

Exploratory Data Analysis : Domain Knowledge

ML Workflow - process that highlights what needs to happen with data to produce a solution to a business problem.

- Always an iterative process
- Transform business problem to an ML problem

Exploratory Data Analysis

- Important to understand data as much as possible
- Informs subsequent steps in the ML process

Where does domain knowledge fit into the process?

- Critical in transforming a business problem into an analytical problem

Domain Knowledge

- Understand how the domain works, important dynamics and relationships, constraints, how data is generated, etc.
- Better understanding of domain leads to better features, better debugging, better metrics, etc.

When Domain is Outside Expertise

- Consult domain experts
 - AWS ML specialist SAs
 - AWS prof services
 - AWS ML solutions lab
- Seek other resources
 - AWS Partner Network

Amazon ML Solutions Lab

Brain storming, custom modeling, training, on-site with Amazon experts