

# Network



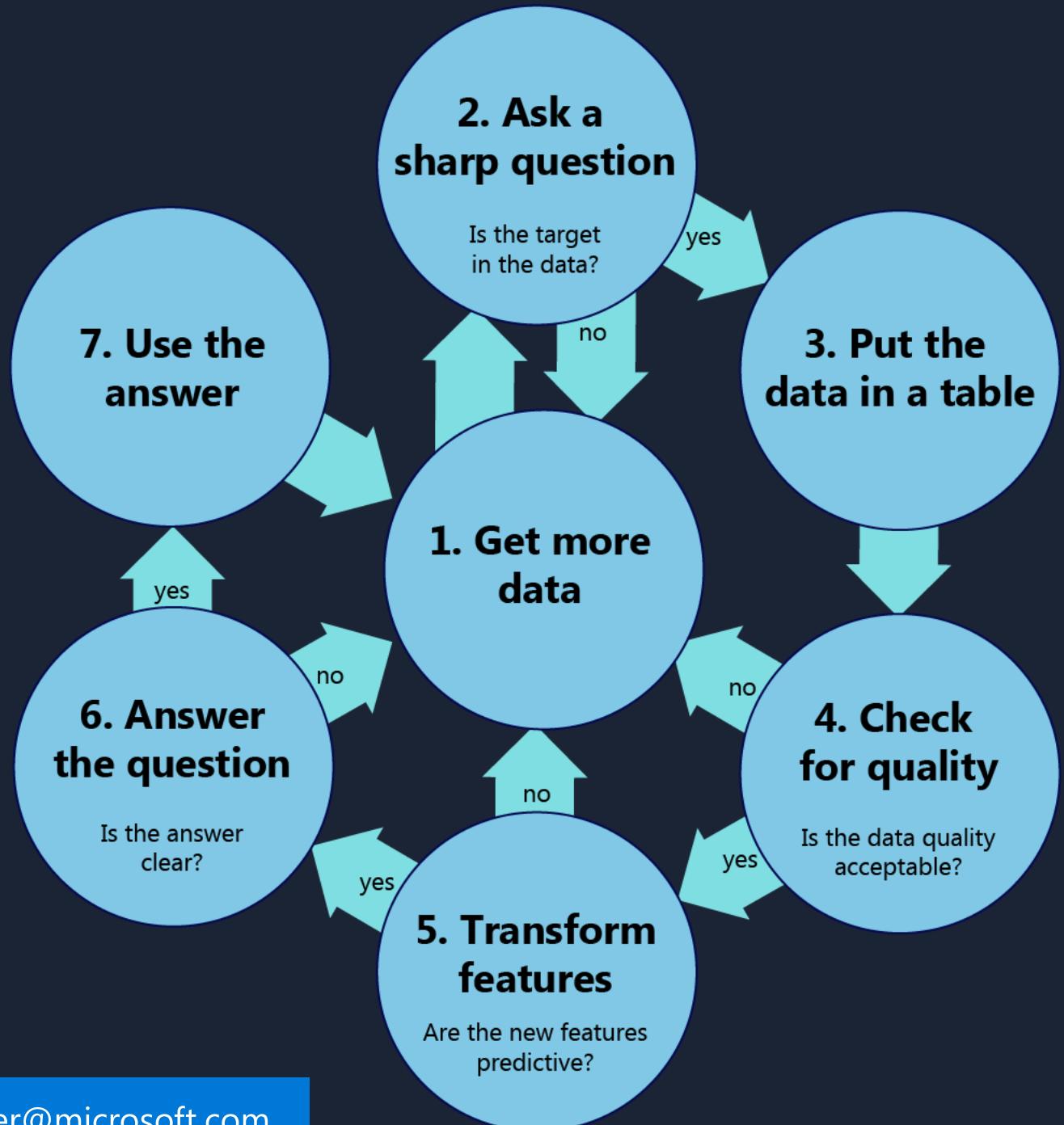
To ensure the strongest connectivity  
please use the dedicated MLADS network.

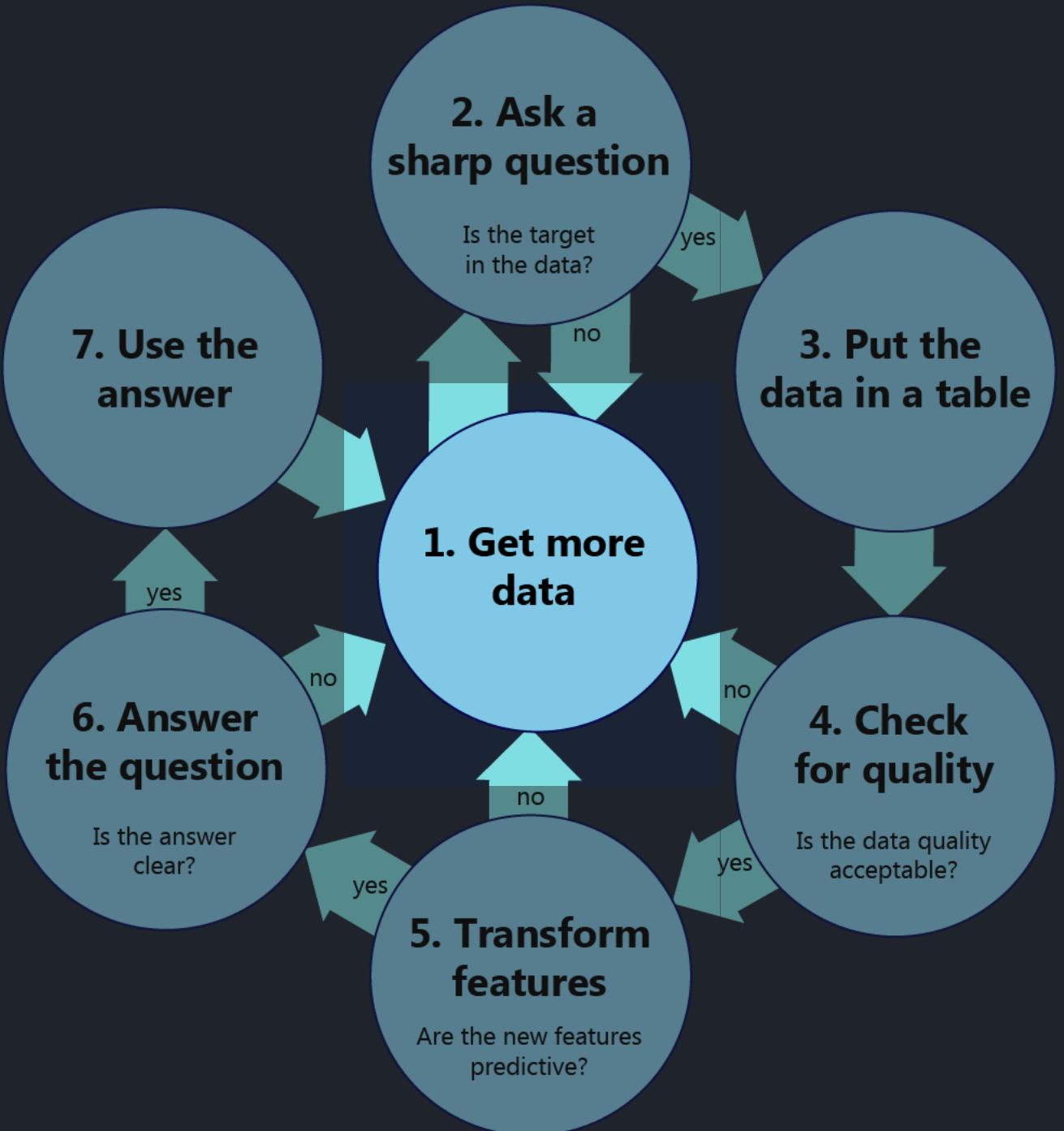
SSID: MLADS 2016  
Password: MLADS2016!

# Data Science for Absolutely Everyone



Brandon Rohrer  
Senior Data Scientist  
Microsoft





# Numbers and Names (Numerical and Categorical)

## Numbers

Amount : 38.3 degrees

Count : 39 pizzas

Money : \$1,387

Pixel brightness : 232/255

Sound intensity : .64

## Names

Type : Shih Tzu

Variety : Caramel latte

ID : Air Force One

Model number : R2-D2

Category : Chocolate

Text : "Best. Show. Ever. <3"

# Names that look like numbers

Phone number : 847-5609

Zip code : 90210

ID number : 007

Serial number : 100000184573

Credit card number : 5738-7539-9898-0023

Social security number : 627-42-0932

Numbers that look like names  
and names that can be turned into numbers

Place : first, second, third

Size : small, medium, large

Side : left, middle, right

Time zone : Pacific, Mountain, Central, Eastern

Train stops : Kendall, Central, Harvard, Porter

# Data Engineering

Measure

Collect

Store

Search

Move

Transform

Azure Event Hub

Azure Stream Analytics

Azure Data Factory

Hadoop and Spark on  
Azure HDInsight

Azure Search

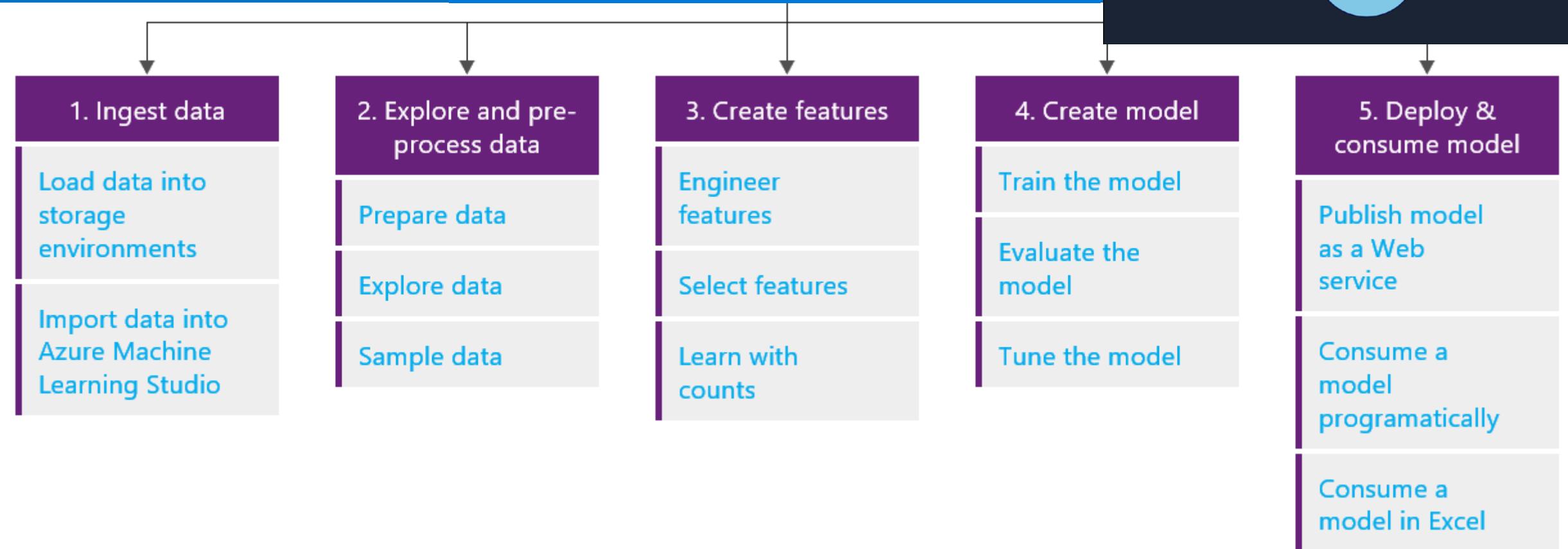
Azure DocumentDB

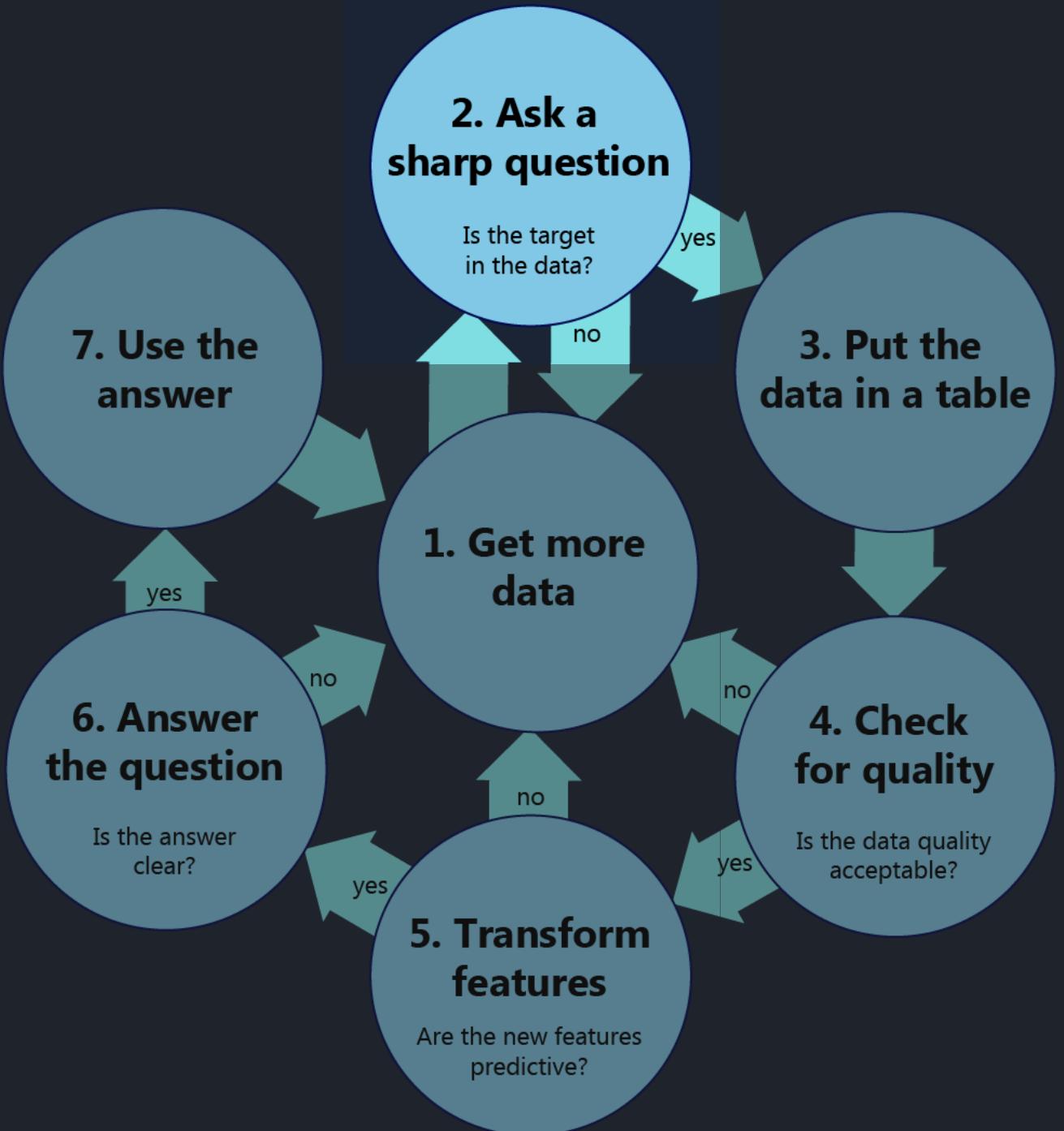
Azure Data Lake

Azure Data Catalog

# Microsoft Data Science Process

Questions or comments? [brohrer@microsoft.com](mailto:brohrer@microsoft.com)

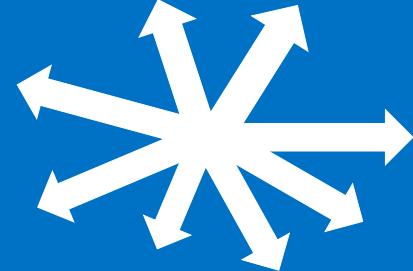




# Vague questions

vs.

# Sharp questions



Doesn't have to be answered  
with a name or a number

What can my data tell me  
about my business?

What should I do?

How can I increase my profits?



Must be answered with a  
name or a number.

How many times will the  
feature I built get used by a  
new user?

Which route through  
downtown will get me to work  
the fastest?

# Target

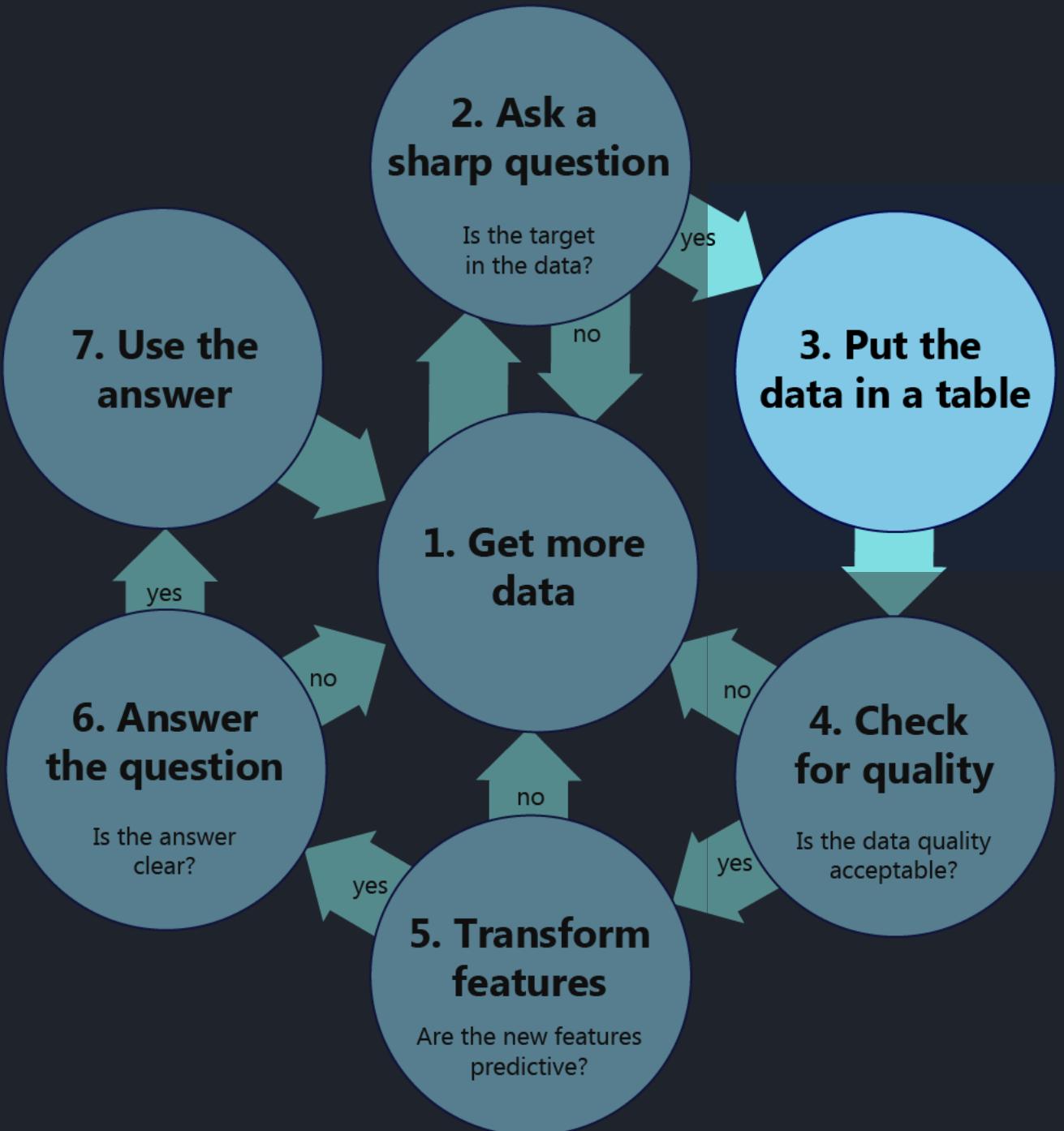
What will my stock price be next week?

