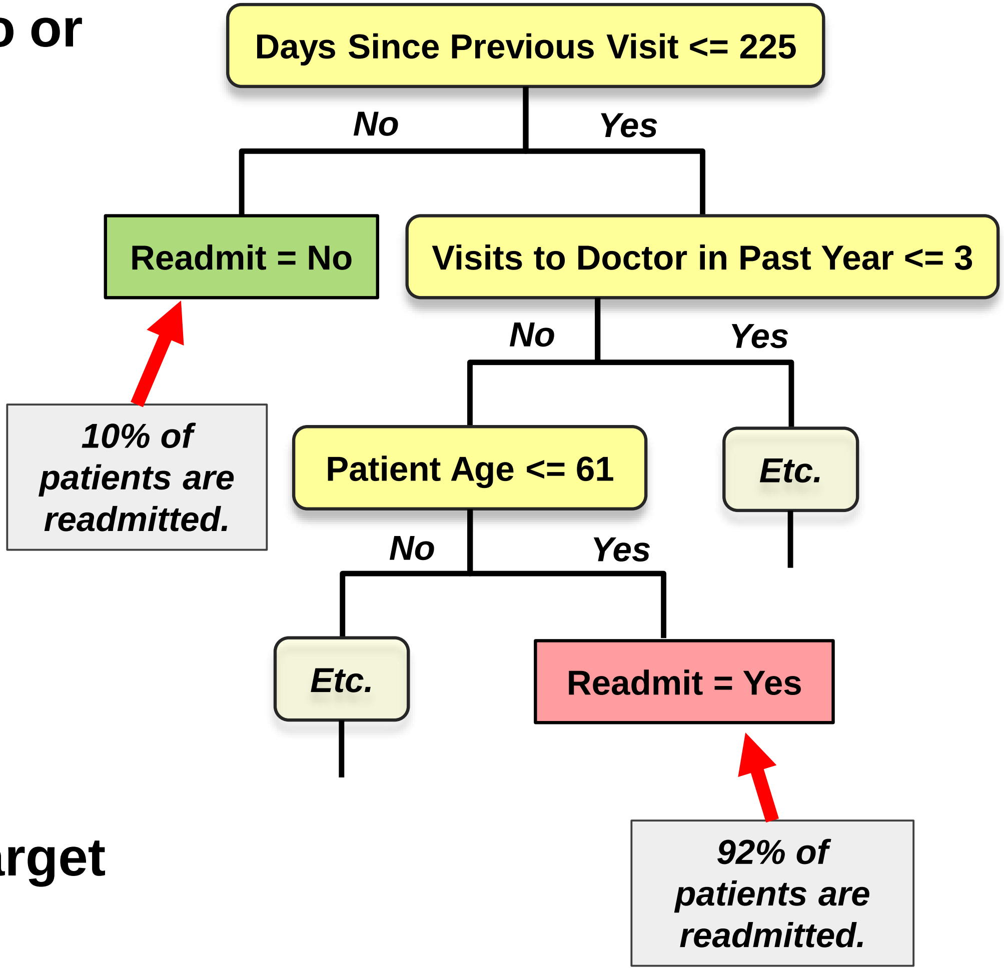
- **Logistic regression is a powerful statistical way of modeling a binomial outcome with one or more explanatory variables. It measures the relationship between the categorical dependent variable and one or more independent variables by estimating probabilities using a logistic function, which is the cumulative logistic distribution.**



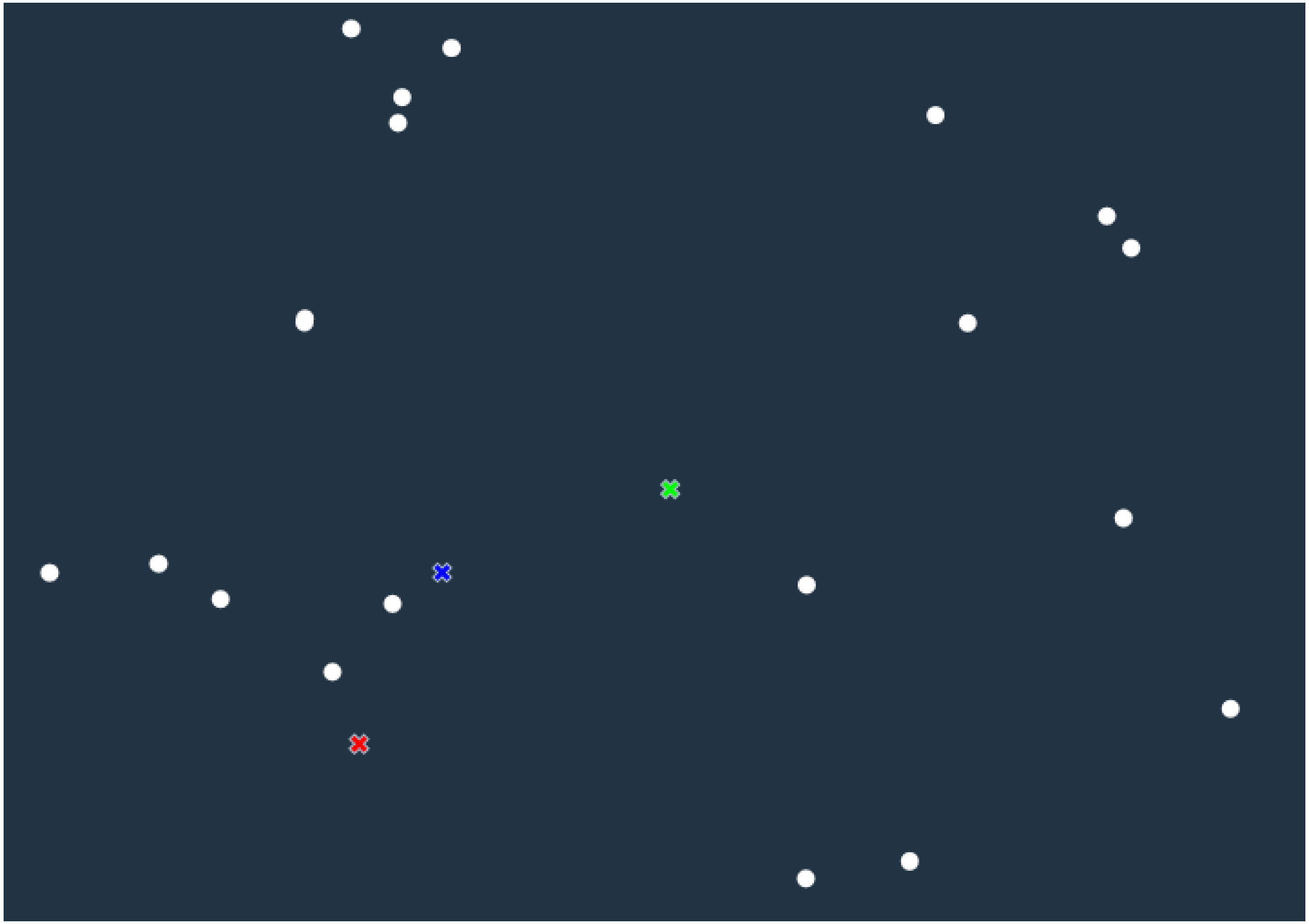
Classification – Decision tree (supervised)

