The Machine Learning Process

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The Machine Learning Process Is:

Iterative

- In both big and small ways

Challenging

- It's rarely easy

Often rewarding

- But not always

The First Problem: Asking the Right Question

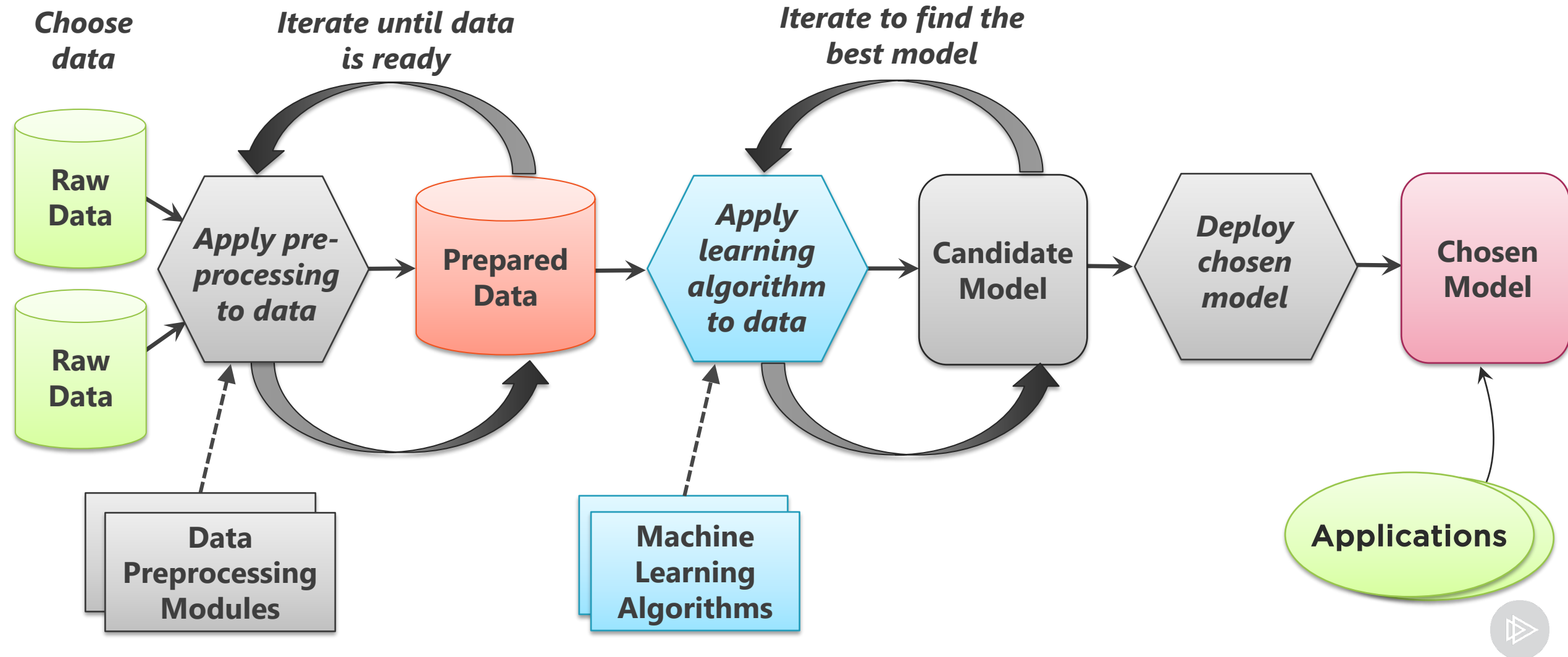Choosing what question to ask is the most important part of the process