Date	Americas sales	Europe and Africa sales	Asia sales	
		Competitor	Product	Market share
Product	First month users	First quarter users	First year users	
Date	Dow Jones	Nikkei		

# Target

What will my stock price be next week?

Date	Americas sales	Europe and Africa sales	Competitor	Date	My stock price
Product	First month users	First quarter users	Date		



# One target per row

Questions or comments?  
brohrer@microsoft.com

Stock price	Date	Day of week	Dow Jones	Last month sales	Last quarter sales	Market share	New users last month	New users last quarter	Days since press release	Days since product release	Total users
57.3	5/21	Tue	17,245	68.8M	211.2M	23.1%	63,522	195,322	3	96	2.49M
58.8	5/22	Wed	17,289	68.8M	211.2M	23.1%	63,522	195,322	4	97	2.49M
56.9	5/23	Thu	17,115	68.8M	211.2M	23.1%	63,522	195,322	5	98	2.49M
57.4	5/24	Fri	17,278	68.8M	211.2M	23.1%	63,522	195,322	6	99	2.49M

# One target per row

## Aggregate

User name	Date joined
little_lil	Jan 27, 2014
popoverGuy	Jan 27, 2014
Red_Red	Jan 28, 2014
David_G_53	Jan 30, 2014
randll	Jan 30, 2014
...	...

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57.4	5/24	Fri	17,278	68.8M	211.2M	23.1%	63,522	195,322	6	99	2.49M

# One target per row

## Aggregate Distribute

Month	Total sales
2016/01	43.0M
2016/02	60.1M
2016/03	55.5M
2016/04	41.7M
2016/05	68.8M
...	...

Quarter	Total sales
2015Q4	119.2M
2016Q1	221.0M
2016Q2	215.9M
2016Q3	189.3M
2016Q4	211.2M
...	...

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56.9	5/23	Thu	17,115	68.8M	211.2M	23.1%	63,522	195,322	5	98	2.494M
57.4	5/24	Fri	17,278	68.8M	211.2M	23.1%	63,522	195,322	6	99	2.495M

# One target per row

Aggregate  
Distribute  
Compute

Press release date	Subject
2016/03/24	Mega amazing whizbang
2016/05/03	Super widget upgrade
2016/05/18	New gizmos on the flimflam
...	...

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Aggregate  
Distribute  
Compute

Measure

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Aggregate  
Distribute  
Compute

Measure  
Estimate

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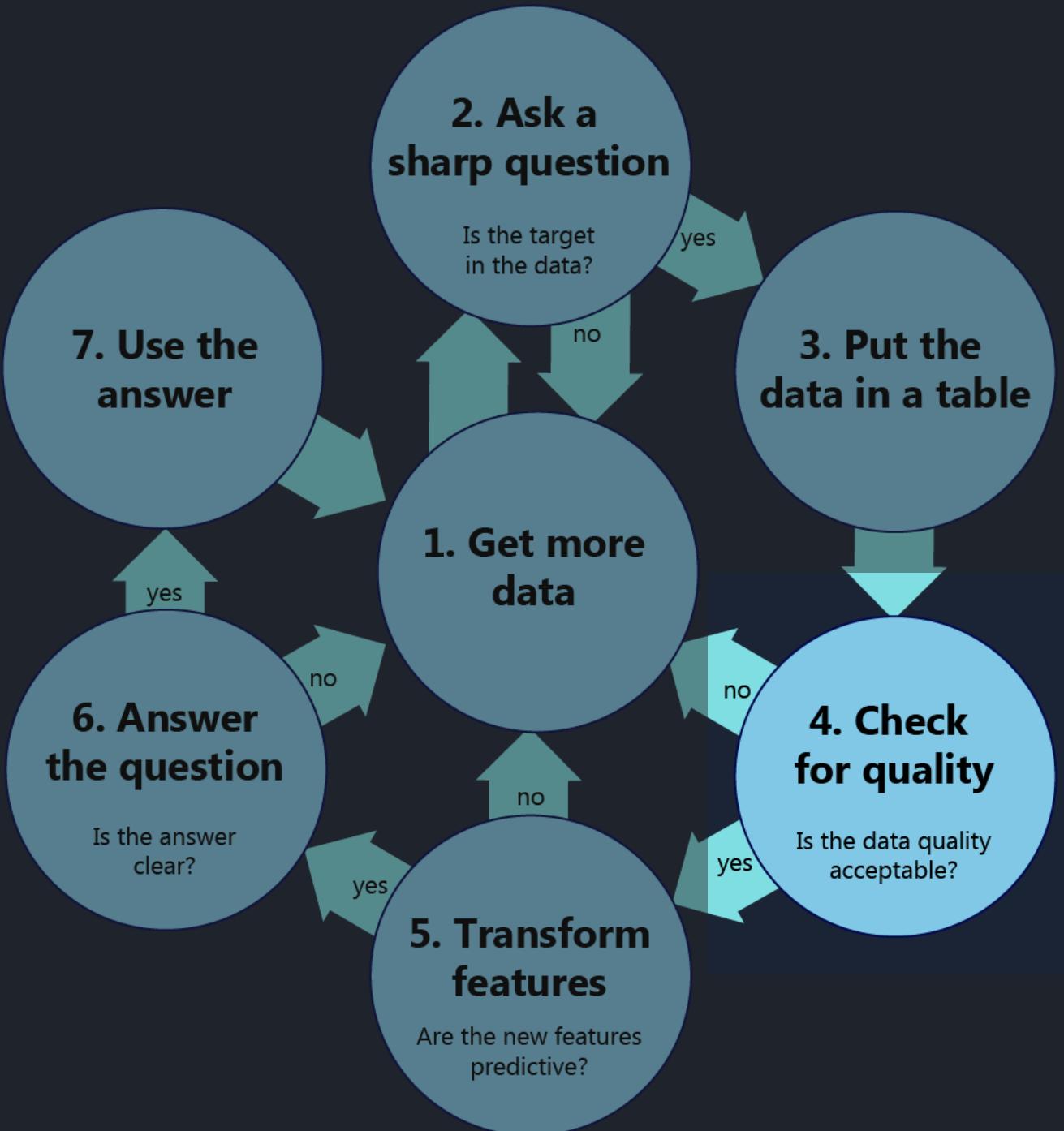
# One target per row

Aggregate  
Distribute  
Compute

Measure  
Estimate  
Leave blanks

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ID	First name	Last name	Birth year	Height	Birthplace	Identity is secret	Can fly	Alignment	Wears cape
7435	Bruce	Wayne	1969*	6' 2"	Gotham	Y	3	anti-villain	black
0958	Ororo	Munroe	--1979--	5' 11"	Manhattan		9	good	long
9471	Diana	Trevor	1618	5' 8"	Paradise Island	Y	Jet	truth	rarely
9483	Janet	Van Dyne	19.42	5' 4"	Cresskill		tiny	Good	Not really
0696	Peter	Parker	1111983	5' 10"	Queens	Y	Fall	right	never
5531	Harleen	Quinzell	1981	5' 2"	Gotham	Y	-	evil	no
4734	Erik	Lehnsherr	1-9-3-2	6' 0"	Hamburg		Lev.	mutants	Absolutely
7757	Natasha	Romanova	1983	5' 7"	St. Petersburg		jet	depends	No way
0323	Jean	Grey	"1977"	5' 6"	Annandale		No	good	Mostly not
3980	Clark	Kent	"1954"	6' 4"	Krypton	Y	12	Truth	always
3057	Victor	Von Doom	"1943"	6' 2"	Latveria		1	Bad	yes
0573	Stephen	Strange	1968	6' 2"	Philadelphia		not	light	Y
7452	Thor	Odinson	2287 BC	6' 6"	Norway		10	Good	Of course
1437	Selina	Kyle	1998	5' 7"	Gotham	Y	NA	Neutral	It clashes
1883	Raven	Darkholme	..1911..	5' 10"	unknown	Y	no	mostly bad	Not really
5830	Kara	Zor-el	1961	5' 7"	Krypton	Y	fast	G	Yes

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9471	Diana	Trevor	1618	5' 8"	Paradise Island	Y	Jet	truth	rarely
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7757	Natasha	Romanova	1983	5' 7"	St. Petersburg		jet	depends	No way
0323	Jean	Grey	"1977"	5' 6"	Annandale		No	good	Mostly not
3980	Clark	Kent	"1954"	6' 4"	Krypton	Y	12	Truth	always
3057	Victor	Von Doom	"1943"	6' 2"	Latveria		1	Bad	yes
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9483	Janet	Van Dyne	1942	5' 4"	Cresskill		tiny	Good	Not really
0696	Peter	Parker	1983	5' 10"	Queens	Y	Fall	right	never
5531	Harleen	Quinzell	1981	5' 2"	Gotham	Y	-	evil	no
4734	Erik	Lehnsherr	1932	6' 0"	Hamburg		Lev.	mutants	Absolutely
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3057	Victor	Von Doom	1943	6' 2"	Latveria		1	Bad	yes
0573	Stephen	Strange	1968	6' 2"	Philadelphia		not	light	Y
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0696	Peter	Parker	1983	70	Queens	Y	Fall	right	never
5531	Harleen	Quinzell	1981	62	Gotham	Y	-	evil	no
4734	Erik	Lehnsherr	1932	72	Hamburg		Lev.	mutants	Absolutely
7757	Natasha	Romanova	1983	67	St. Petersburg		jet	depends	No way
0323	Jean	Grey	1977	66	Annandale		No	good	Mostly not
3980	Clark	Kent	1954	76	Krypton	Y	12	Truth	always
3057	Victor	Von Doom	1943	74	Latveria		1	Bad	yes
0573	Stephen	Strange	1968	74	Philadelphia		not	light	Y
7452	Thor	Odinson	-2287	78	Norway		10	Good	Of course
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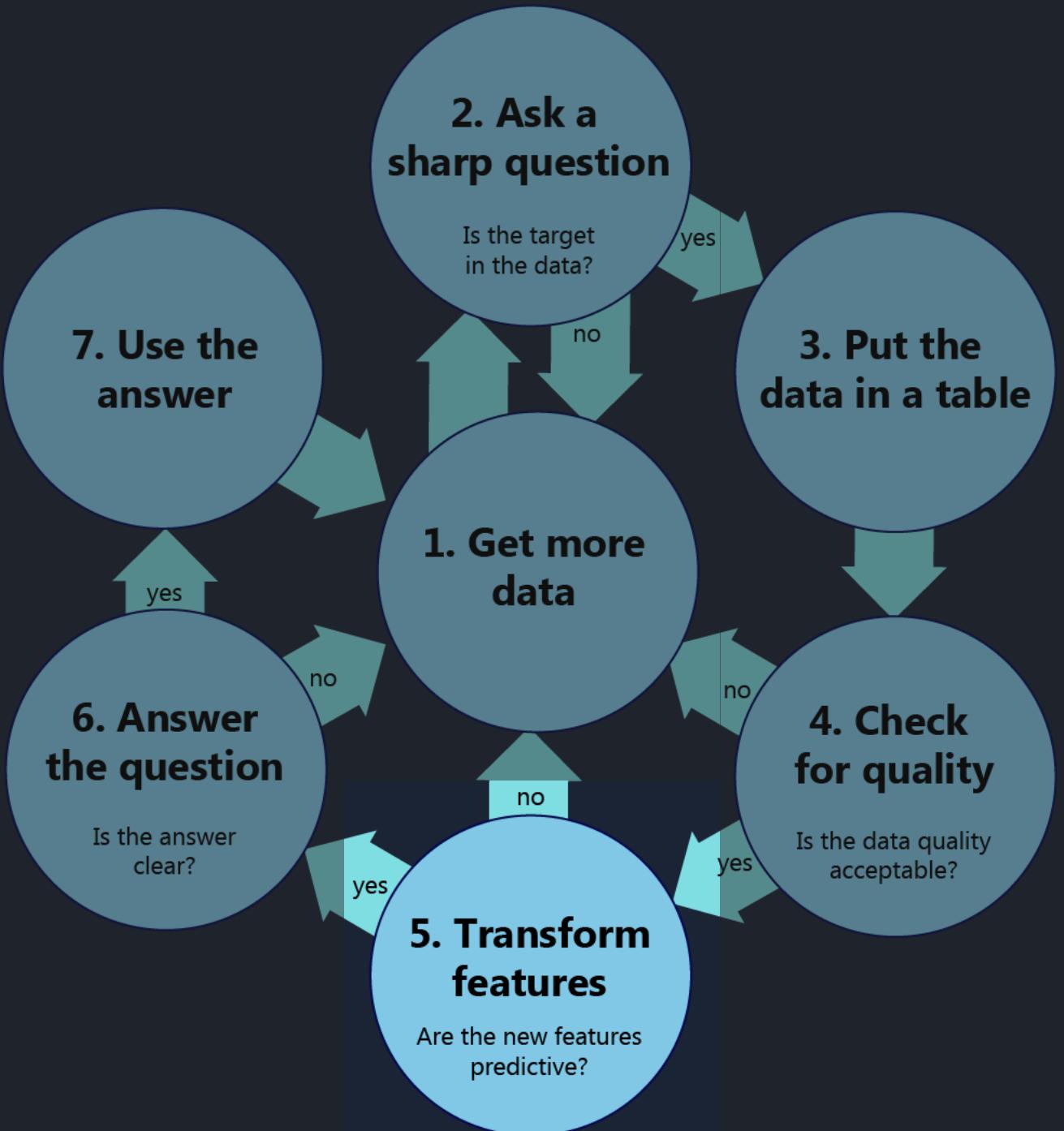
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9483	Janet	Van Dyne	1942	64	Cresskill	N	Y	Good	Not really
0696	Peter	Parker	1983	70	Queens	Y	N	right	never
5531	Harleen	Quinzell	1981	62	Gotham	Y	N	evil	no
4734	Erik	Lehnsherr	1932	72	Hamburg	N	N	mutants	Absolutely
7757	Natasha	Romanova	1983	67	St. Petersburg	N	N	depends	No way
0323	Jean	Grey	1977	66	Annandale	N	N	good	Mostly not
3980	Clark	Kent	1954	76	Krypton	Y	Y	Truth	always
3057	Victor	Von Doom	1943	74	Latveria	N	N	Bad	yes
0573	Stephen	Strange	1968	74	Philadelphia	N	N	light	Y
7452	Thor	Odinson	-2287	78	Norway	N	Y	Good	Of course
1437	Selina	Kyle	1998	67	Gotham	Y	N	Neutral	It clashes
1883	Raven	Darkholme	1911	70	unknown	Y	N	mostly bad	Not really
5830	Kara	Zor-el	1961	67	Krypton	Y	Y	G	Yes

ID	First name	Last name	Birth year	Height	Birthplace	Identity is secret	Can fly	Alignment	Wears cape
7435	Bruce	Wayne	1969	74	Gotham	Y	N	Good	black
0958	Ororo	Munroe	1979	71	Manhattan	N	Y	Good	long
9471	Diana	Trevor	1618	68	Paradise Island	Y	N	Good	rarely
9483	Janet	Van Dyne	1942	64	Cresskill	N	Y	Good	Not really
0696	Peter	Parker	1983	70	Queens	Y	N	Good	never
5531	Harleen	Quinzell	1981	62	Gotham	Y	N	Bad	no
4734	Erik	Lehnsherr	1932	72	Hamburg	N	N	Bad	Absolutely
7757	Natasha	Romanova	1983	67	St. Petersburg	N	N	Good	No way
0323	Jean	Grey	1977	66	Annandale	N	N	Good	Mostly not
3980	Clark	Kent	1954	76	Krypton	Y	Y	Good	always
3057	Victor	Von Doom	1943	74	Latveria	N	N	Bad	yes
0573	Stephen	Strange	1968	74	Philadelphia	N	N	Good	Y
7452	Thor	Odinson	-2287	78	Norway	N	Y	Good	Of course
1437	Selina	Kyle	1998	67	Gotham	Y	N	Neutral	It clashes
1883	Raven	Darkholme	1911	70	unknown	Y	N	Bad	Not really
5830	Kara	Zor-el	1961	67	Krypton	Y	Y	Good	Yes