Modeling

- **Class variable (target) with two or more outcomes.**
- **Splits records in a tree-like series of nodes along mutually-exclusive paths.**
  - Algorithm decides which variable and threshold value to use at each split
  - New records are predicted (classified) based on the leaf assignment
  - Accurate
  - Explicit decision paths
- **Can also handle continuous target ("regression tree").**



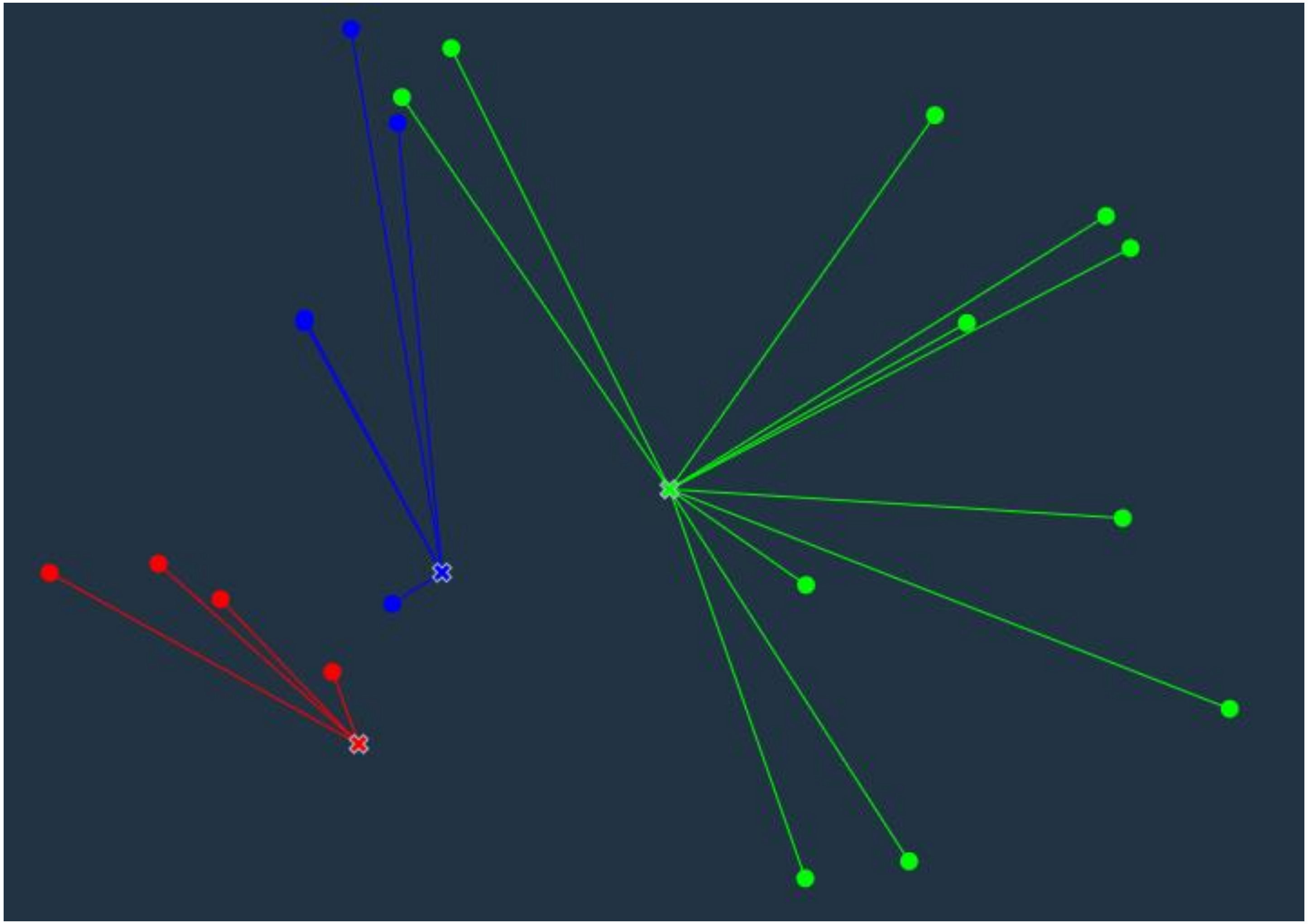
Clustering – K-means method



Start with 20 data points and 3 clusters

Clustering – K-means method

