

El Aprendiz de Scikit-Learn (Machine Learning with Python)



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¿Qué es el Aprendizaje Automático?

Machine Learning

Machine learning in a nutshell

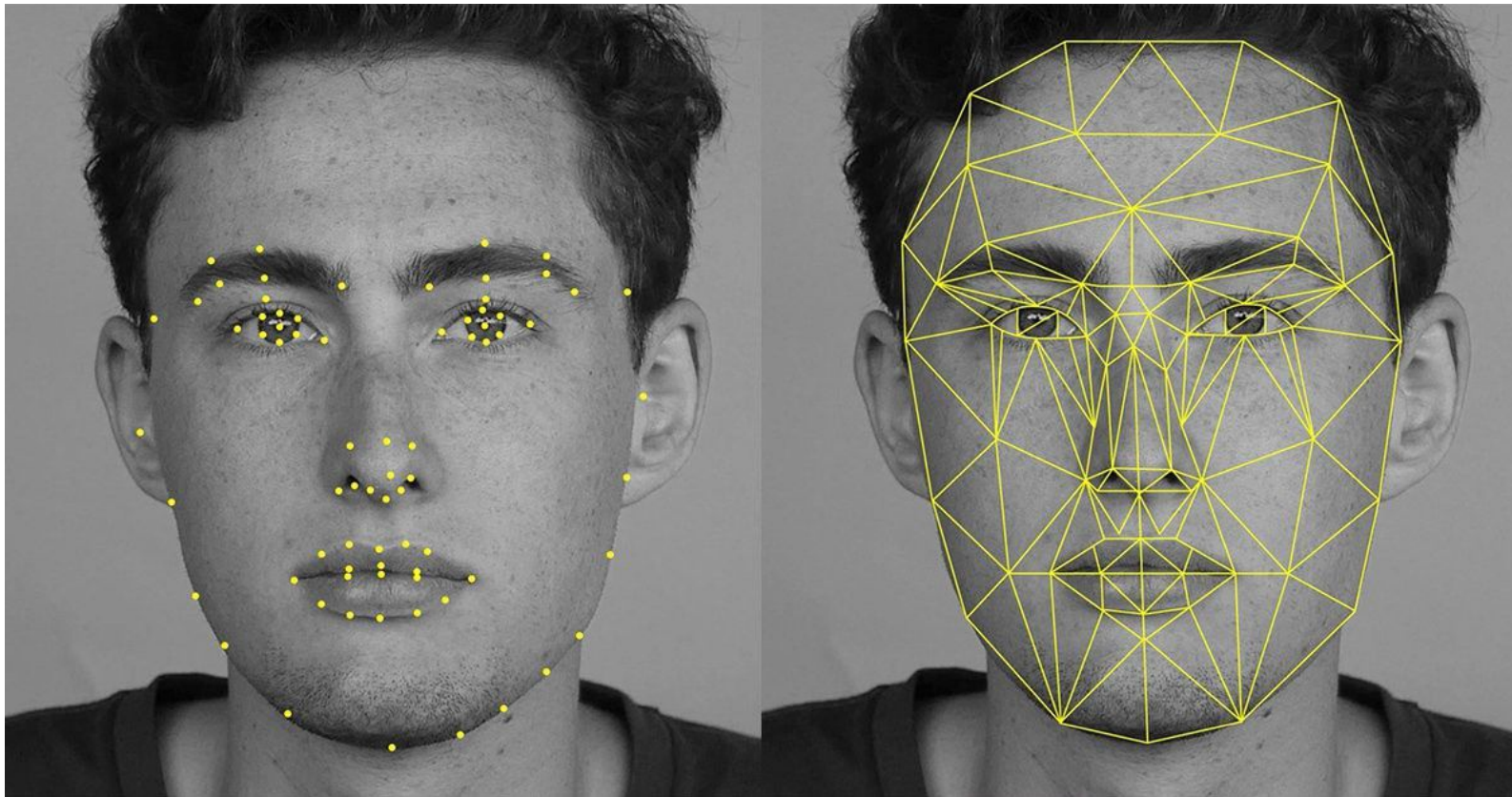
Machine learning is about making prediction from data





¿Cuáles son sus Aplicaciones?