ID	First name	Last name	Birth year	Height	Birthplace	Identity is secret	Can fly	Alignment	Wears cape
7435	Bruce	Wayne	1969	74	Gotham	Y	N	Good	black
0958	Ororo	Munroe	1979	71	Manhattan	N	Y	Good	long
9471	Diana	Trevor	1618	68	Paradise Island	Y	N	Good	rarely
9483	Janet	Van Dyne	1942	64	Cresskill	N	Y	Good	Not really
0696	Peter	Parker	1983	70	Queens	Y	N	Good	never
5531	Harleen	Quinzell	1981	62	Gotham	Y	N	Bad	no
4734	Erik	Lehnsherr	1932	72	Hamburg	N	N	Bad	Absolutely
7757	Natasha	Romanova	1983	67	St. Petersburg	N	N	Good	No way
0323	Jean	Grey	1977	66	Annandale	N	N	Good	Mostly not
3980	Clark	Kent	1954	76	Krypton	Y	Y	Good	always
3057	Victor	Von Doom	1943	74	Latveria	N	N	Bad	yes
0573	Stephen	Strange	1968	74	Philadelphia	N	N	Good	Y
7452	Thor	Odinson	-2287	78	Norway	N	Y	Good	Of course
1437	Selina	Kyle	1998	67	Gotham	Y	N	Neutral	It clashes
1883	Raven	Darkholme	1911	70	unknown	Y	N	Bad	Not really
5830	Kara	Zor-el	1961	67	Krypton	Y	Y	Good	Yes

ID	First name	Last name	Birth year	Height	Birthplace	Identity is secret	Can fly	Alignment	Wears cape
7435	Bruce	Wayne	1969	74	Gotham	Y	N	Good	Y
0958	Ororo	Munroe	1979	71	Manhattan	N	Y	Good	Y
9471	Diana	Trevor	1618	68	Paradise Island	Y	N	Good	N
9483	Janet	Van Dyne	1942	64	Cresskill	N	Y	Good	N
0696	Peter	Parker	1983	70	Queens	Y	N	Good	N
5531	Harleen	Quinzell	1981	62	Gotham	Y	N	Bad	N
4734	Erik	Lehnsherr	1932	72	Hamburg	N	N	Bad	Y
7757	Natasha	Romanova	1983	67	St. Petersburg	N	N	Good	N
0323	Jean	Grey	1977	66	Annandale	N	N	Good	N
3980	Clark	Kent	1954	76	Krypton	Y	Y	Good	Y
3057	Victor	Von Doom	1943	74	Latveria	N	N	Bad	Y
0573	Stephen	Strange	1968	74	Philadelphia	N	N	Good	Y
7452	Thor	Odinson	-2287	78	Norway	N	Y	Good	Y
1437	Selina	Kyle	1998	67	Gotham	Y	N	Neutral	N
1883	Raven	Darkholme	1911	70	unknown	Y	N	Bad	N
5830	Kara	Zor-el	1961	67	Krypton	Y	Y	Good	Y



rows

65670

columns

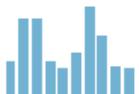
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0

1

2

view as



5.107477	5.135881	60.479023
5.113939	5.141432	61.419001
5.117143	5.13772	82.774271
5.118805	5.145063	62.552338
5.119299	5.144294	66.799533
5.11949	5.140815	77.870507
5.120502	5.147892	64.326006
5.121868	5.14889	61.743756
5.121949	5.149292	64.493967
5.123392	5.148504	69.140338
5.124216	5.148921	69.449809

# Feature engineering

Sometimes you have to  
massage the data before it  
becomes useful in answering  
your question.

Questions or comments?  
[brohrer@microsoft.com](mailto:brohrer@microsoft.com)

rows

columns

65670

3

view as



0 1 2

5.107477 5.135881 60.479023

5.113939 5.141432 61.419001

5.117143 5.13772 82.774271

5.118805 5.145063 62.552338

5.119299 5.144294 66.799533

5.11949 5.140815 77.870507

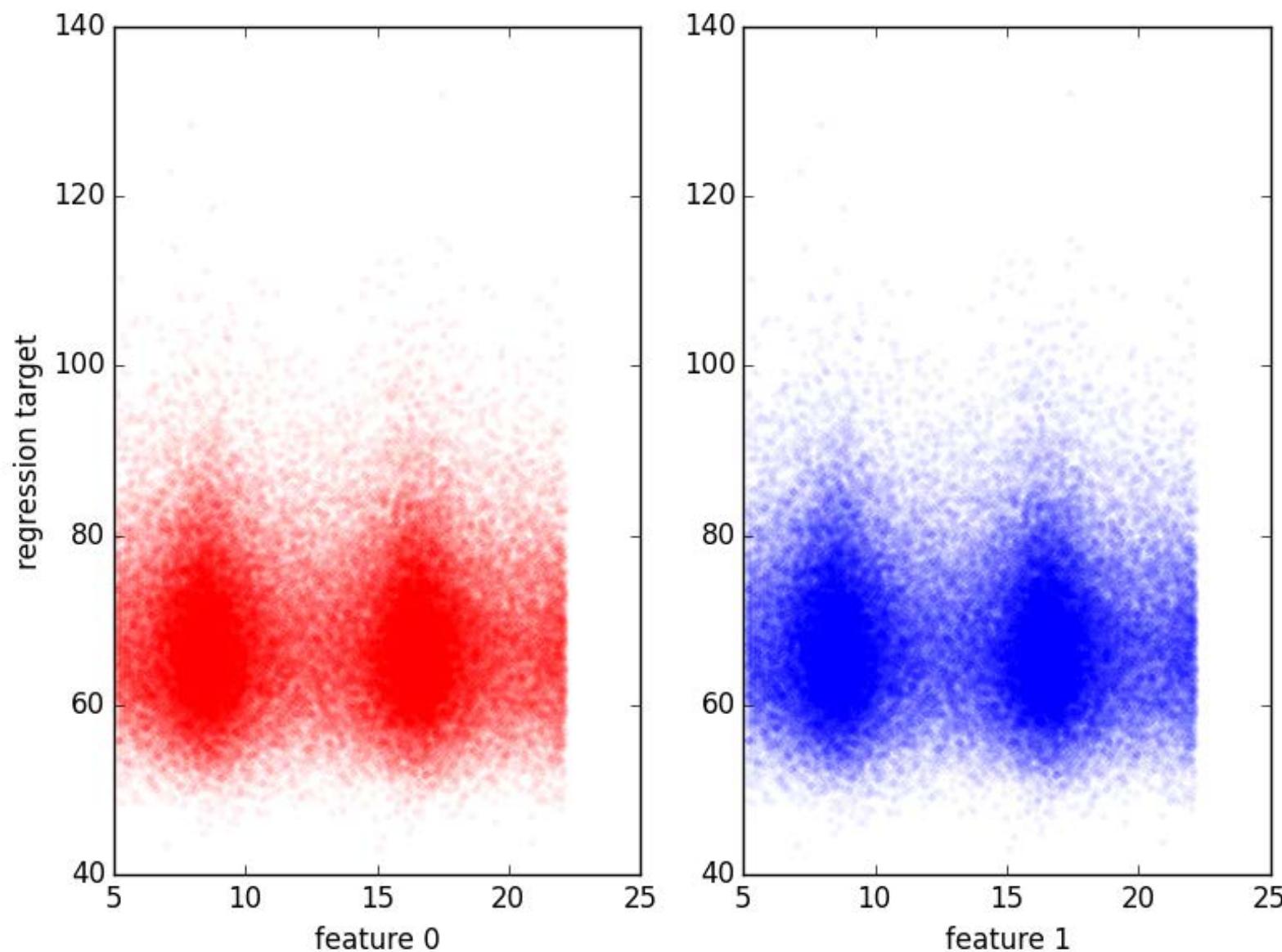
5.120502 5.147892 64.326006

5.121868 5.14889 61.743756

5.121949 5.149292 64.493967

5.123392 5.148504 69.140338

5.124216 5.148921 69.449809



rows

65670

columns

3

0 1 2

view as



5.107477 5.135881 60.479023

5.113939 5.141432 61.419001

5.117143 5.13772 82.774271

5.118805 5.145063 62.552338

5.119299 5.144294 66.799533

5.11949 5.140815 77.870507

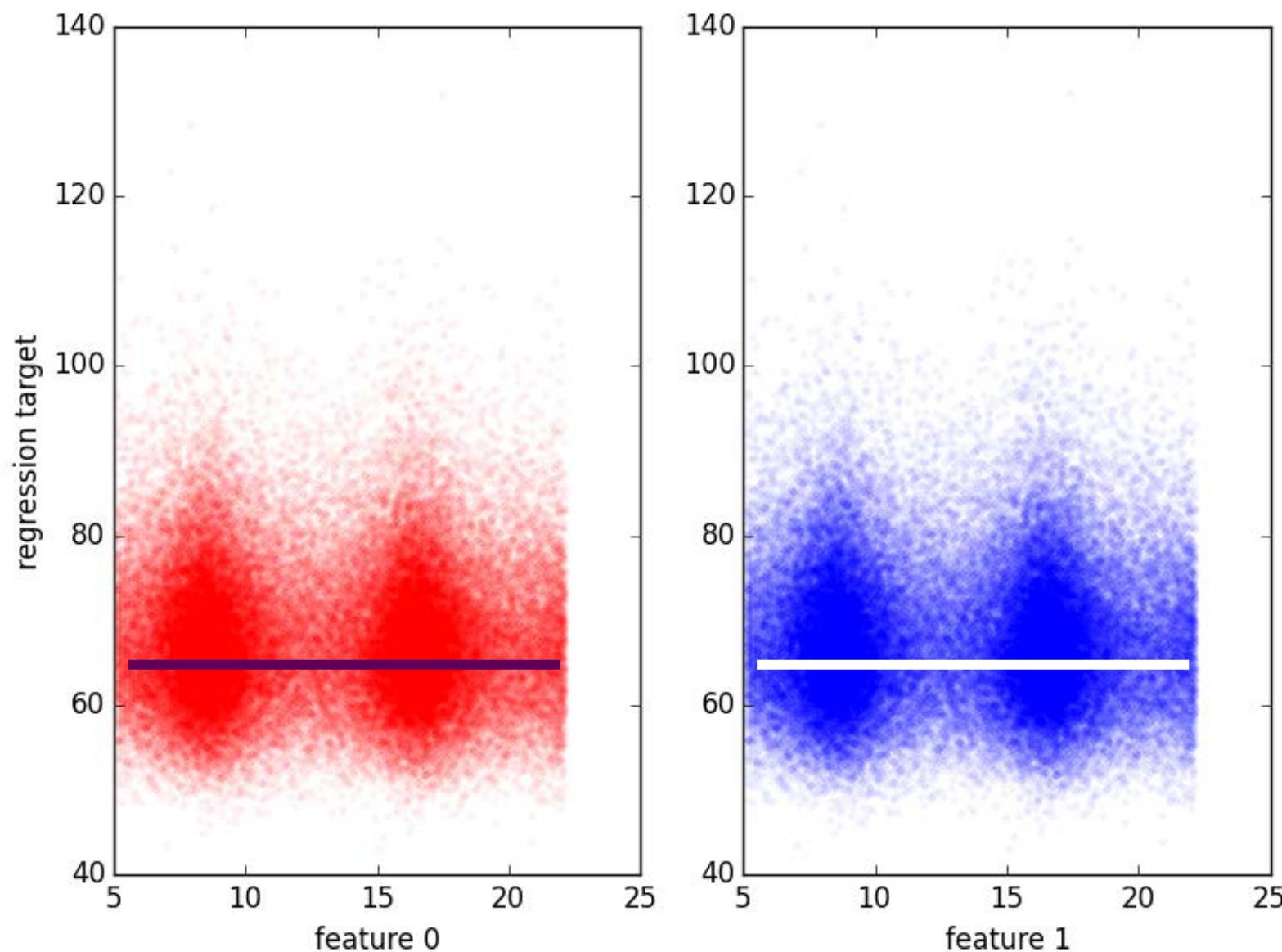
5.120502 5.147892 64.326006

5.121868 5.14889 61.743756

5.121949 5.149292 64.493967

5.123392 5.148504 69.140338

5.124216 5.148921 69.449809



rows

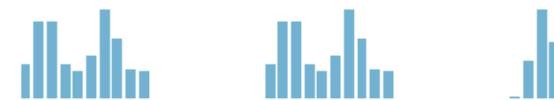
65670

columns

3

0 1 2

view as



5.107477 5.135881 60.479023

5.113939 5.141432 61.419001

5.117143 5.13772 82.774271

5.118805 5.145063 62.552338

5.119299 5.144294 66.799533

5.11949 5.140815 77.870507

5.120502 5.147892 64.326006

5.121868 5.14889 61.743756

5.121949 5.149292 64.493967

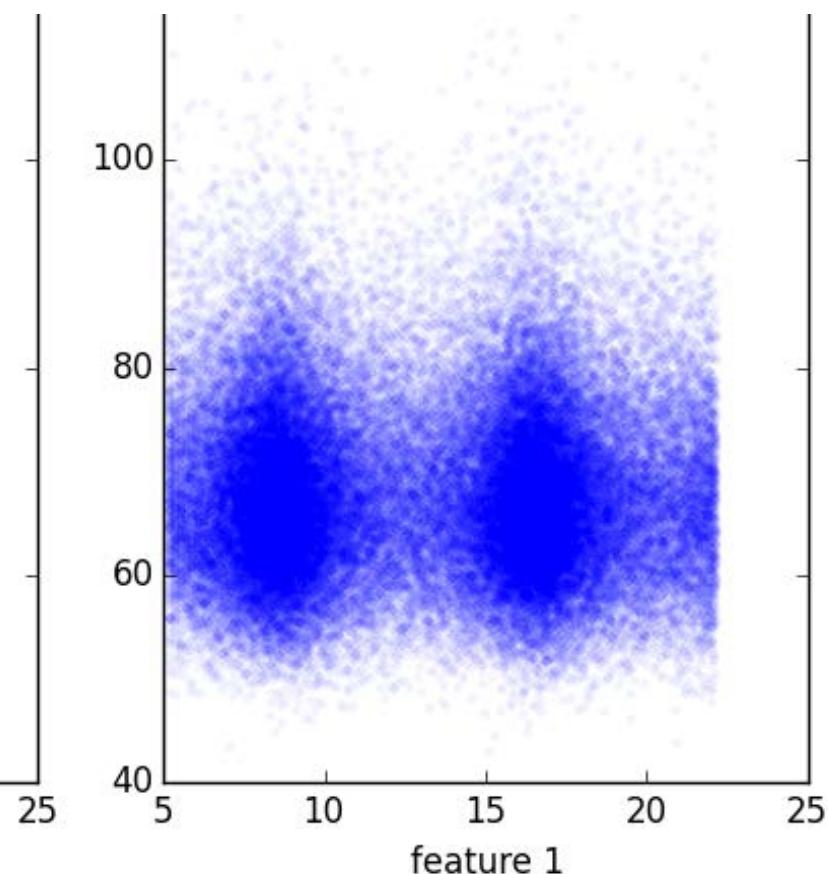
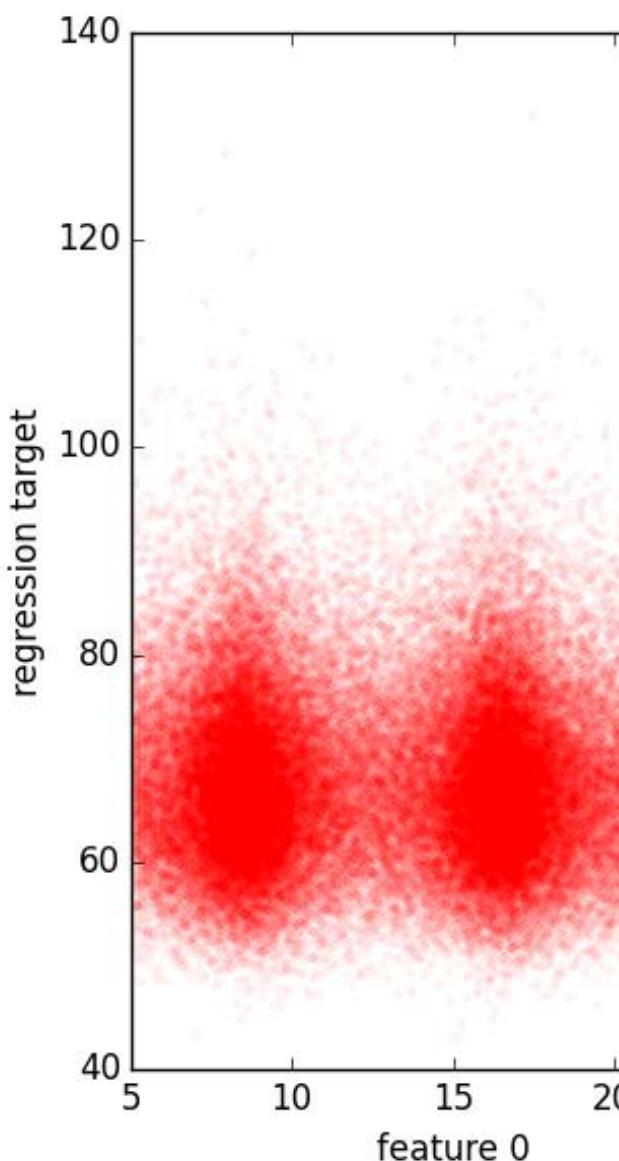
5.123392 5.148504 69.140338