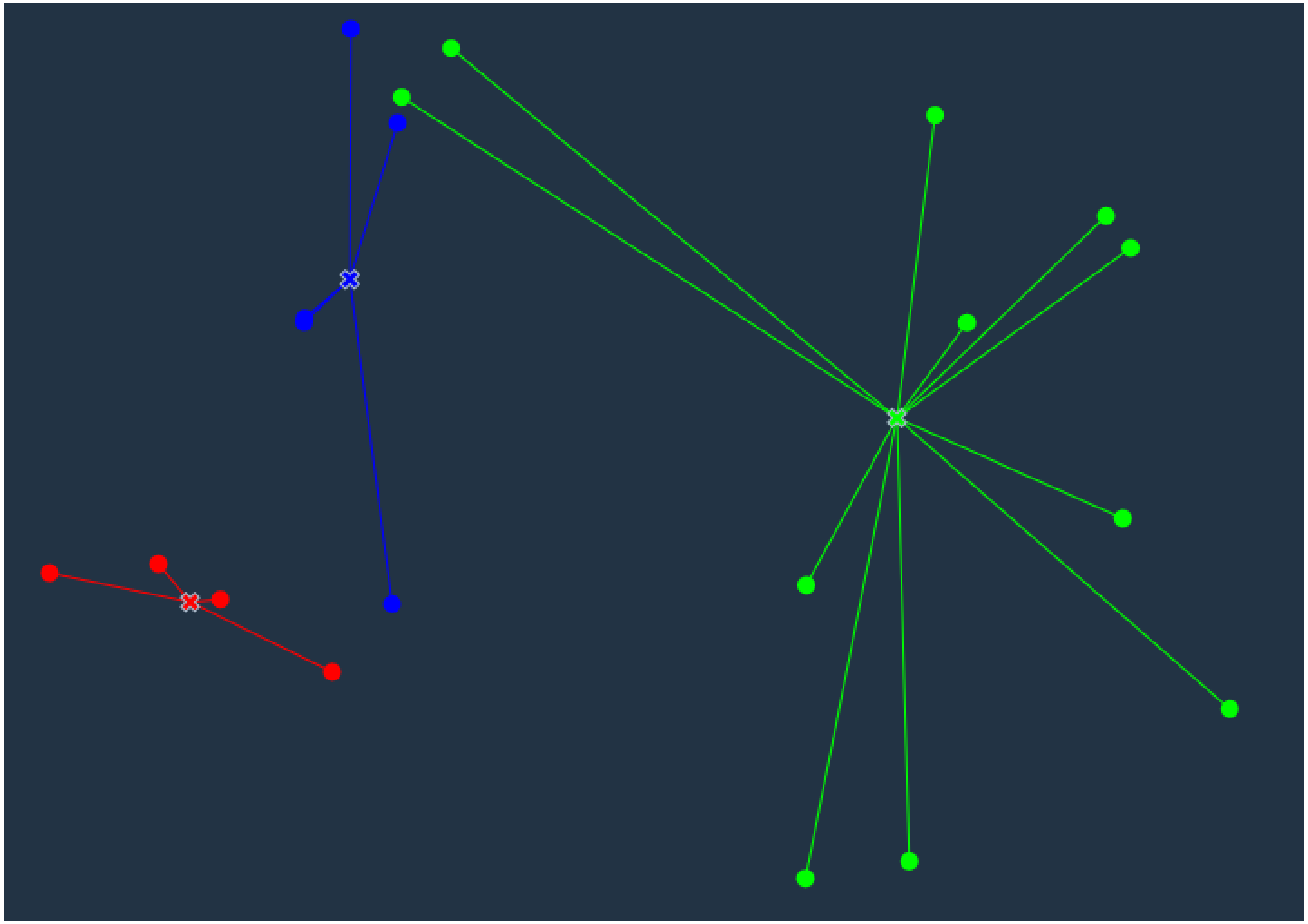
Modeling



Assign each data point to the nearest cluster

Clustering – K-means method

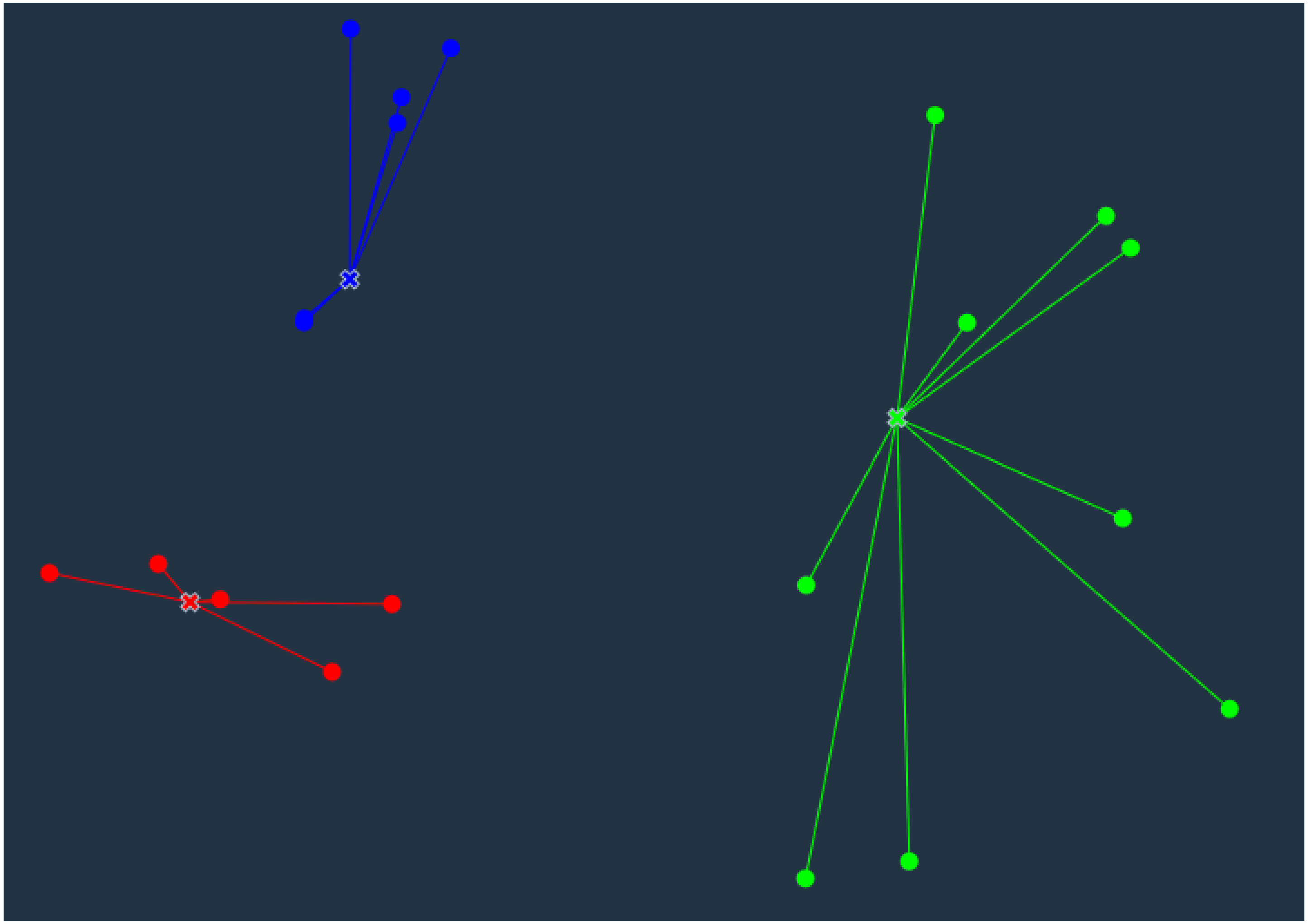
Modeling



Calculate centroids of new clusters

Clustering – K-means method

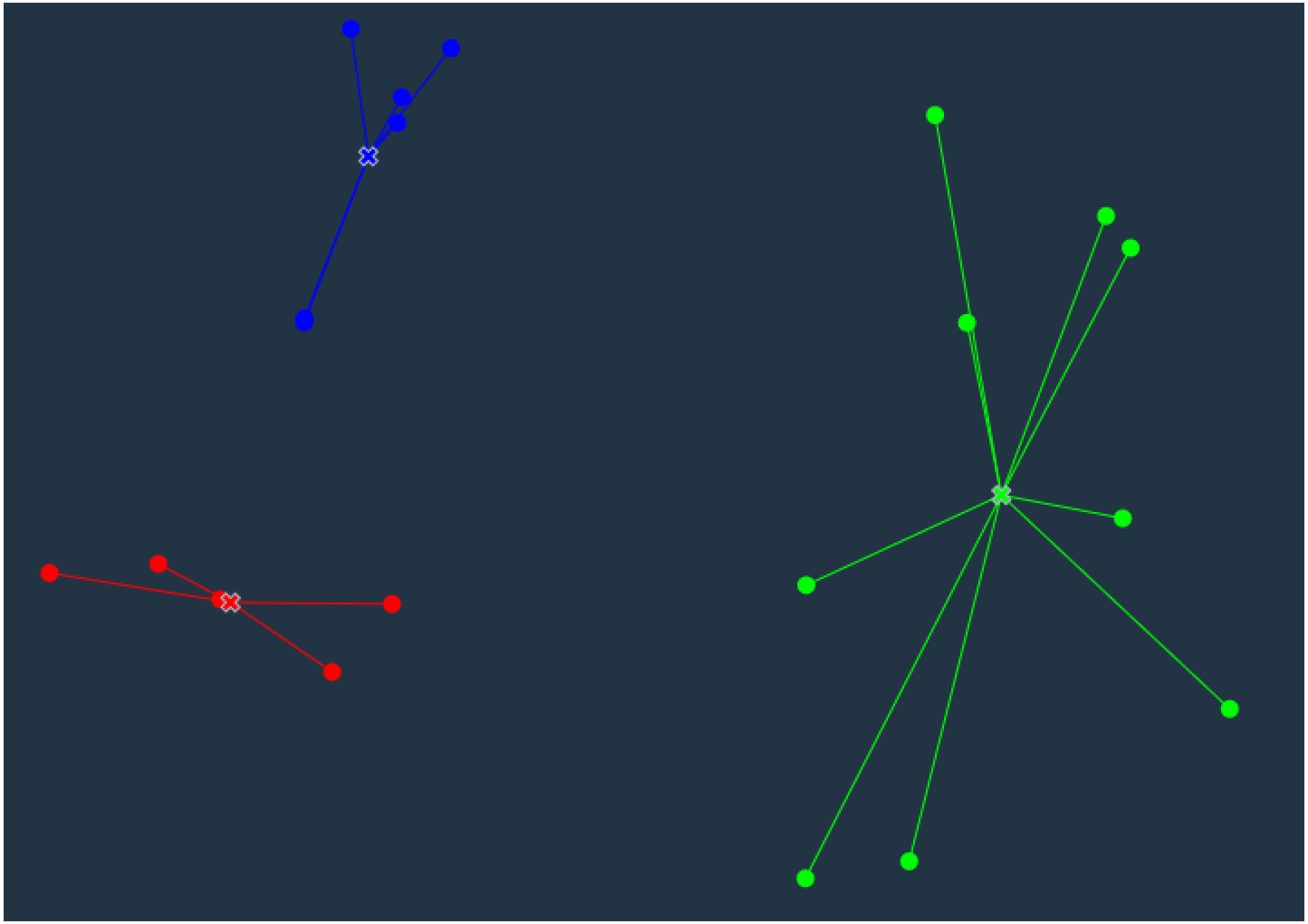
Modeling



Assign each data point to the nearest cluster

Clustering – K-means method

Modeling



Calculate centroids of new clusters…until convergence

Ensemble Modeling

Modeling

- **Use a collection or ensemble of models instead of a single model to create more reliable and accurate predictive models**

- **Bagging**
  - New training datasets are generated based on random sampling with replacement of the original data set
  - Models are constructed for each sample and the results are combined
  - Random Forest is bagging applied to Decision Trees
- **Boosting**
  - Successive models are built to predict observations misclassified from earlier models.
  - Gradient boosting - train each subsequent model on the residuals (error between predicted value and actual value).