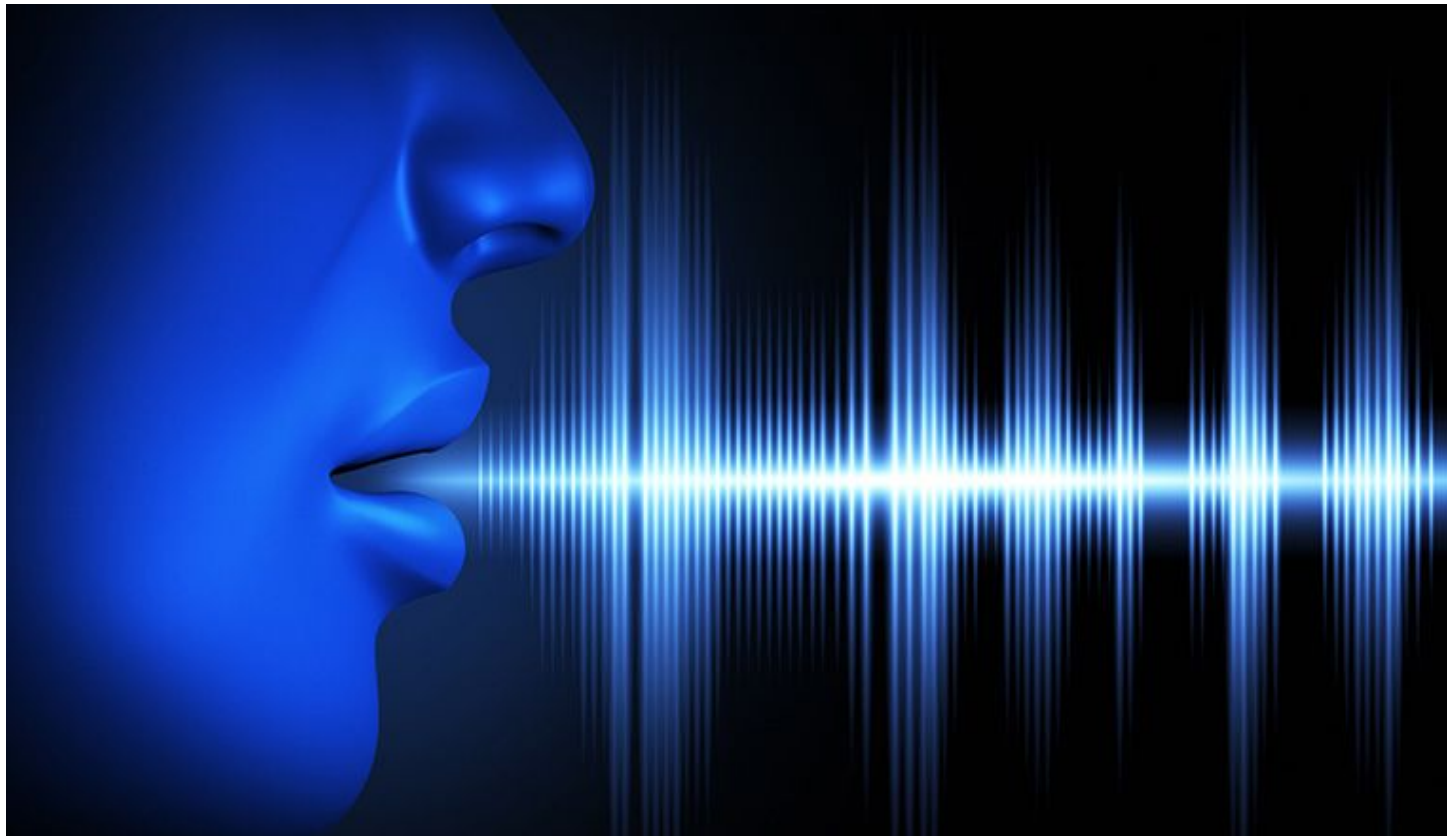
Reconocimiento de Imágenes



Sistema de Recomendación



Reconocimiento de Voz



Segmentación de Clientes

TYPES OF CUSTOMER SEGMENTS

NPV PER CUSTOMER



CONVENIENCE SEEKERS

- VALUE CONVENIENCE IN DELIVERY, ORDERING
- HIGH INCOME
- LONG RELATIONSHIP, LARGE REFERRALS



BRAND BUYERS

- BRAND BUYERS, NOT PRICE SENSITIVE
- HIGHEST INCOME, MORE OFTEN MALE
- EXPENSIVE TO ACQUIRE, BUT BUY MOST INITIALLY AND REFER MORE



CASUAL BUYERS

- NOT CONCERNED WITH PERISHABLES OR DELIVERY TIME WINDOWS
- SMALL SPENDING GROWTH



RELATIONSHIP SEEKERS

- INFLUENCED BY RETAILER BRAND, SUGGESTIONS, AND PROMOTIONS
- LOW INCOME
- SMALL SPENDING GROWTH/REFERRAL



BARGAIN HUNTERS

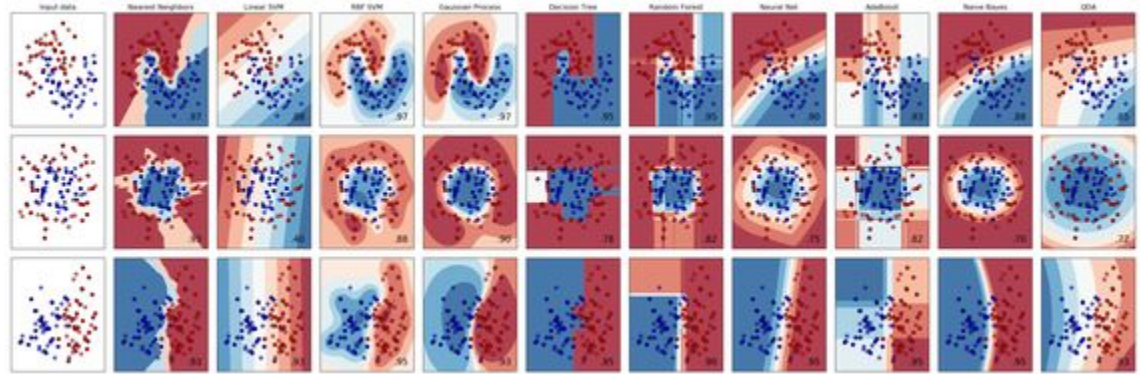
- PRICE IS PRIMARY AND PERISHABLES ARE NOT IMPORTANT
- LOW INCOME
- SMALL PURCHASES





¿Qué es *Scikit-Learn*?