5.124216 5.148921 69.449809



## Metrics

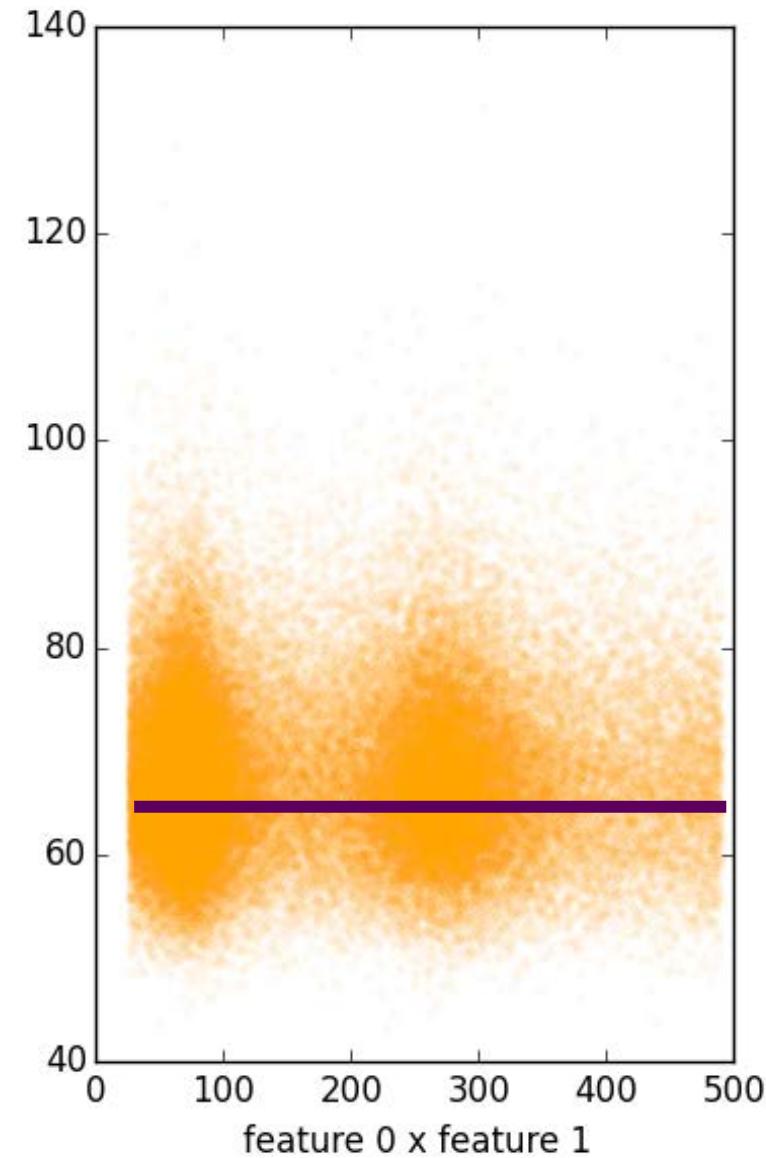
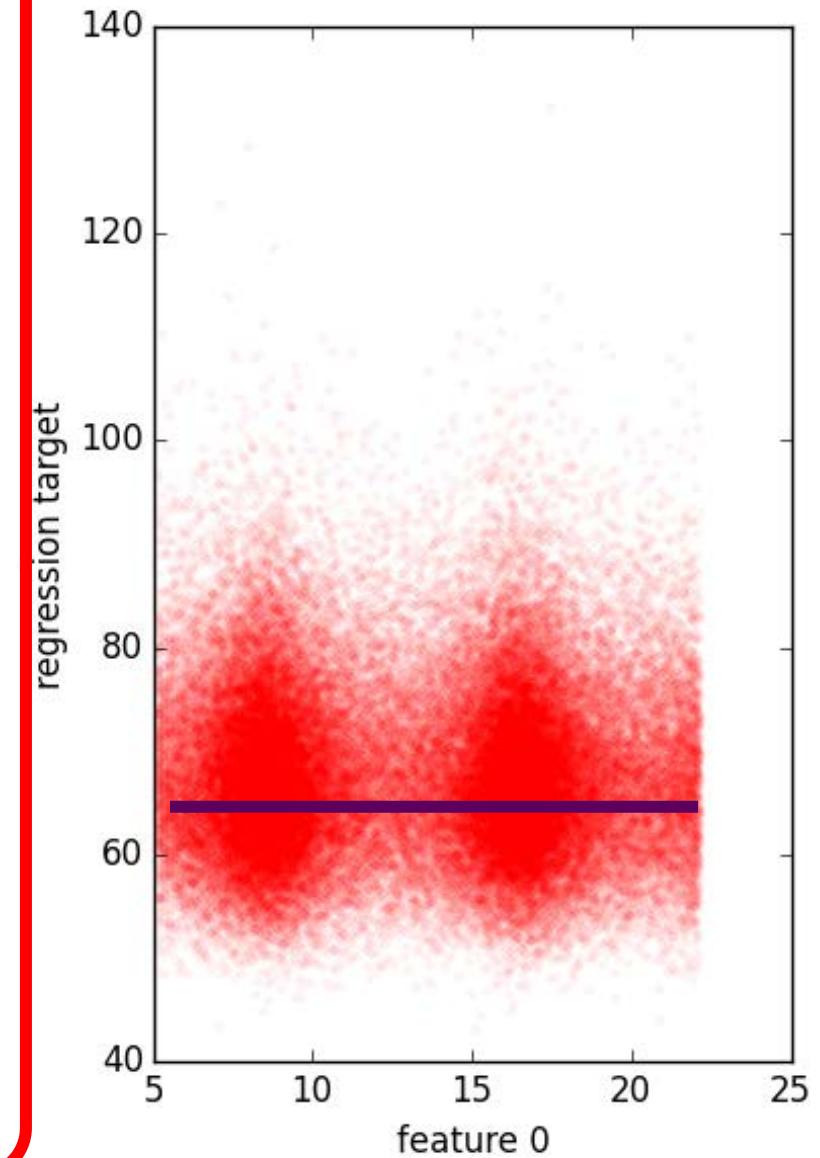
Mean Absolute Error	6.485434
Root Mean Squared Error	8.280206
Relative Absolute Error	0.991422
Relative Squared Error	0.983903
Coefficient of Determination	0.016097



columns

4

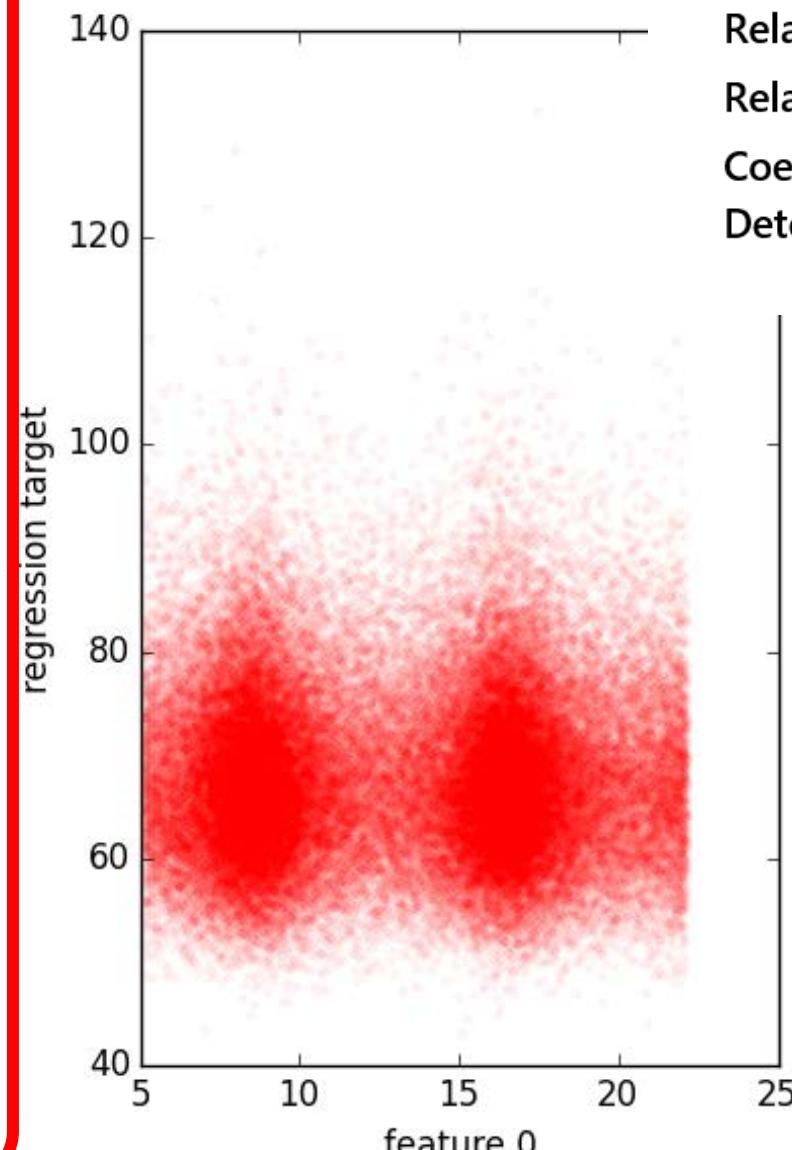
0	1	2	Multiply(1_0)
5.107477	5.135881	60.479023	26.231395
5.113939	5.141432	61.419001	26.292971
5.117143	5.13772	82.774271	26.290449
5.118805	5.145063	62.552338	26.336574
5.119299	5.144294	66.799533	26.335178
5.11949	5.140815	77.870507	26.318351
5.120502	5.147892	64.326006	26.359789
5.121868	5.14889	61.743756	26.371937
5.121949	5.149292	64.493967	26.374413
5.123392	5.148504	69.140338	26.3778
5.124216	5.148921	69.449809	26.384186
5.126409	5.154655	62.028089	26.42487



columns

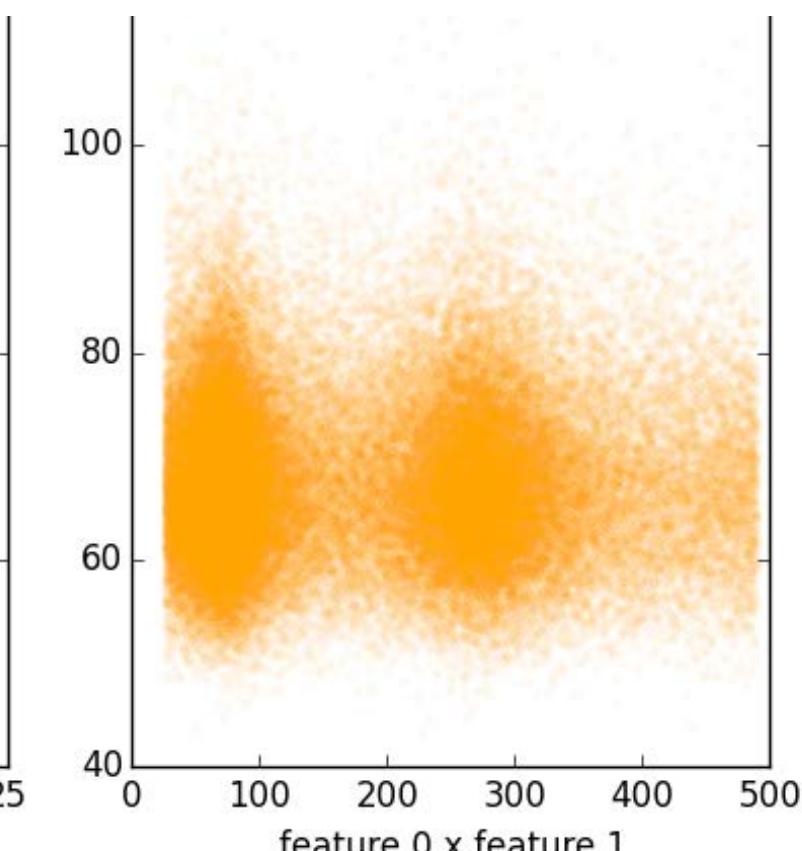
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0	1	2	Multiply(1_0)
5.107477	5.135881	60.479023	26.231395
5.113939	5.141432	61.419001	26.292971
5.117143	5.13772	82.774271	26.290449
5.118805	5.145063	62.552338	26.336574
5.119299	5.144294	66.799533	26.335178
5.11949	5.140815	77.870507	26.318351
5.120502	5.147892	64.326006	26.359789
5.121868	5.14889	61.743756	26.371937
5.121949	5.149292	64.493967	26.374413
5.123392	5.148504	69.140338	26.3778
5.124216	5.148921	69.449809	26.384186
5.126409	5.154655	62.028089	26.42487



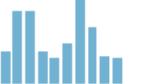
## Metrics

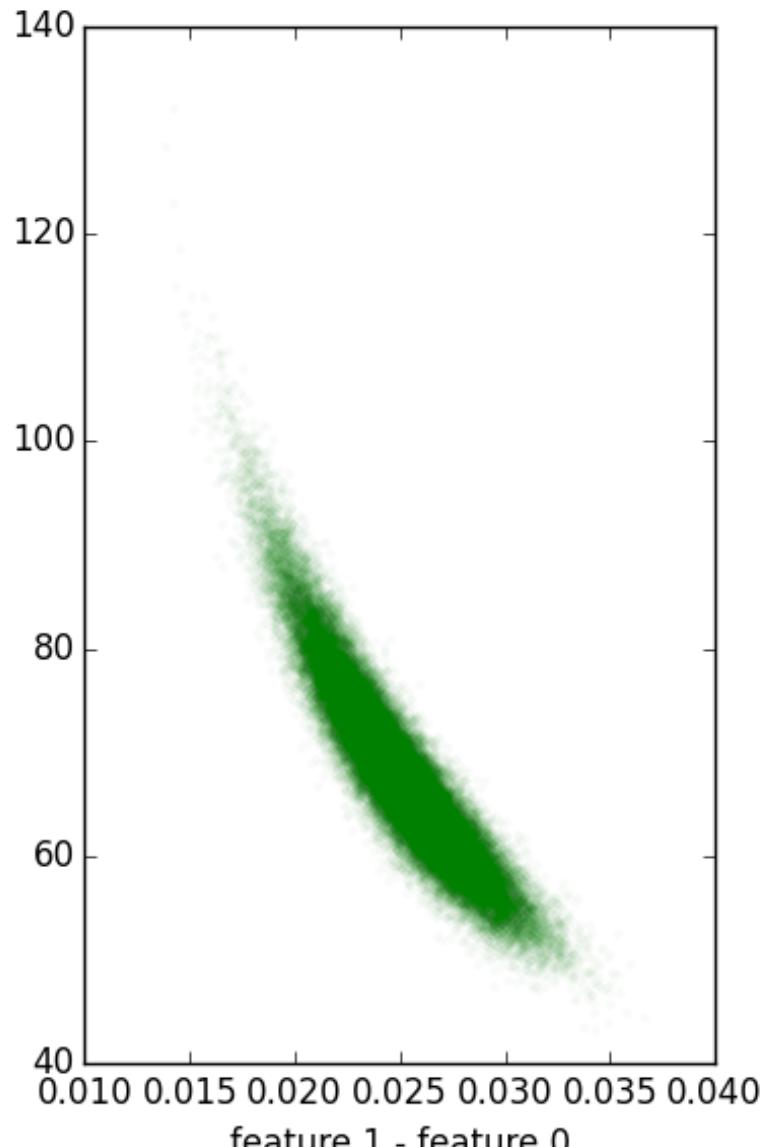
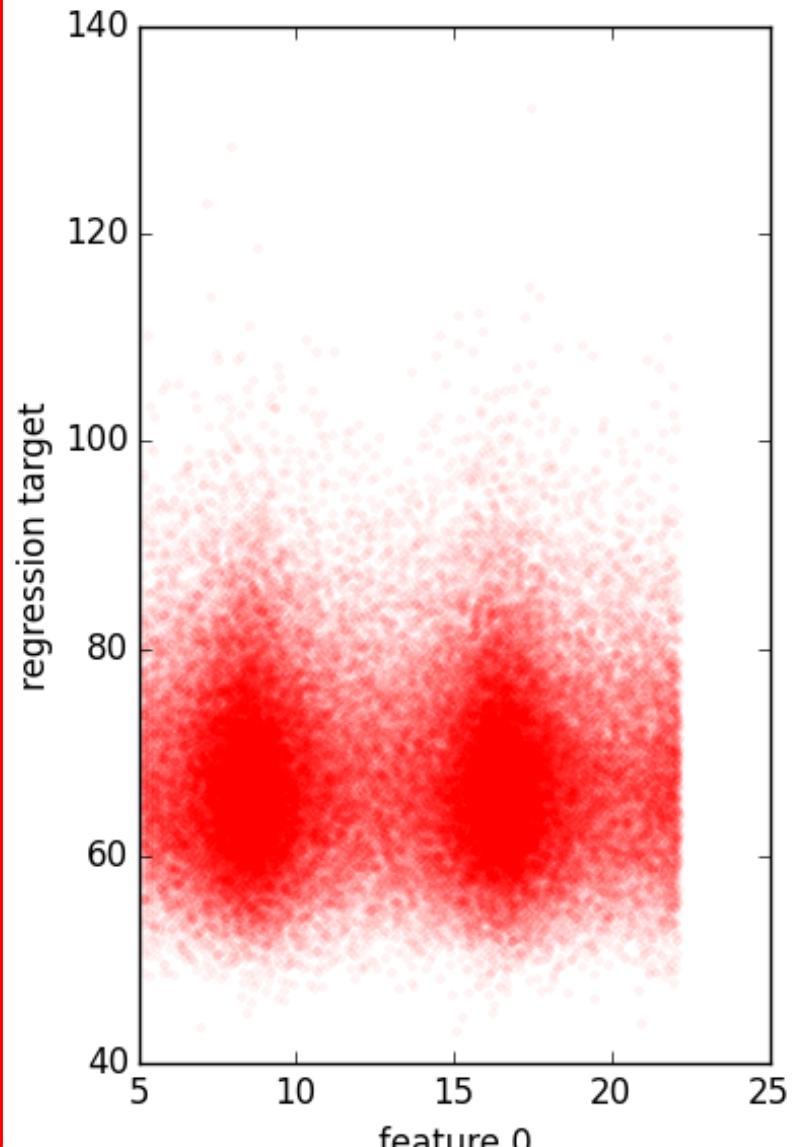
Mean Absolute Error	6.491614
Root Mean Squared Error	8.285875
Relative Absolute Error	0.992366
Relative Squared Error	0.98525
Coefficient of Determination	0.01475