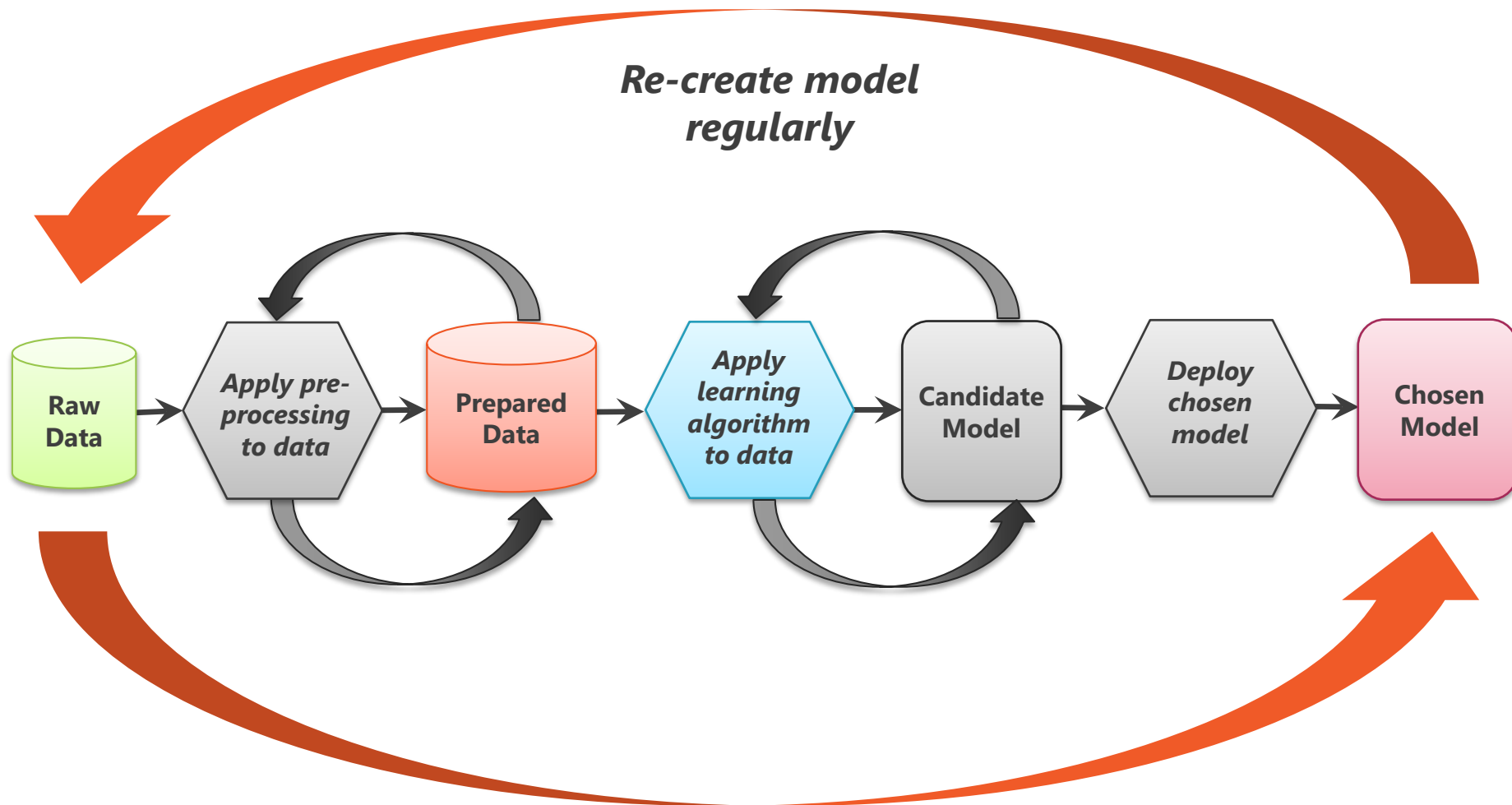*Ask yourself:* Do you have the right data to answer this question?