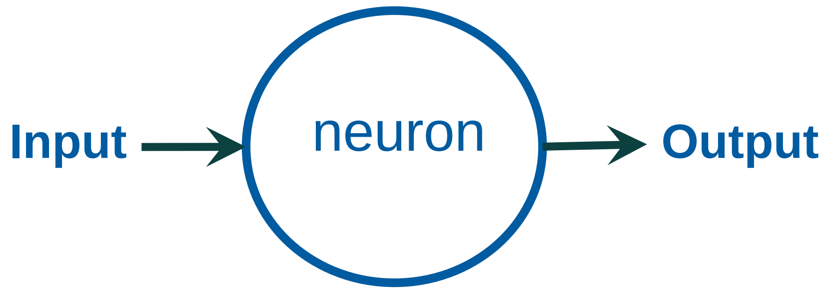
Neural Network

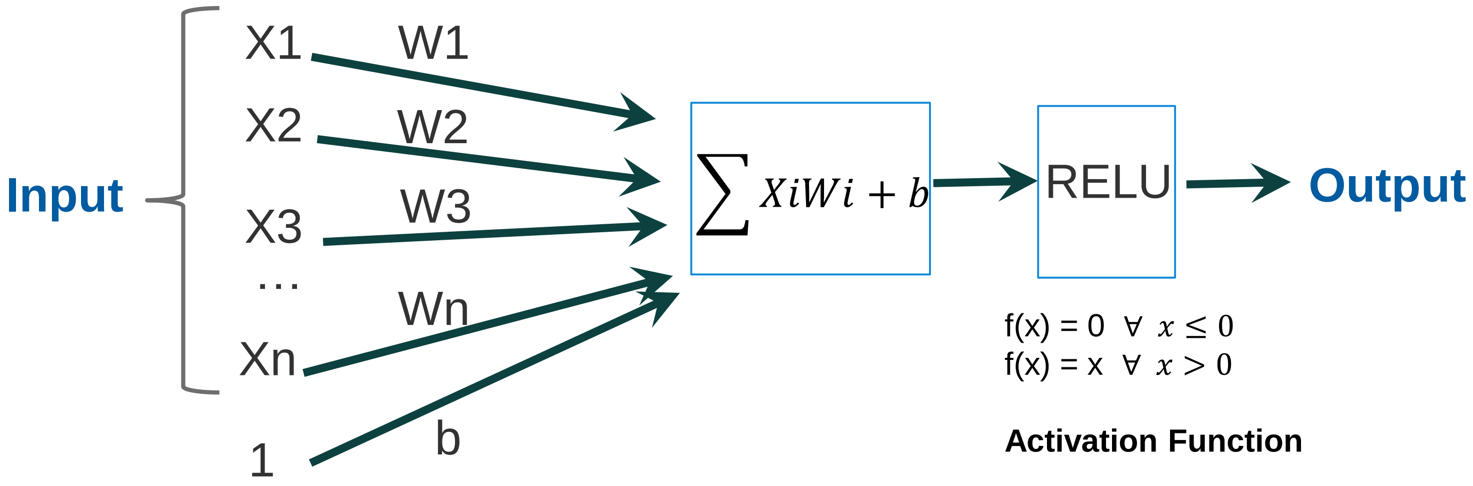
- **Originated in 1940s**

- **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

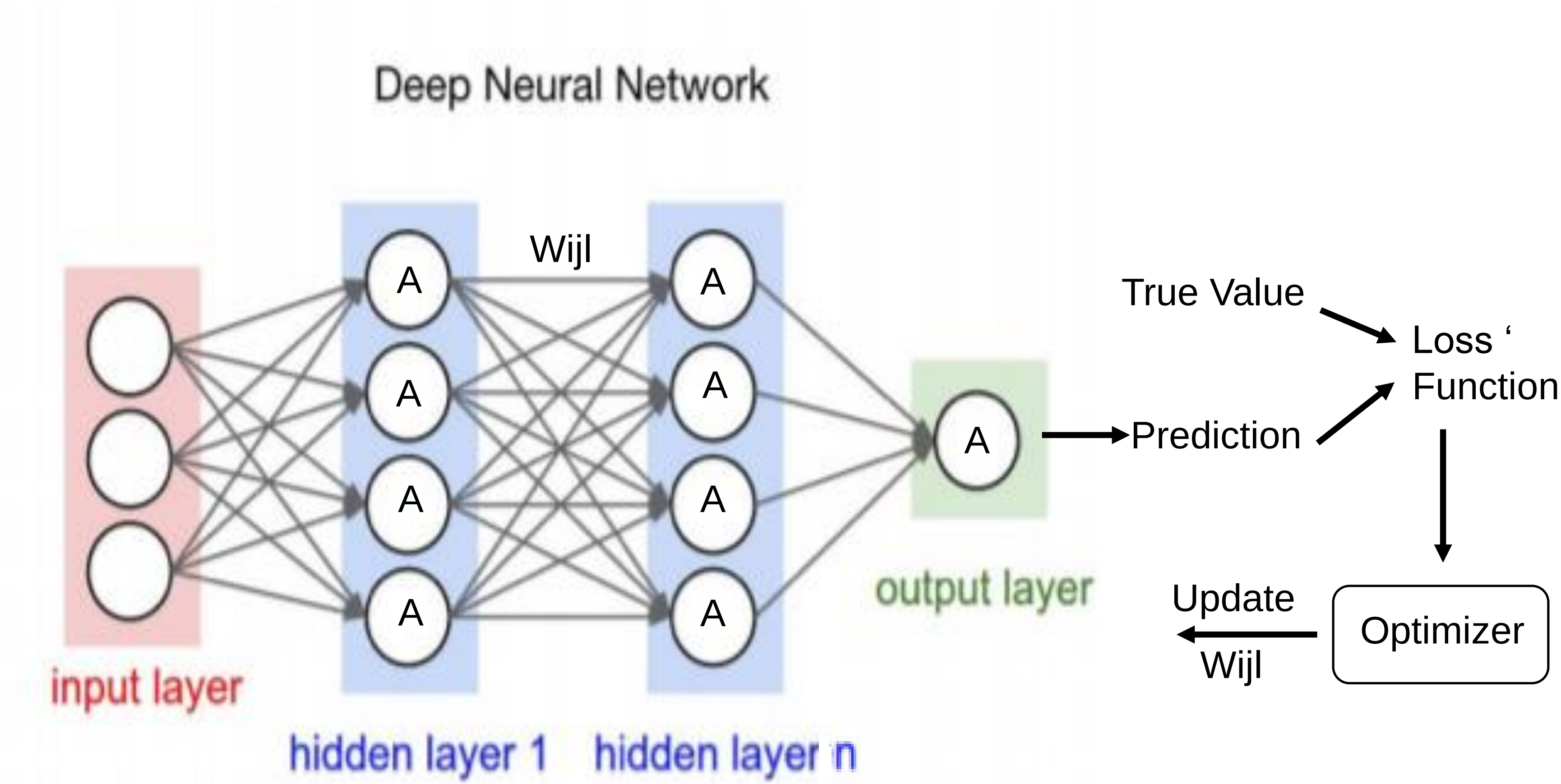




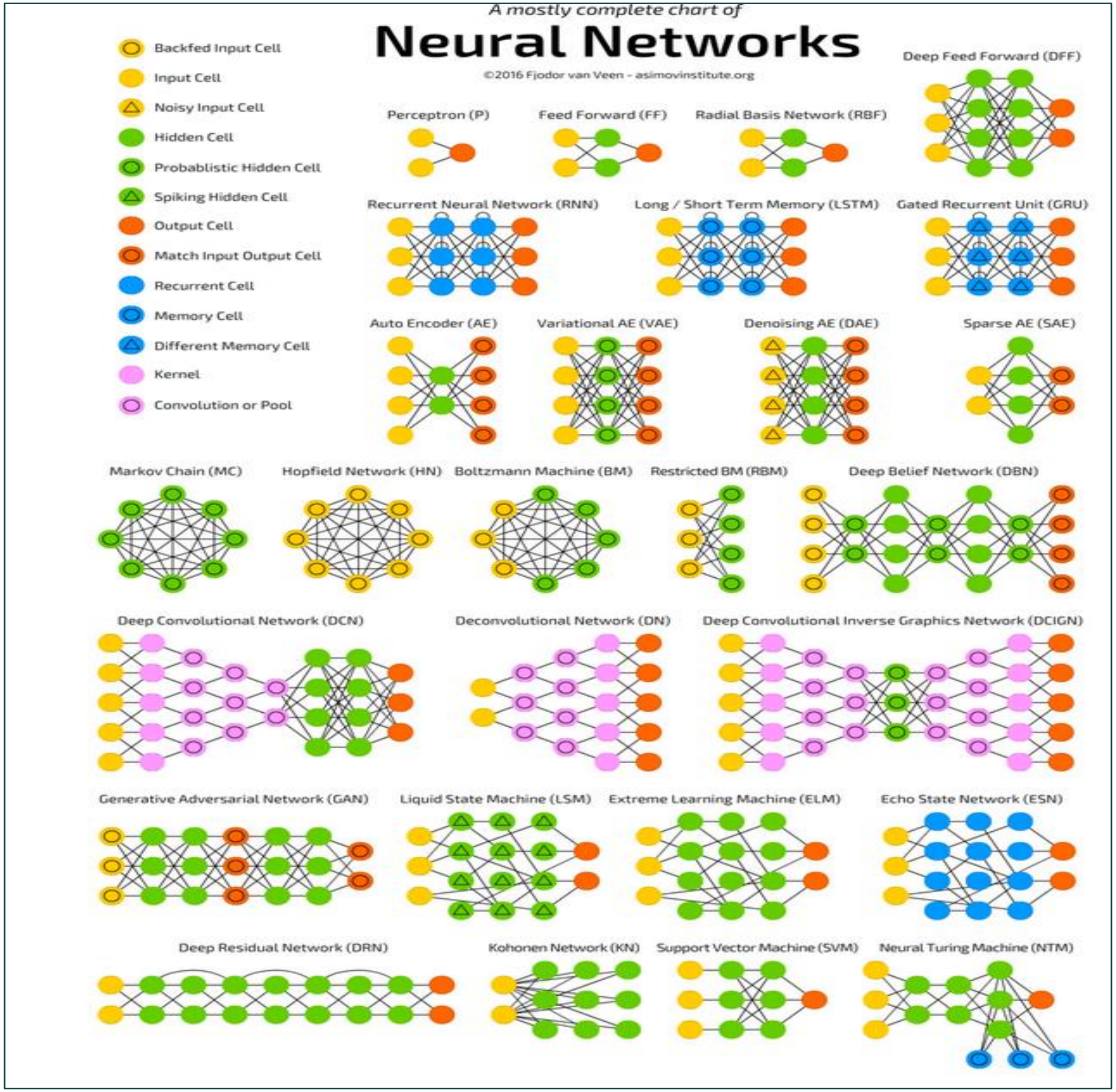
Neural Network

Modeling

- **Inspired by the way the human brain works.**



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


A mostly complete chart of
Neural Networks
©2016 Fjodor van Veen - asimovinstitute.org
Backfed Input Cell
Input Cell
Noisy Input Cell
Hidden Cell
Probablistic Hidden Cell
Spiking Hidden Cell
Output Cell
Match Input Output Cell
Recurrent Cell
Memory Cell
Different Memory Cell
Kernel
Convolution or Pool
Perceptron (P)
Feed Forward (FF)
Radial Basis Network (RBF)
Deep Feed Forward (DFF)
Recurrent Neural Network (RNN)
Long / Short Term Memory (LSTM)
Gated Recurrent Unit (GRU)
Auto Encoder (AE)
Variational AE (VAE)
Denoising AE (DAE)
Sparse AE (SAE)
Markov Chain (MC)
Hopfield Network (HN)
Boltzmann Machine (BM)
Restricted BM (RBM)
Deep Belief Network (DBN)