columns

4

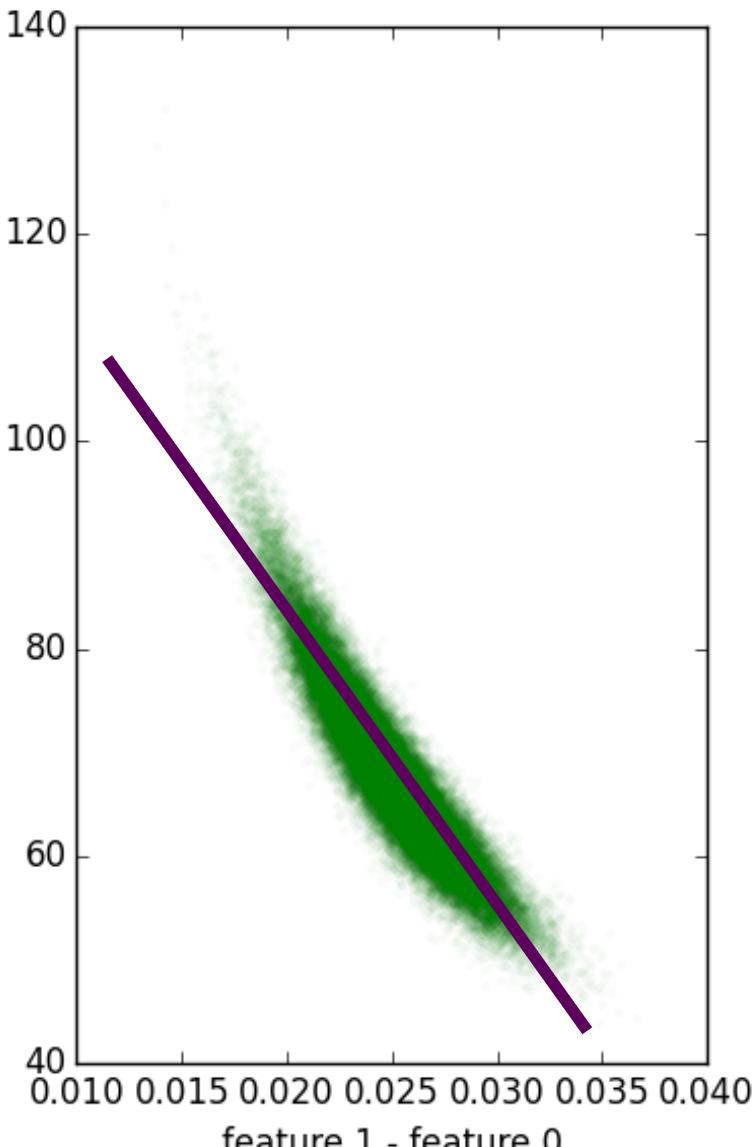
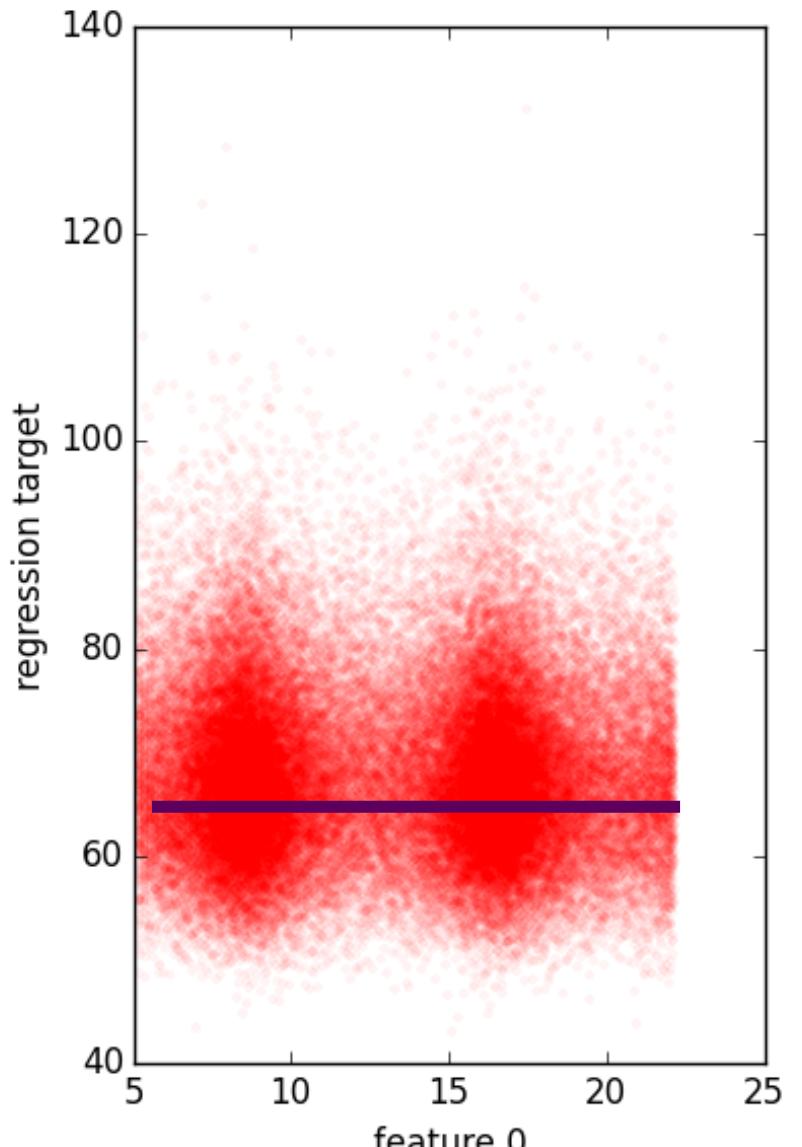
0	1	2	Subtract(1_0)
			
5.107477	5.135881	60.479023	0.028404
5.113939	5.141432	61.419001	0.027493
5.117143	5.13772	82.774271	0.020578
5.118805	5.145063	62.552338	0.026258
5.119299	5.144294	66.799533	0.024995
5.11949	5.140815	77.870507	0.021325
5.120502	5.147892	64.326006	0.02739
5.121868	5.14889	61.743756	0.027022
5.121949	5.149292	64.493967	0.027343
5.123392	5.148504	69.140338	0.025112
5.124216	5.148921	69.449809	0.024705
5.126409	5.154655	62.028089	0.028246



columns

4

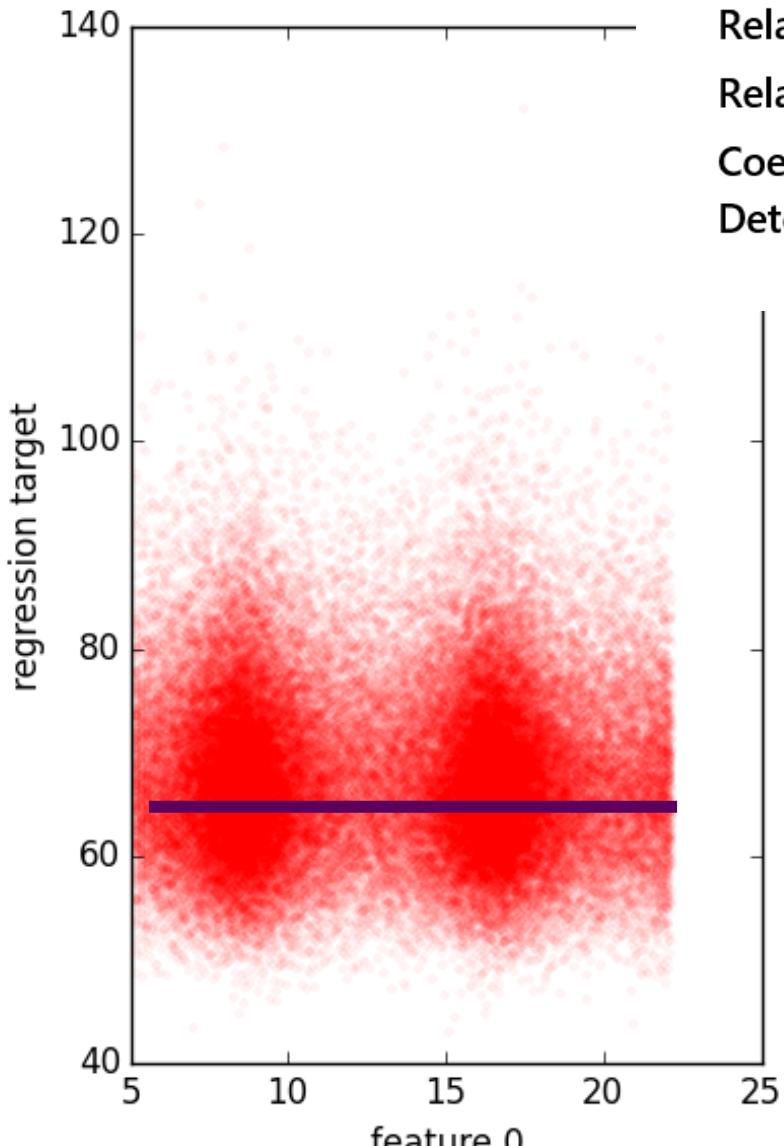
0	1	2	Subtract(1_0)
5.107477	5.135881	60.479023	0.028404
5.113939	5.141432	61.419001	0.027493
5.117143	5.13772	82.774271	0.020578
5.118805	5.145063	62.552338	0.026258
5.119299	5.144294	66.799533	0.024995
5.11949	5.140815	77.870507	0.021325
5.120502	5.147892	64.326006	0.02739
5.121868	5.14889	61.743756	0.027022
5.121949	5.149292	64.493967	0.027343
5.123392	5.148504	69.140338	0.025112
5.124216	5.148921	69.449809	0.024705
5.126409	5.154655	62.028089	0.028246



columns

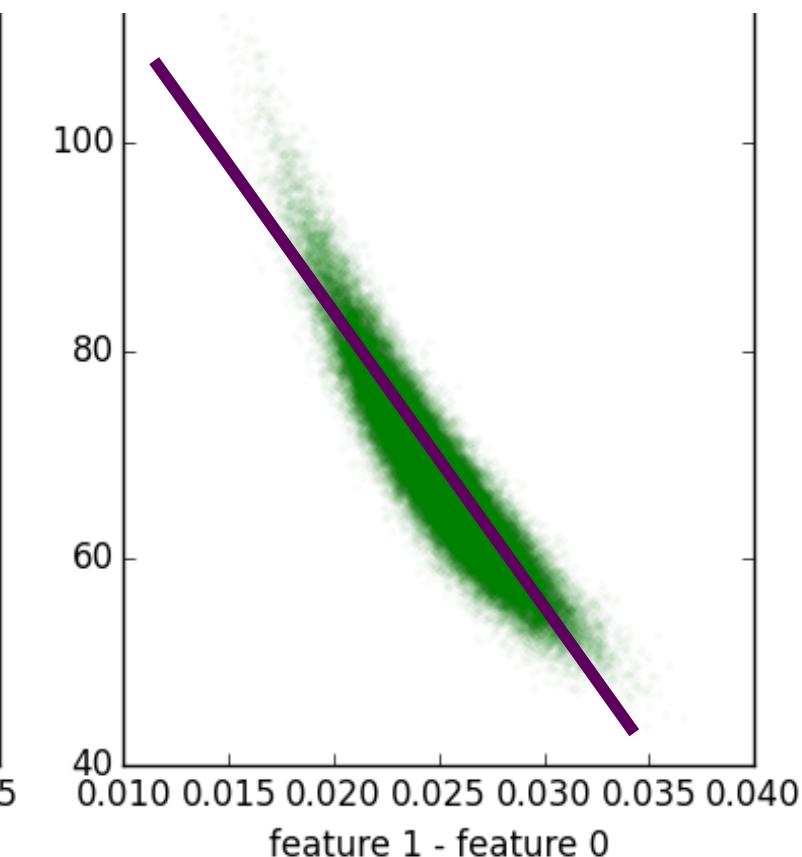
4

0	1	2	Subtract(1_0)
5.107477	5.135881	60.479023	0.028404
5.113939	5.141432	61.419001	0.027493
5.117143	5.13772	82.774271	0.020578
5.118805	5.145063	62.552338	0.026258
5.119299	5.144294	66.799533	0.024995
5.11949	5.140815	77.870507	0.021325
5.120502	5.147892	64.326006	0.02739
5.121868	5.14889	61.743756	0.027022
5.121949	5.149292	64.493967	0.027343
5.123392	5.148504	69.140338	0.025112
5.124216	5.148921	69.449809	0.024705
5.126409	5.154655	62.028089	0.028246



## Metrics

Mean Absolute Error	2.243981
Root Mean Squared Error	2.834526
Relative Absolute Error	0.343035
Relative Squared Error	0.1153
Coefficient of Determination	0.8847



# Other feature engineering tricks

Data-specific

Images (SIFT)

Text (TF-IDF)

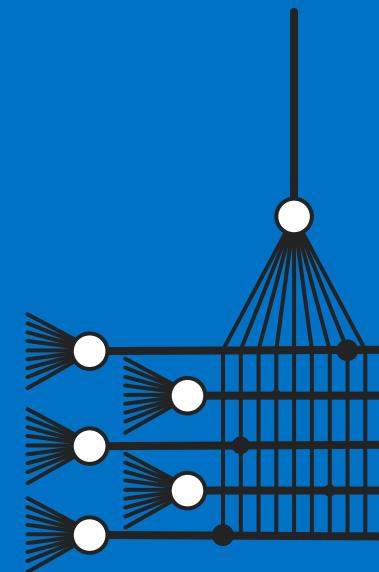
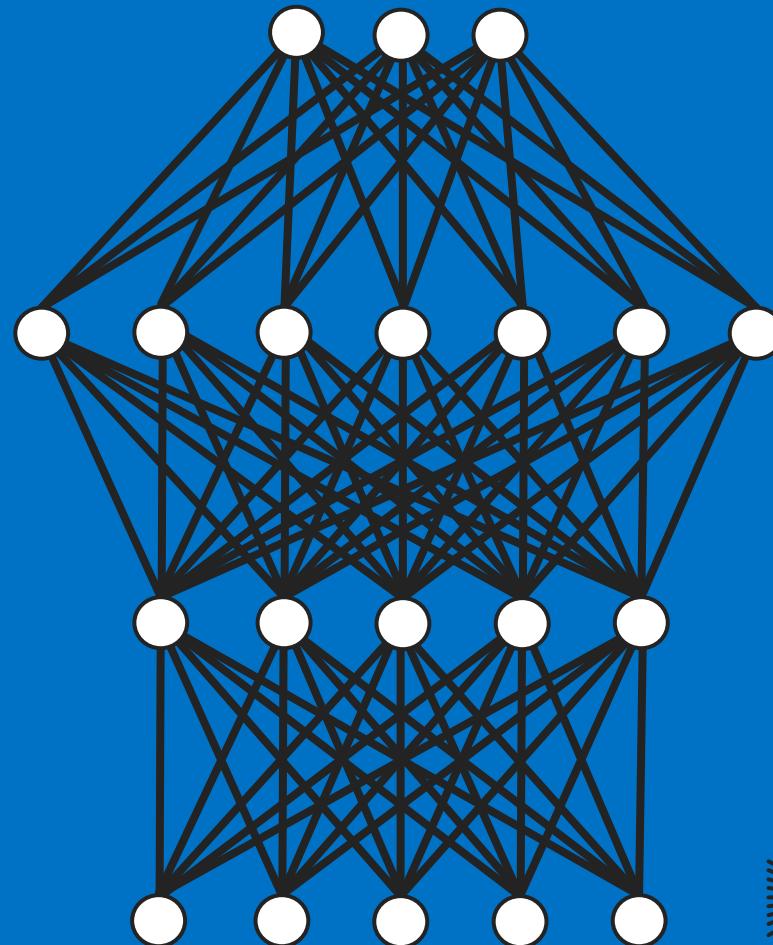
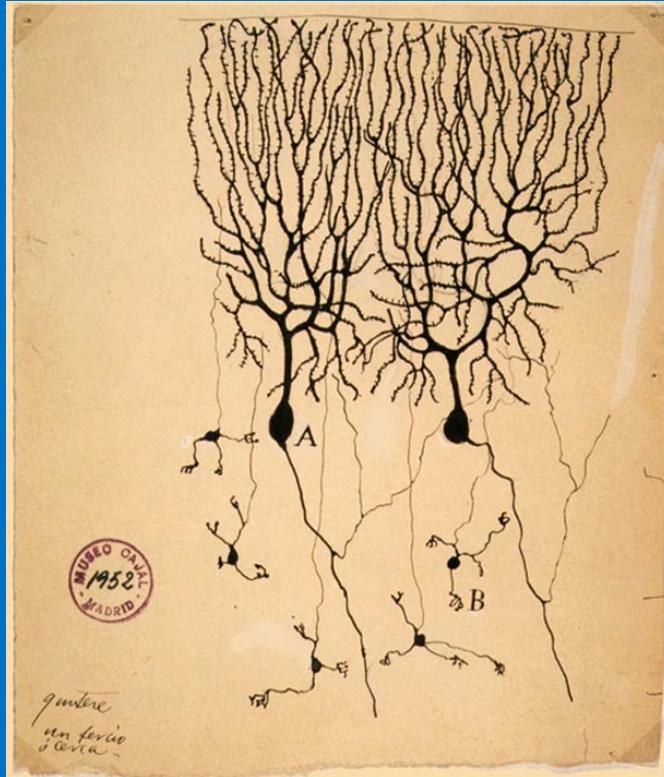
Domain specific

Econometric, agricultural, sociological, ...