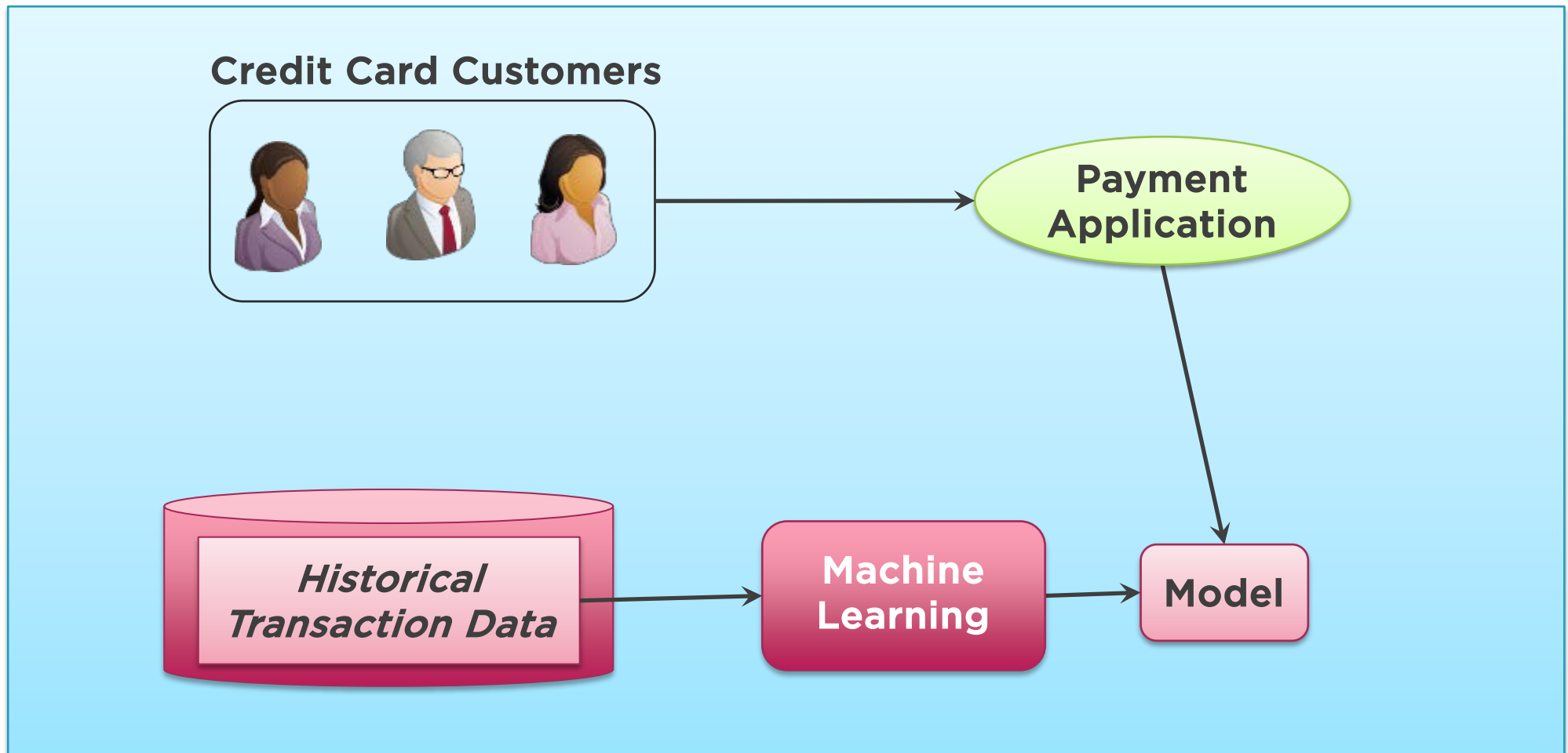*Ask yourself:* Do you know how you'll measure success?
