Ability of quantify

* Air metrics
  + Effectiveness of business model
  + Business measuring
  + Machine learning
  + Algorithm

MBA – DATA SCIENCE

* WEB LOG
* USER BEHAVIOR
* FEATURE TOOLS
* EXAMPLE: text, imagen,
* James ..erton

Logistic Regression

Artificial Neural Network

Machine Learning (ML) Algorithms

Machine Learning

* Google cloud

Machine learning with designer:

* Data visualization

MODEL

Attention model

**Academic to industry: tension** Stiffening **Model**