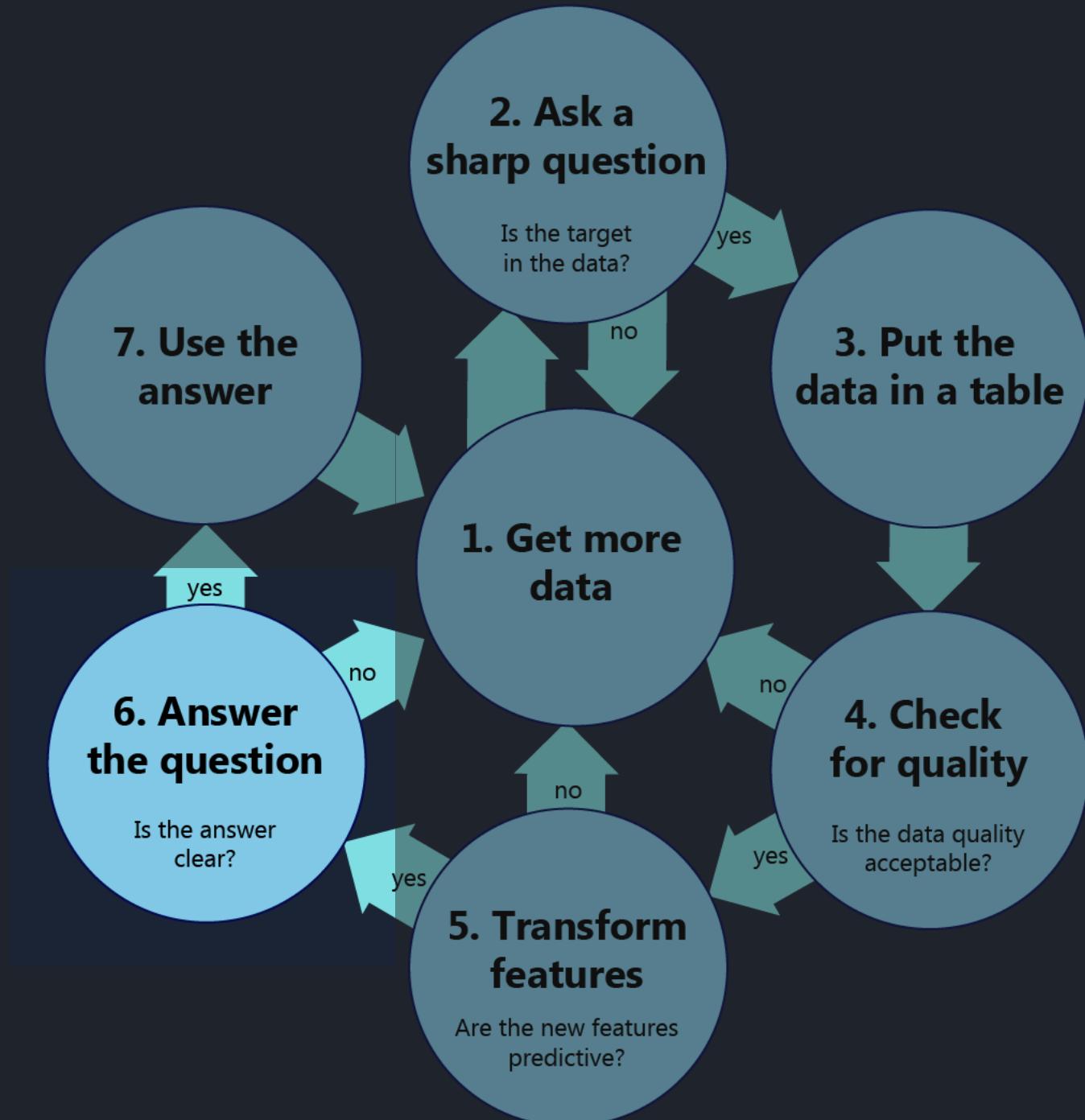
Deep learning

Images, text, audio

# Deep Learning Demystified



Questions or comments?  
brohrer@microsoft.com



1. How much / how many?
2. Which category?
3. Which groups?
4. Is it weird?
5. Which action?



How much / how many?

What will the temperature  
be next Tuesday?

What will my fourth quarter  
sales in Portugal be?

How many new followers  
will I get next week?



# Which category?

Is this an image of a cat or a dog?

Which aircraft is causing this radar signature?

What is the topic of this news article?



Which groups?

Which shoppers have similar tastes in produce?

Which viewers like the same kind of movies?

What is a natural way to break these documents into five topic groups?



Is this weird?

Is this pressure reading unusual?

Is this internet message typical?

Is this combination of purchases  
very different from what this  
customer has made in the past?



# Which action?

Should I raise or lower the temperature?

Should I vacuum the living room again or stay plugged in to my charging station?

Should I brake or accelerate in response to that yellow light?

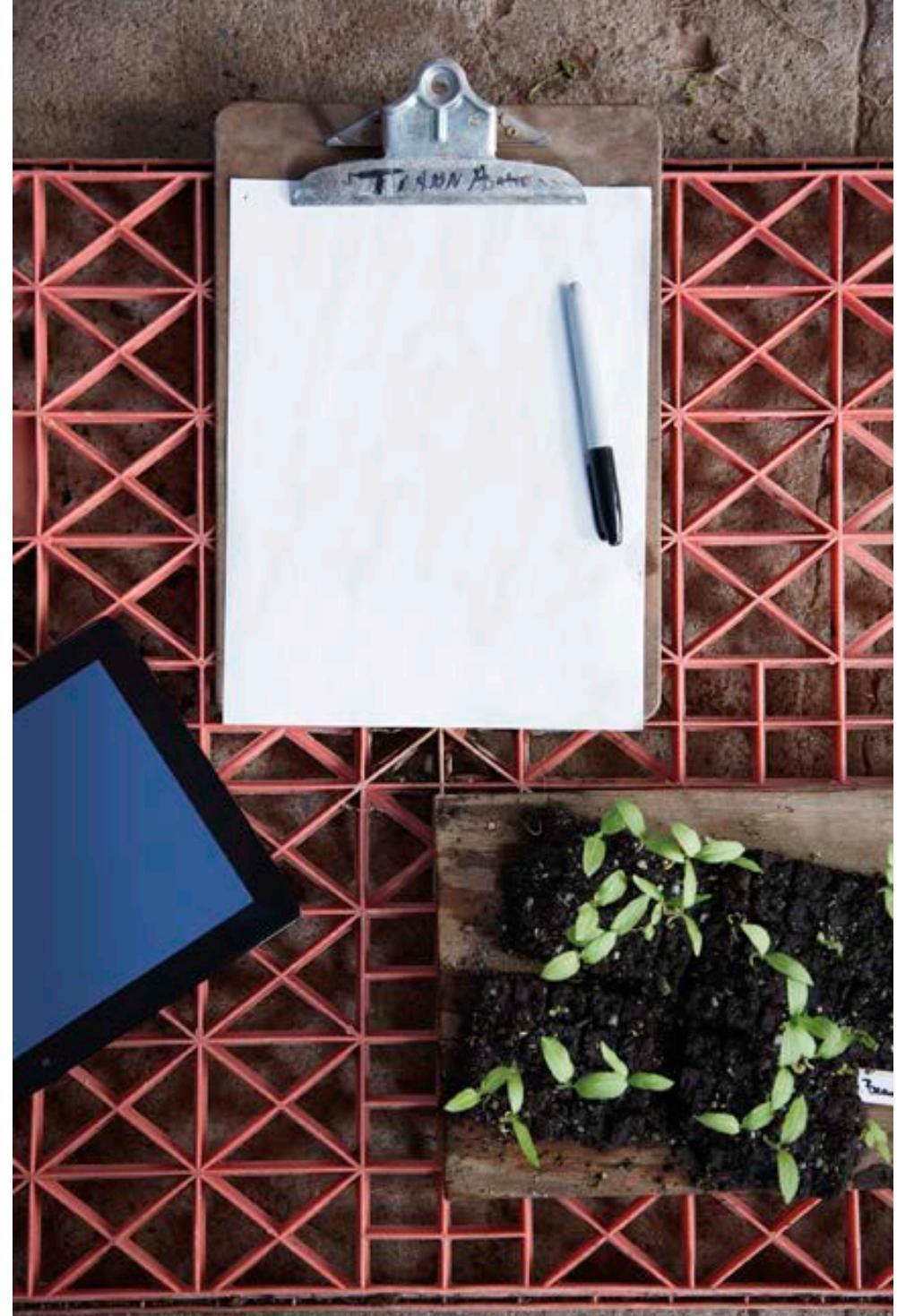


# Diamonds



Questions or comments?  
brohrer@microsoft.com

<u>carats</u>	<u>price</u>
1.01	\$7,366
.49	985
.31	544
1.51	9,140
.37	493
.73	3,011
1.53	11,413
.56	1,814
.41	876
.74	2,690
.63	1,991
.6	4,172
2.06	11,764
1.1	4,682
1.32	6,171
2.02	15,996
.34	695



# Diamonds



<u>carats</u>	<u>price</u>
1.01	\$7,366
.49	985
.31	544
1.51	9,140
.37	493
.73	3,011
1.53	11,413
.56	1,814
.41	876
.74	2,690
.63	1,991
.6	4,172
2.06	11,764
1.1	4,682
1.32	6,171
2.02	15,996
.34	695



weight (carats)

# Diamonds



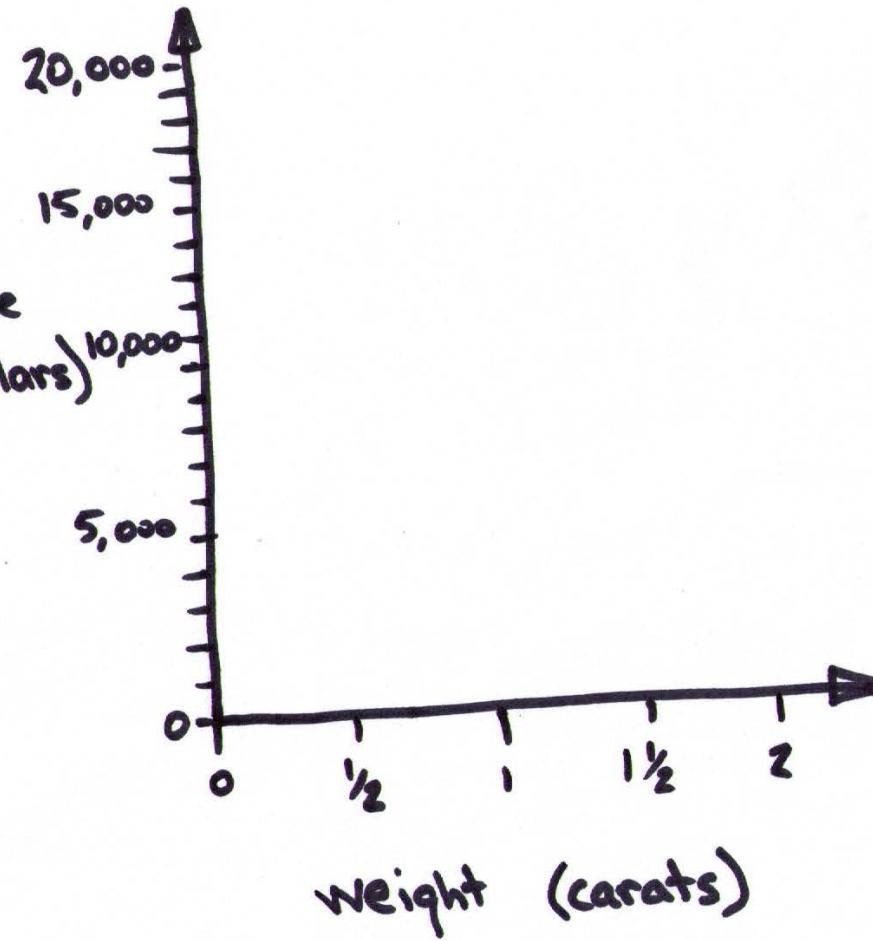
## carats

1.01  
.49  
.31  
1.51  
.37  
.73  
1.53  
.56  
.41  
.74  
.63  
.6  
2.06  
1.1  
1.32  
2.02  
.34

## price

\$7,366  
985  
544  
9,140  
493  
3,011  
11,413  
1,814  
876  
2,690  
1,991  
4,172  
11,764  
4,682  
6,171  
15,996  
695

price  
(dollars)



# Diamonds



## carats

1.01

.49

.31

1.51

.37

.73

1.53

.56

.41

.74

.63

.6

2.06

1.1

1.32

2.02

.34

## price

\$7,366

985

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9,140

493

3,011

11,413

1,814

876

2,690

1,991

4,172

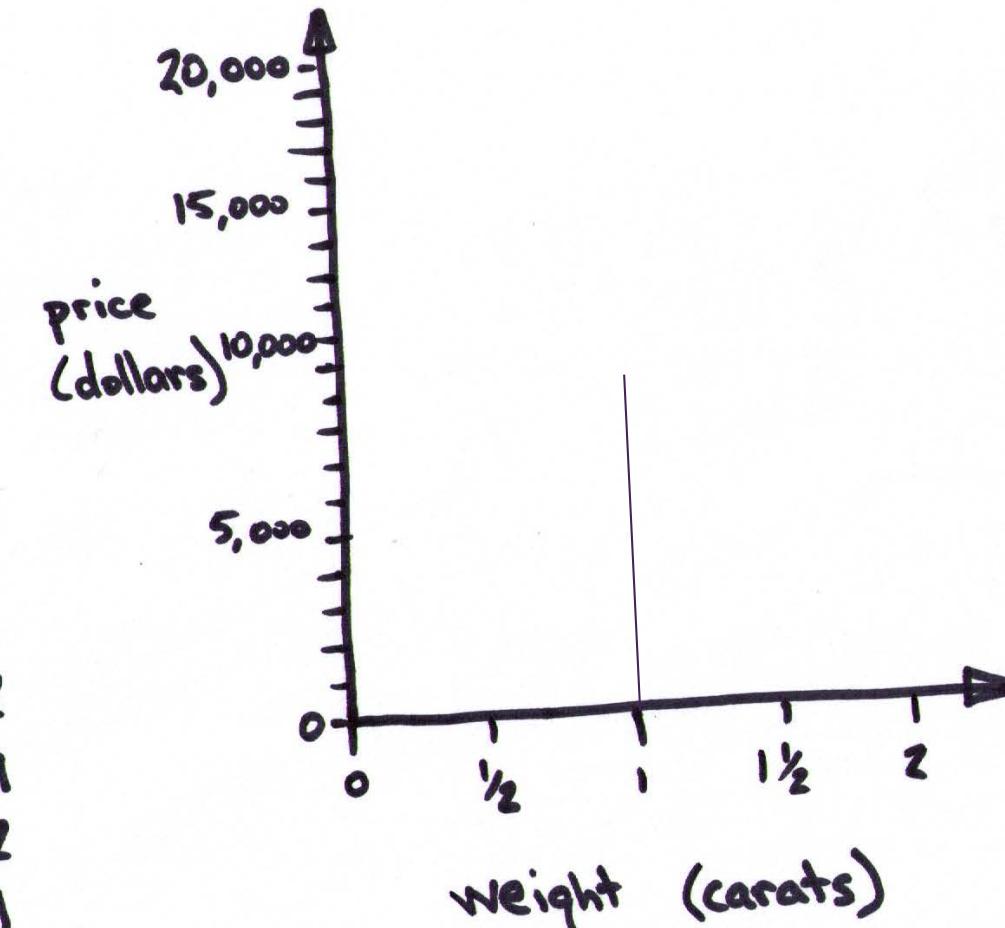
11,764

4,682

6,171

15,996

695



# Diamonds

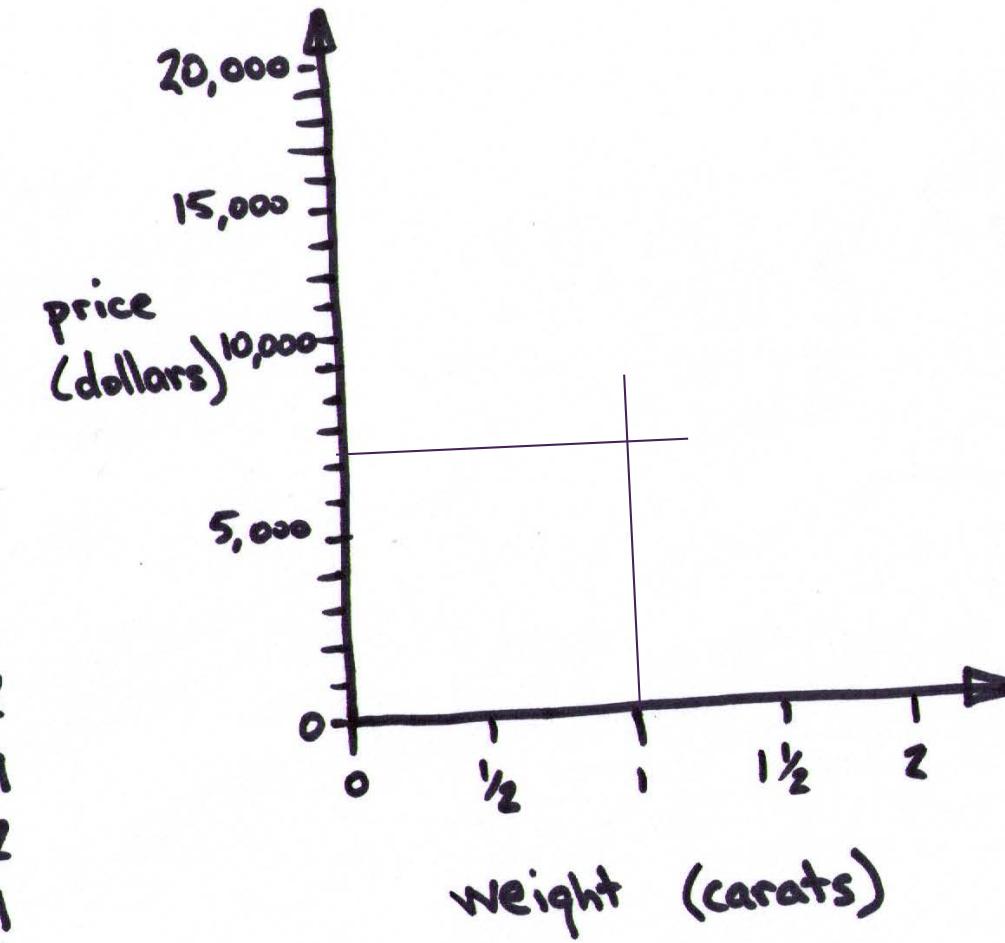


carats

1.01  
.49  
.31  
1.51  
.37  
.73  
1.53  
.56  
.41  
.74  
.63  
.6  
2.06  
1.1  
1.32  
2.02  
.34

price

\$7,366  
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2,690  
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4,172  
11,764  
4,682  
6,171  
15,996  
695