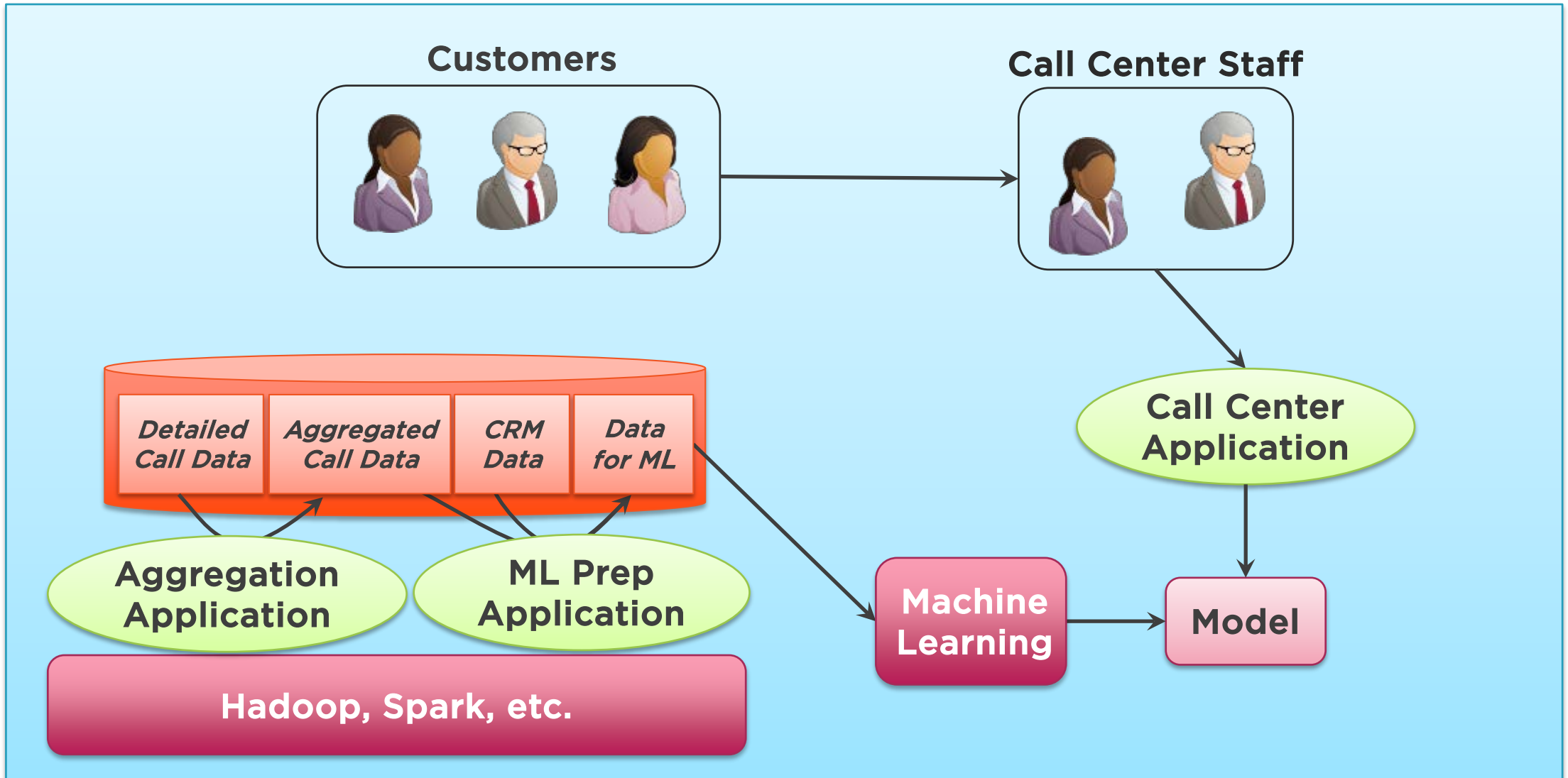
The Machine Learning Process