Deep Convolutional Network (DCN)
Deconvolutional Network (DN)
Deep Convolutional Inverse Graphics Network (DCIGN)
Generative Adversarial Network (GAN)
Liquid State Machine (LSM)
Extreme Learning Machine (ELM)
Echo State Network (ESN)
Deep Residual Network (DRN)
Kohonen Network (KN)
Support Vector Machine (SVM)
Neural Turing Machine (NTM)

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
  - …

Introduction to Machine Learning

- Overview
- Data Science Methodology
- Data Understanding
- Data Preparation
- Categories of Machine Learning
- Learning Challenges
- Machine Learning Algorithms
- Model Evaluation

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 (*target*, *class*, *response*, or *dependent variable*)
  - Source data randomly split or sampled… mutually exclusive records
- **Why?**
  - Training set ➔ build the model (**iterative**)
  - Validation set ➔ tune the parameters & variables during model building (**iterative**)
    - Assess model quality during training process
    - Avoid overfitting the model to the training set
  - Testing set ➔ estimate accuracy or error rate of model (**once**)
    - Assess model's expected performance when applied to new data

K-Fold Cross Validation

- **Instead of using a separate validation set**
- **Shuffle Training Samples and sub-divide into “K” folds (groups)**
- **Train “K” models using K-1 folds as training data and 1 Fold as Test Data**
- **For example, K=4**
  - Model 1 Train on 1,2,3 Test on 4 – calculate and store E1 (Error)
  - Model 2 Train on 2,3,4 Test on 1 – E2
  - Model 3 Train on 3,4,1 Test on 2 - E3
  - Model 4 Train on 4,1,2 Test on 3 - E4
  - E = (E1+E2+E3+E4)/4
- **A common value for K is 10**

Model Evaluation: Confusion Matrix

Confusion matrix is more useful measure than simply using prediction accuracy

– Provides a better visualization of the performance of the algorithm
– Examine the count of each of these boxes

		Predicted: Has Disease	Predicted: No Disease
Actual	Has Disease	true positive (tp) ✓	false negative (fn) No Treatment
Actual	No Disease	false positive (fp) Unnecessary Treatment	true negative (tn) ✓