# Diamonds



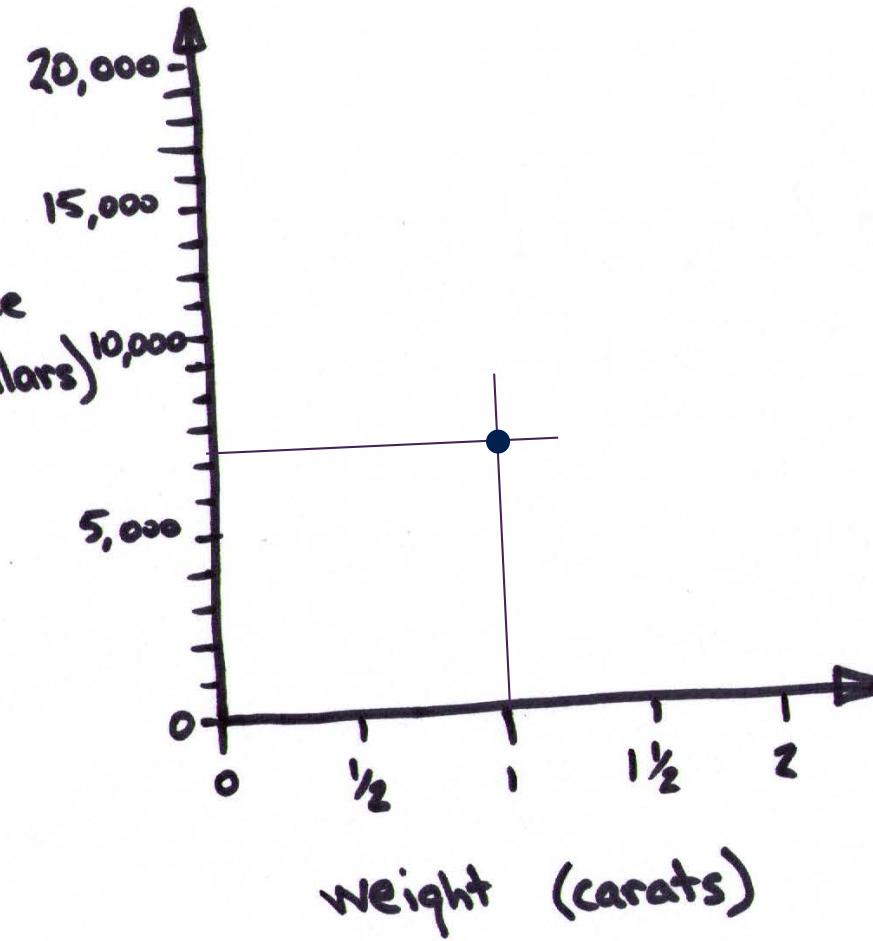
## carats

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1.51  
.37  
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1.53  
.56  
.41  
.74  
.63  
.6  
2.06  
1.1  
1.32  
2.02  
.34

## price

\$7,366  
985  
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9,140  
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1,991  
4,172  
11,764  
4,682  
6,171  
15,996  
695

price  
(dollars)



# Diamonds

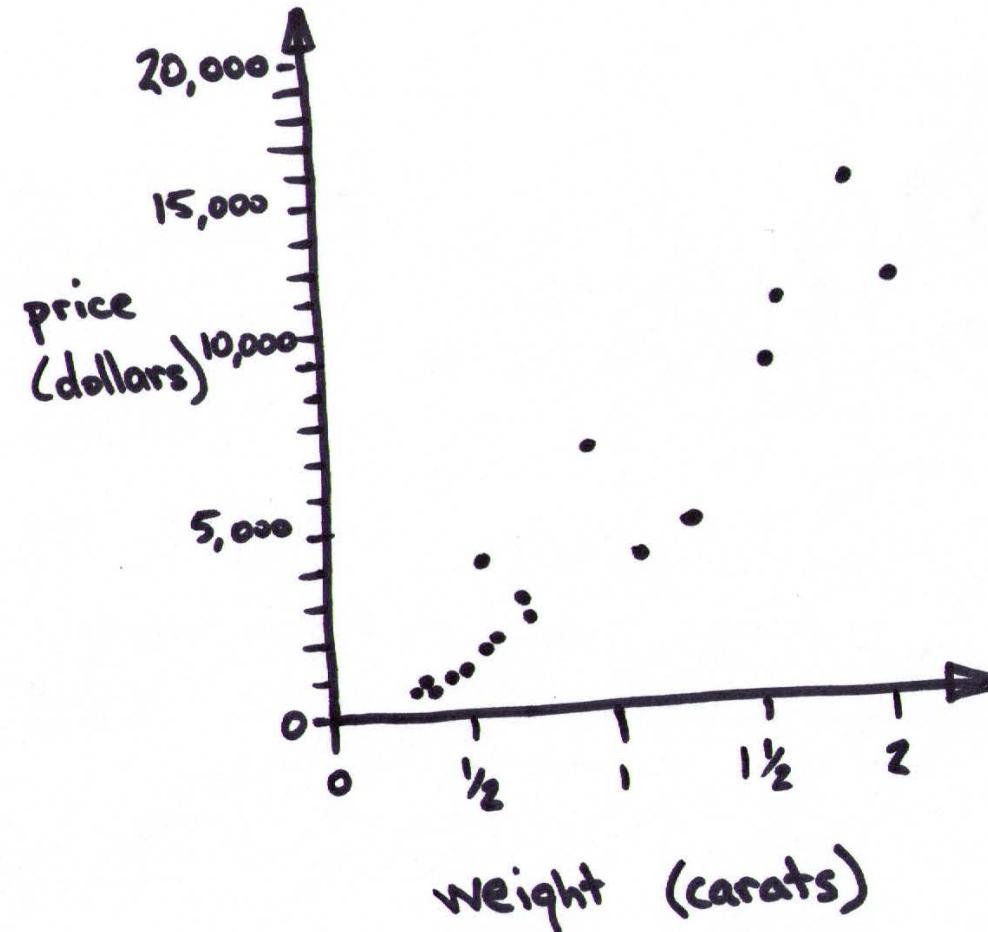


carats

1.01  
.49  
.31  
1.51  
.37  
.73  
1.53  
.56  
.41  
.74  
.63  
.6  
2.06  
1.1  
1.32  
2.02  
.34

price

\$7,366  
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4,682  
6,171  
15,996  
695



# Diamonds

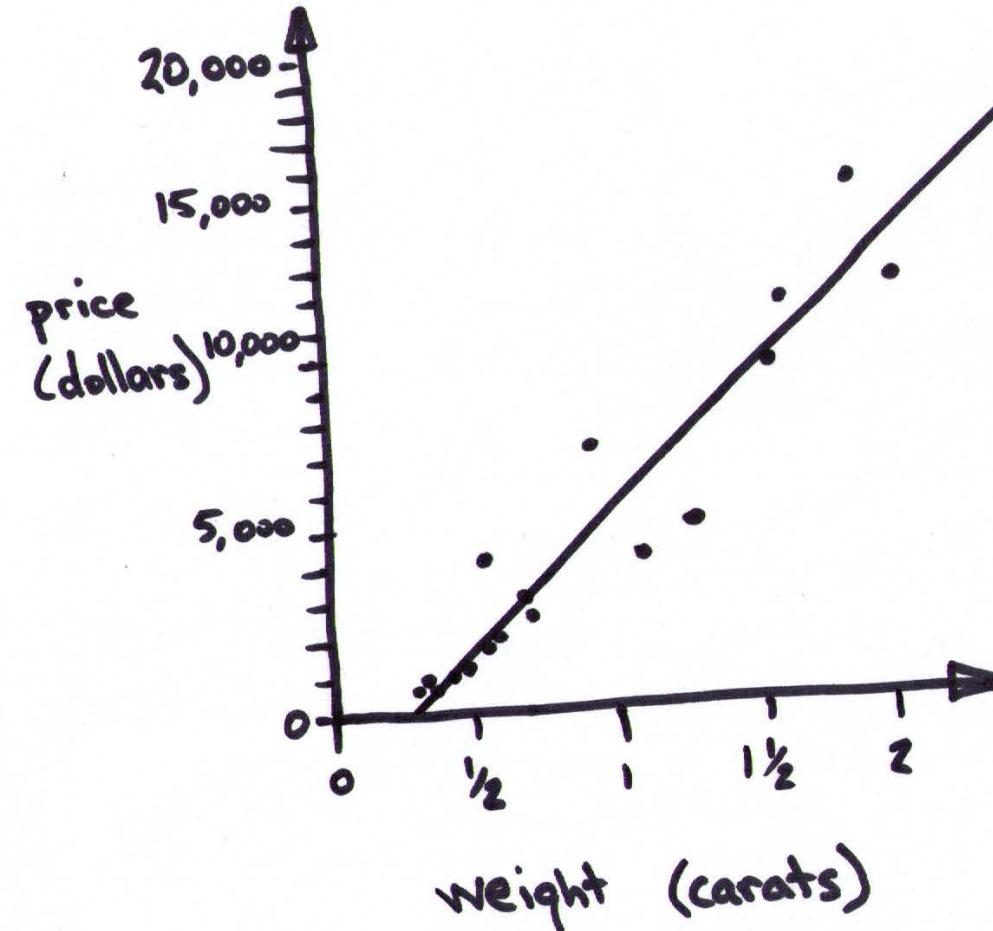


carats

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price

\$7,366  
985  
544  
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3,011  
11,413  
1,814  
876  
2,690  
1,991  
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11,764  
4,682  
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15,996  
695



# Diamonds

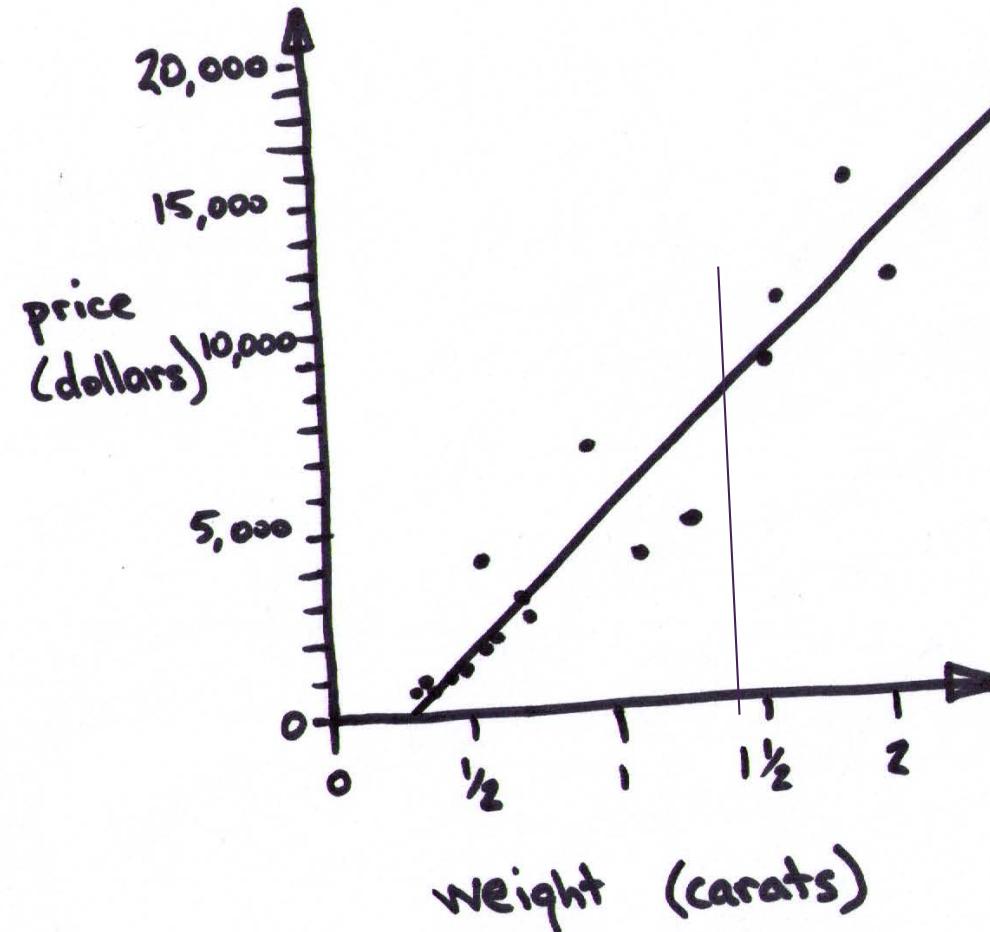


carats

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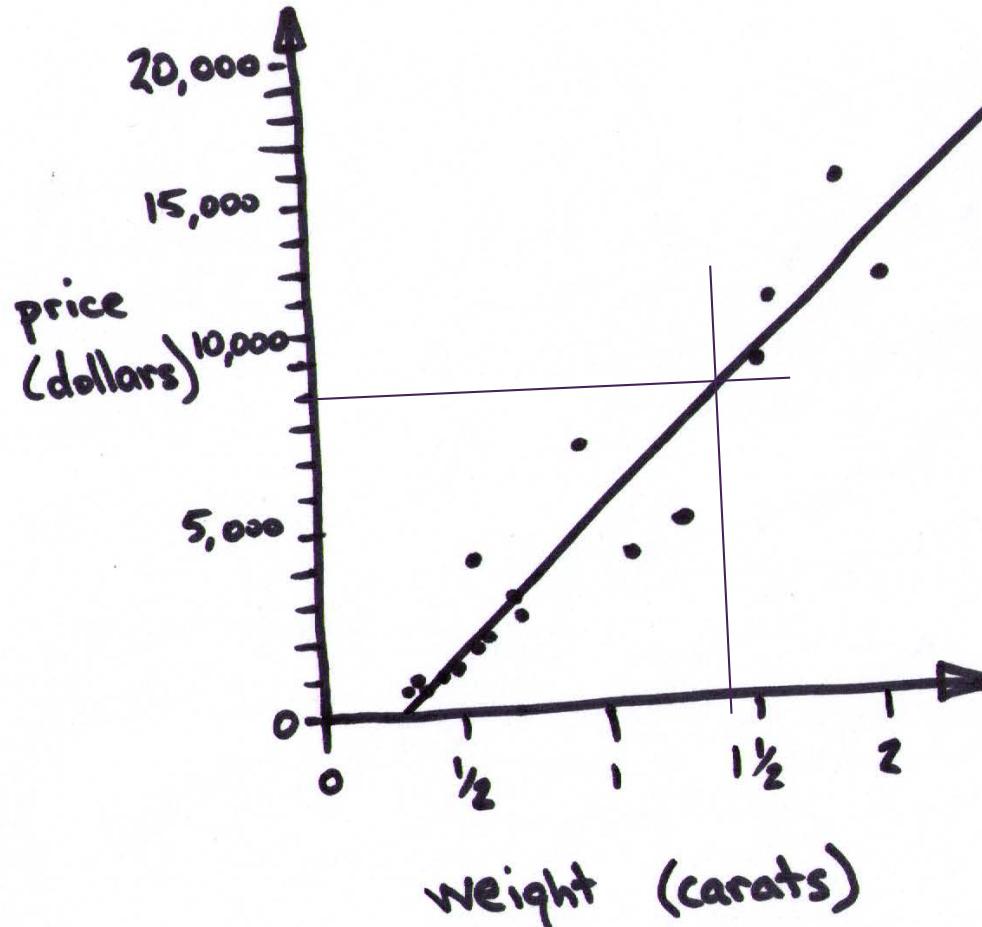
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# Diamonds



<u>carats</u>	<u>price</u>
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.31	544
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# Diamonds

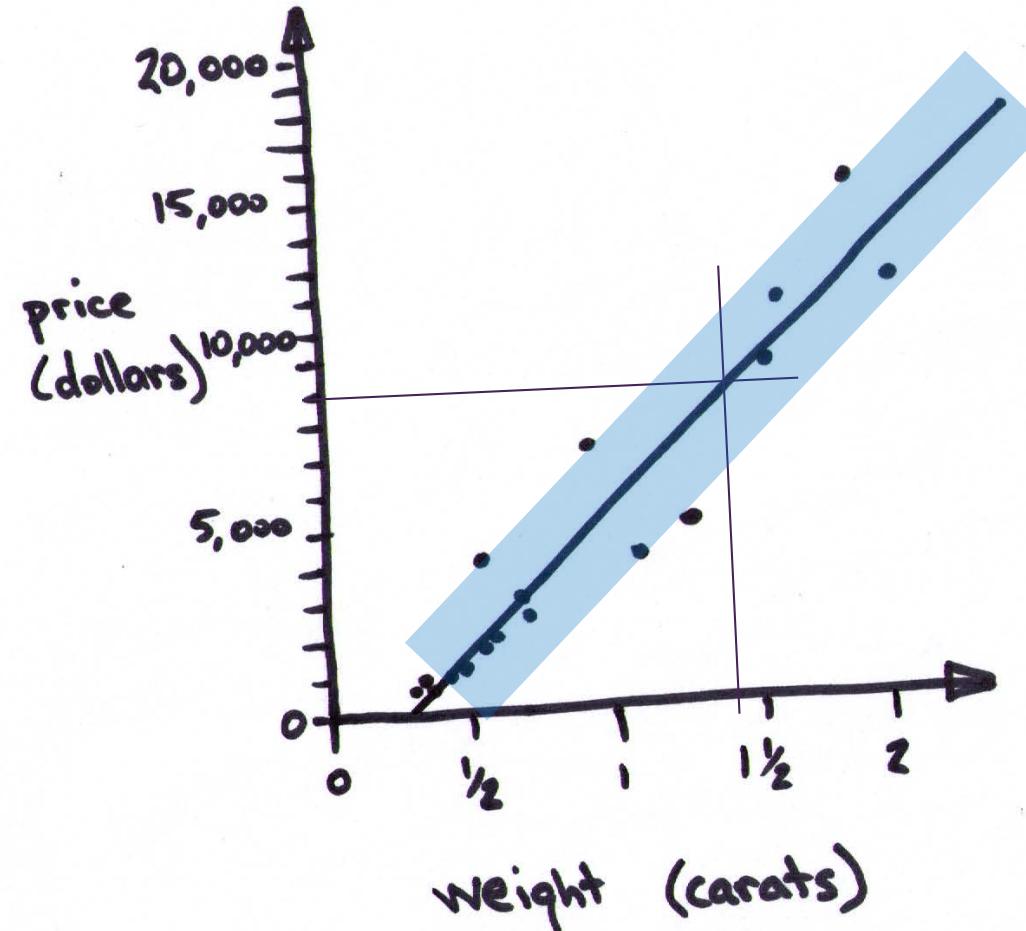


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# Diamonds

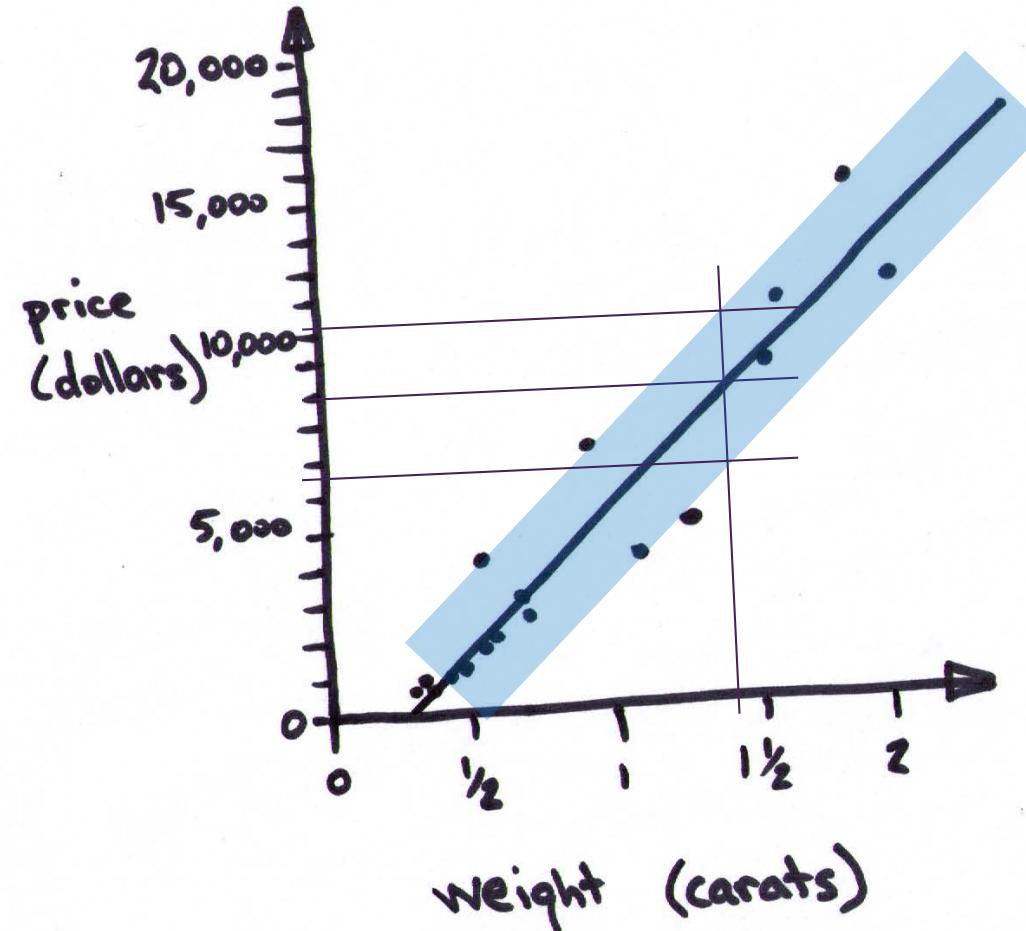


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695



Not enough data



Questions or comments?  
[brohrer@microsoft.com](mailto:brohrer@microsoft.com)