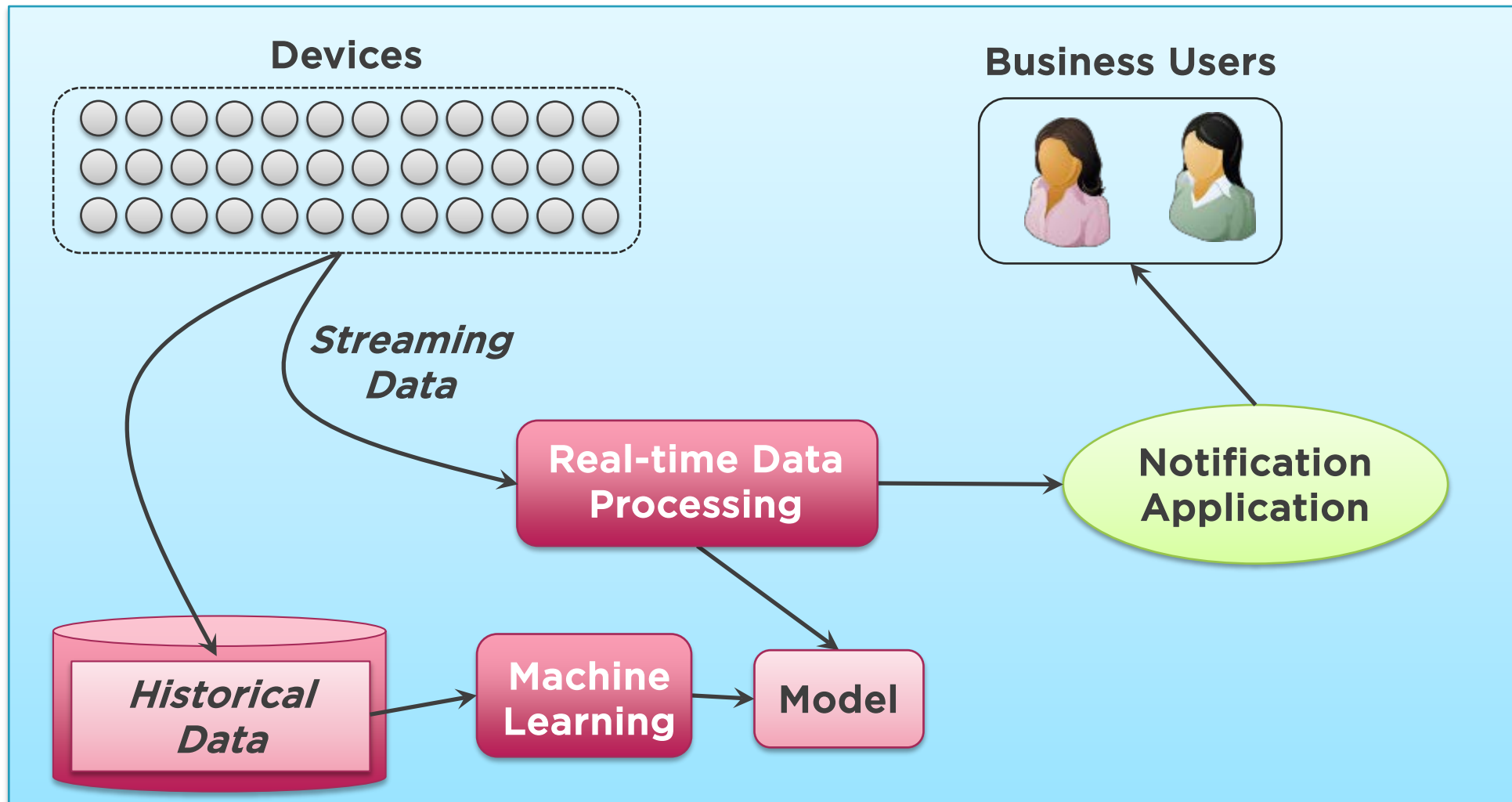# Repeating the Machine Learning Process

Scenario: Detecting Credit Card Fraud

Scenario: Predicting Customer Churn

Scenario: Predicting Equipment Failure

The main points

Ask the right question

Choose the right data
- And get that data into good shape

Iterate until you have a model that makes good predictions
- And periodically rebuild the model

Deploy the model