Precision = tp/(tp + fp) Recall = sensitivity= True Positive Rate tp/(tp + fn)

FPR = fp/(fp + tn) 1 – specificity ROC = plot of TPR/FPR at different thresholds

Model Evaluation: Confusion Matrix

Confusion matrix is more useful measure than simply using prediction accuracy

– Provides a better visualization of the performance of the algorithm
– Examine the count of each of these boxes

Predicted

Actual

	Has Disease	No Disease
Has Disease	true positive (tp) ✓	false negative (fn) No Treatment
No Disease	false positive (fp) Unnecessary Treatment	true negative (tn) ✓

Precision = tp/(tp + fp)   Recall = sensitivity= True Positive Rate   tp/(tp + fn)

FPR = fp/(fp + tn)   1 – specificity   ROC = plot of TPR/FPR at different thresholds

Model Evaluation: Confusion Matrix

Confusion matrix is more useful measure than simply using prediction accuracy

– Provides a better visualization of the performance of the algorithm
– Examine the count of each of these boxes

Predicted

Actual		Has Disease	No Disease
	Has Disease	true positive (tp) ✓	false negative (fn) No Treatment
	No Disease	false positive (fp) Unnecessary Treatment	true negative (tn) ✓

Precision = tp/(tp + fp)

Recall = sensitivity= True Positive Rate tp/(tp + fn)

FPR = fp/(fp + tn) 1 – specificity

ROC = plot of TPR/FPR at different thresholds

Model Evaluation: Confusion Matrix

Confusion matrix is more useful measure than simply using prediction accuracy

- Provides a better visualization of the performance of the algorithm
- Examine the count of each of these boxes

		Predicted	
		Has Disease	No Disease
Actual	Has Disease	true positive (tp) ✓	false negative (fn) No Treatment
	No Disease	false positive (fp) Unnecessary Treatment	true negative (tn) ✓

Precision = tp/(tp + fp) Recall = sensitivity= True Positive Rate tp/(tp + fn)

FPR = fp/(fp + tn) 1 – specificity ROC = plot of TPR/FPR at different thresholds

Model Evaluation

- **When you are building a classifier, it is important to understand the PREVALANCE of the condition that you are building a model for,**
  i.e. how common or uncommon this condition effectively is…

- **Imagine you are working towards building a classifier for some medical condition and your training and testing data sets yield the following model**

	Test positive	Test negative
Disease (100)	95 (True Positive)	5 (False Negative)
Normal (100)	5 (False Positive)	95 (True Negative)

Accuracy = 95% Recall = 95% Precision=95%

Model Evaluation

- **What truly matters to the users of your new model / test (doctors, bankers, practitioners) is the PREDICTIVE VALUE of the test:**
  - If the test is positive, then what is the actual chance of being sick?
  - Is it 95% ?

- **Let's run the test on a population of 1,000,000 where 1% individuals (10,000) are actually suffering from this condition:**

	Test positive	**Test negative**
Disease (10000)	9500 (95% True Positive)	500 (5% False Negative)
Normal (990000)	49500 (5% False Positive)	940500 (95% True Negative)

Accuracy = 95%   Precision=16.1%   Recall = 95%

What is happening here:

The condition is RARE and the 5% FALSE POSITIVES are still way higher in numbers than the true positives. Need 99% or higher specificity.

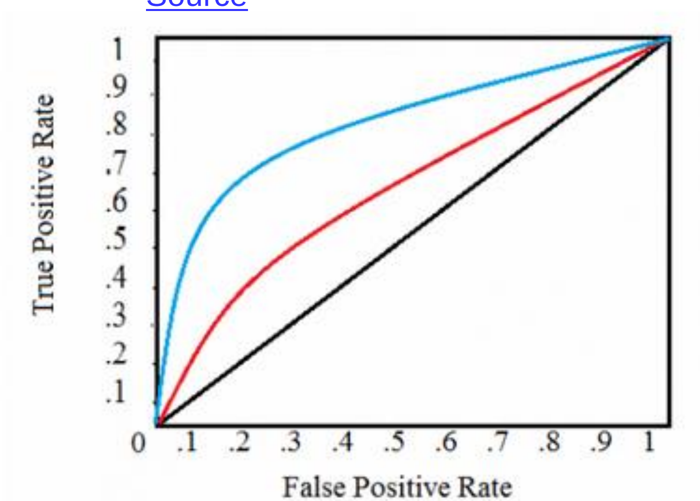
Model Evaluation - Metrics

- $Accuracy = \frac{Correct\ Predictions}{Total\ Predictions} = \frac{Tp+Tn}{Tp+Tn+Fp+Fn}$

- $F1 = 2 * \frac{Recall * Precision}{Recall + Precision}$

- **Area under Receiver Operating Characteristic (ROC)**

Source



Some items to think about ….

- **Business**
  - What are your goals?
  - What are the criteria for success?
- **Data**
  - Do you need labeled ($$) data?
  - What is the quality of your data?
  - What features are pertinent?
  - Do you have enough data?
  - How are you going to obtain the data?
- **Models**
  - What algorithms to use?
  - What metrics to evaluate the algorithms?
  - Would ensembles help?
- **Implementation**
  - How quickly does a new instance need to be classified (online/batch)?
  - Do you need to scale?
  - What resources do you have? Memory?, GPUs?, Compute?
  - How are you going to get feedback?