Barely enough data

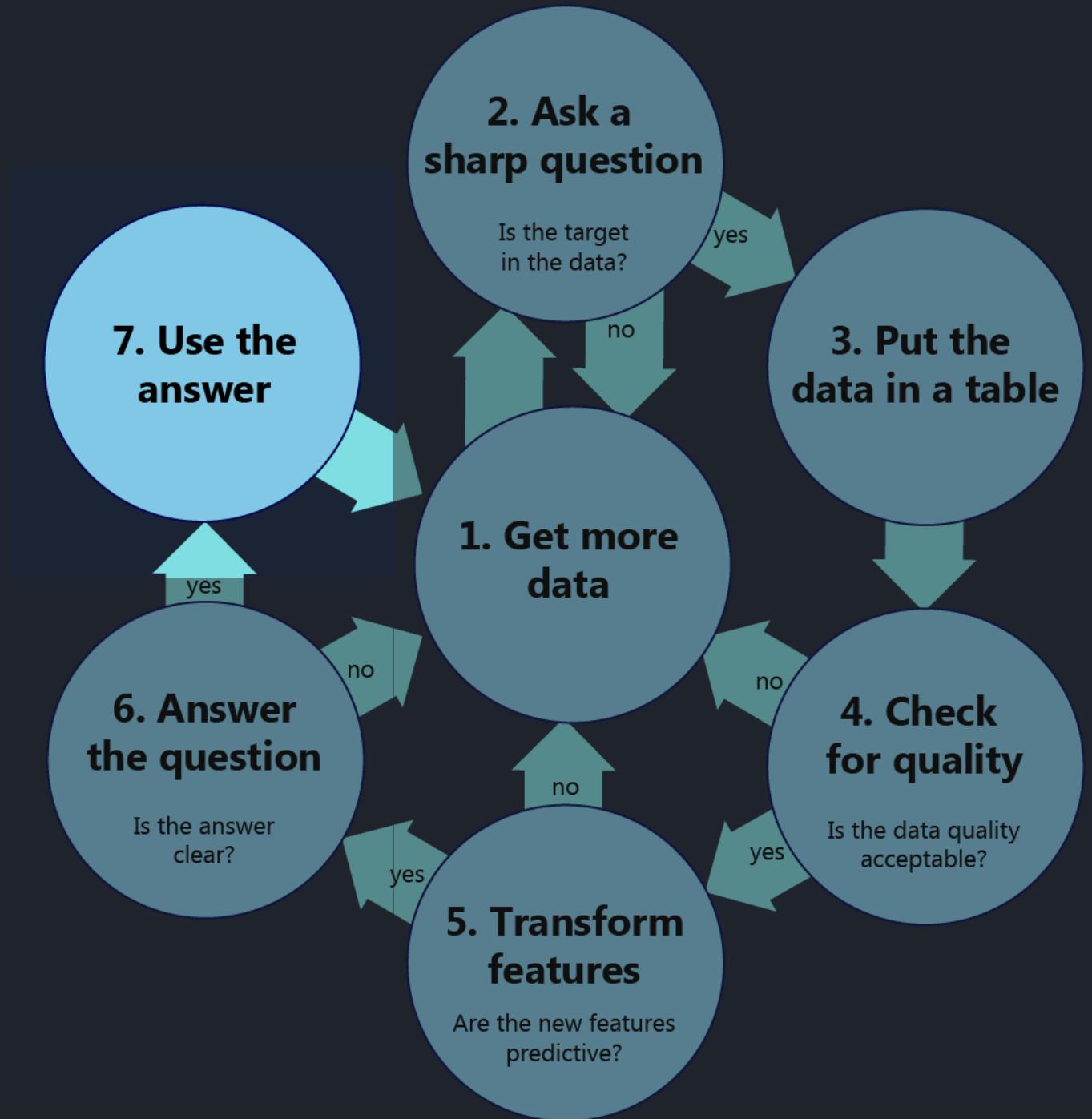


Questions or comments?  
[brohrer@microsoft.com](mailto:brohrer@microsoft.com)

Enough data



Questions or comments?  
[brohrer@microsoft.com](mailto:brohrer@microsoft.com)



# Ways to use your answer

Make a web service (Azure Machine Learning)

Make a decision

Set a price

Publish your code on GitHub

Write a PDF showing your results

Build a dash board (Power BI)

# Gap 1

Nearly all machine learning algorithms assume that the world does not change.



# Gap 2

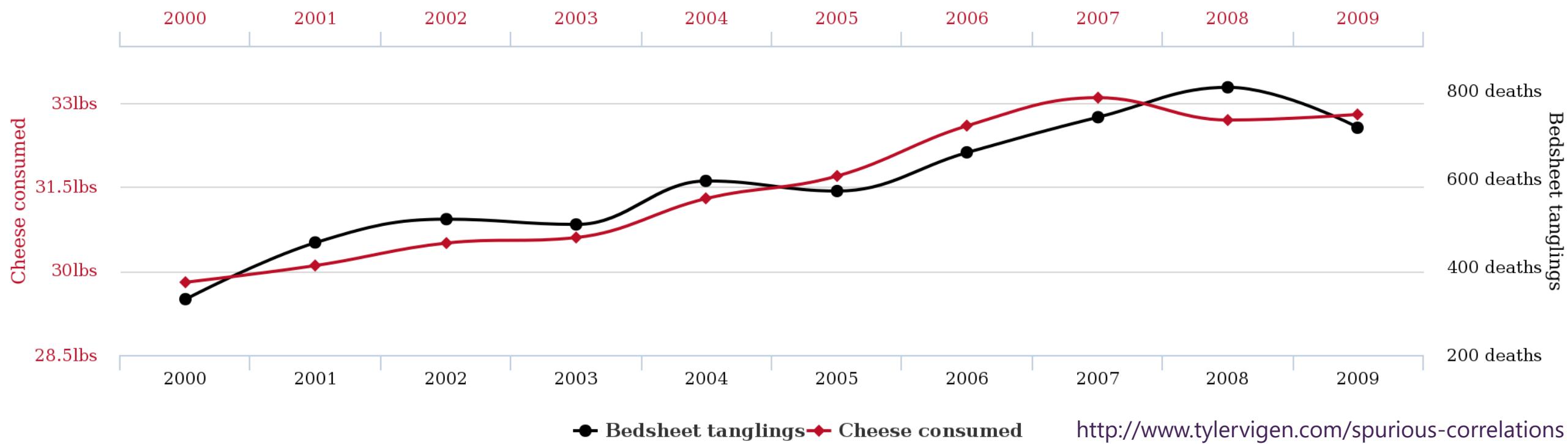
Most machine learning algorithms take a lot of examples to learn.



# Gap 3

Machine learning can't tell what caused what.

**Per capita cheese consumption**  
correlates with  
**Number of people who died by becoming tangled in their bedsheets**



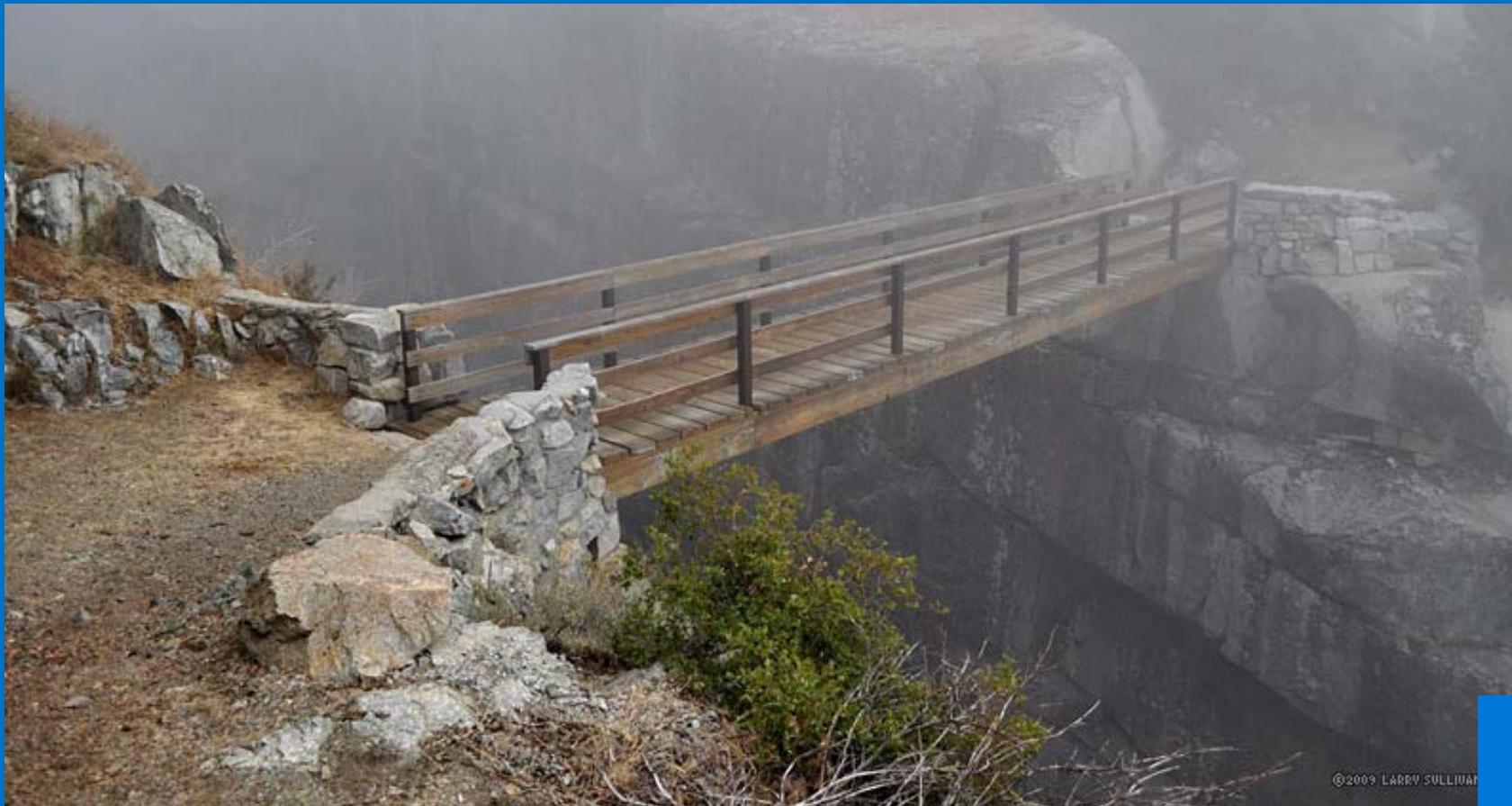
MLADS = Marvel : Les Agents du SHIELD

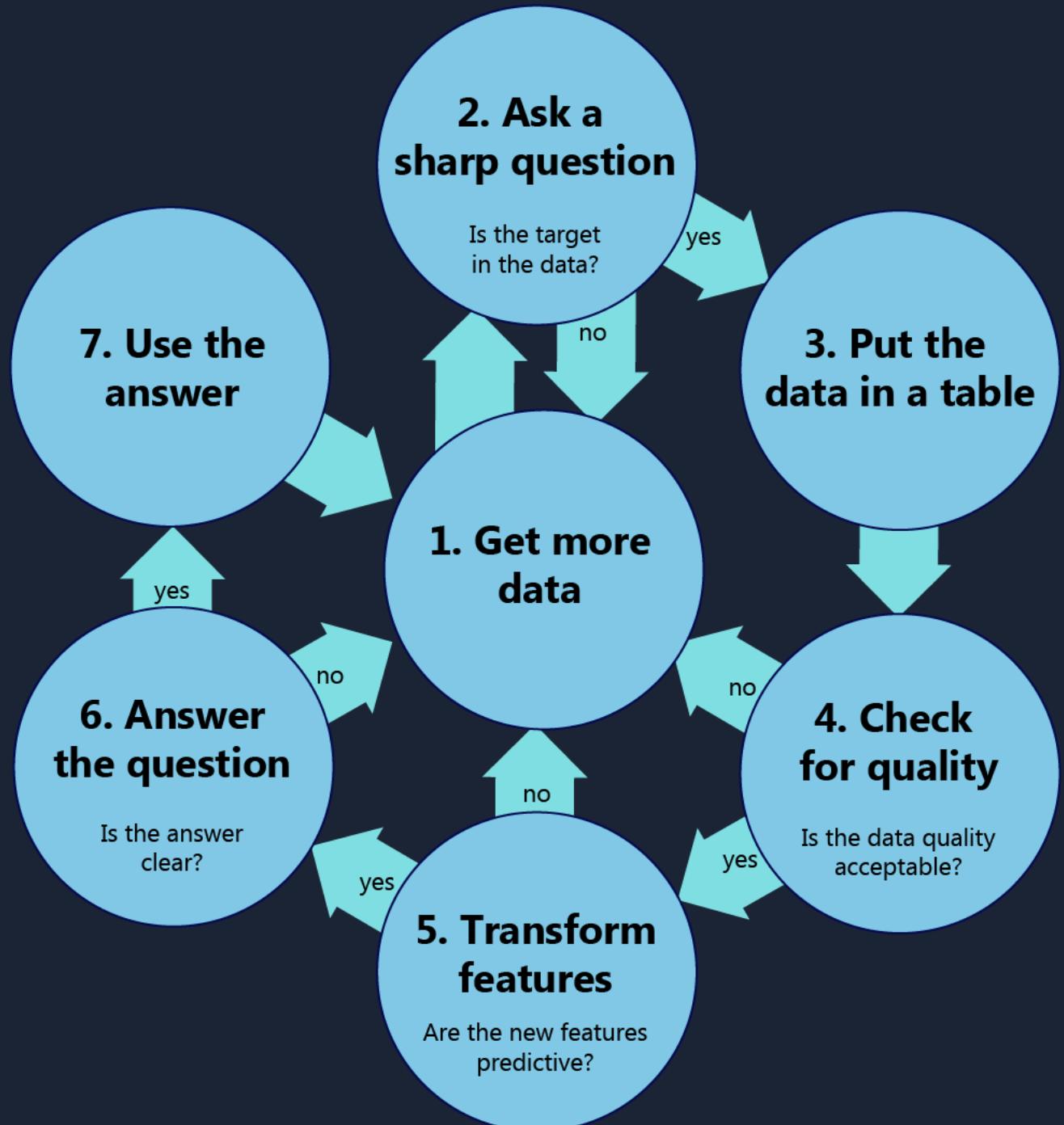
MLADS = Marvel : Les Agents du SHIELD

Coincidence?

# Human insight and judgment close the gap

We're good at making reasonable guesses without enough information





# Resources

1. Get more data.
2. Ask a sharp question.
3. Put the data in a table.
4. Check for quality.
5. Transform features.
6. Answer the question.
  
7. Use the answer.

## Presentations

- [Microsoft Data Science Process](#)
- [Asking a question](#)
  
- [Methods for handling missing values](#)
- [Feature engineering example](#)
- [Turn your data into a picture](#)
- [Questions machine learning can answer](#)
- [Algorithms for business use cases](#)
- [Machine learning algorithm cheat sheet](#)
- [Choosing a machine learning algorithm](#)
  
- [Cortana Intelligence Gallery](#)
- [Data Science for Absolutely Everyone](#) ([slides](#), [pdf](#), [video](#))
- [Data Science 101](#) ([slides](#), [pdf](#), [video](#))
- [The Other Stuff](#) ([pdf](#), [video](#))
- [Demystifying neural networks](#) ([slides](#), [pdf](#), [video](#))

Questions or comments?  
brohrer@microsoft.com

# Thanks!

Questions? Want to chat about data?

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brohrer.github.io

brohrer@microsoft.com

Special thanks to Diane Rohrer for image and layout design.

# Rate this session!



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to complete a 1-question poll about this session

You will also receive a post-event survey where  
you can provide detailed feedback.