Definición



Scikit-learn es una librería de Python para dar soporte a los algoritmos de aprendizaje automático (*Machine Learning*).

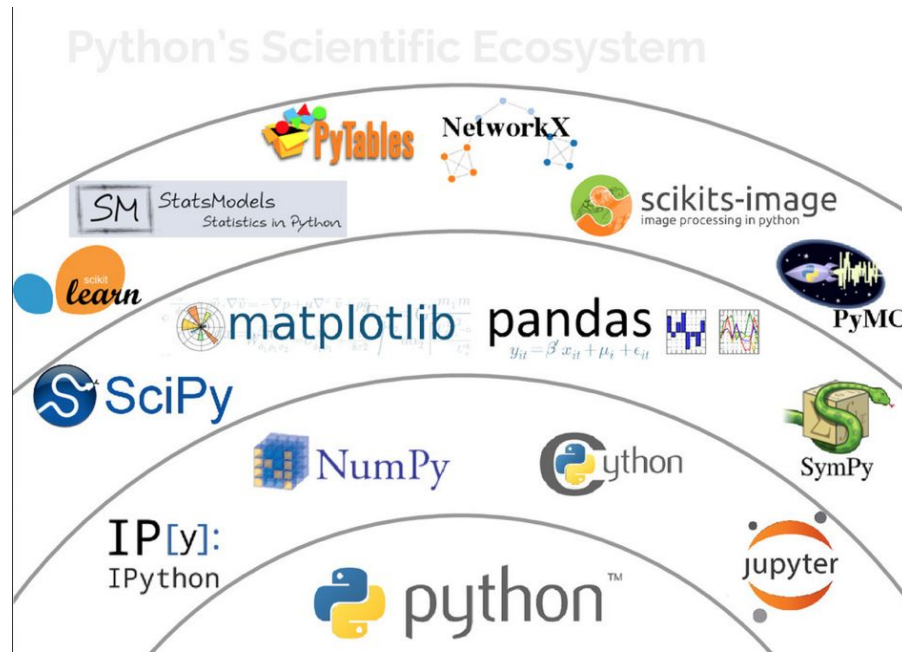
Scikit-learn soporta algoritmos de clasificación, regresión y agrupamiento.

Scikit-learn está basado en NumPy, SciPy y matplotlib

Ecosistema Científico para Python



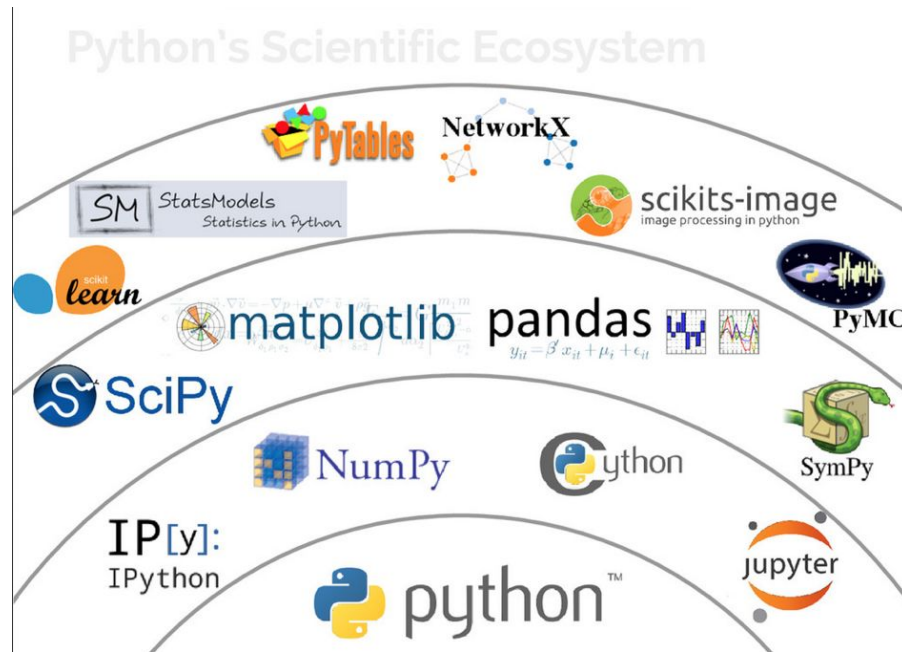
Scikit-Learn es un conjunto de herramientas para facilitar el aprendizaje basado en los datos.



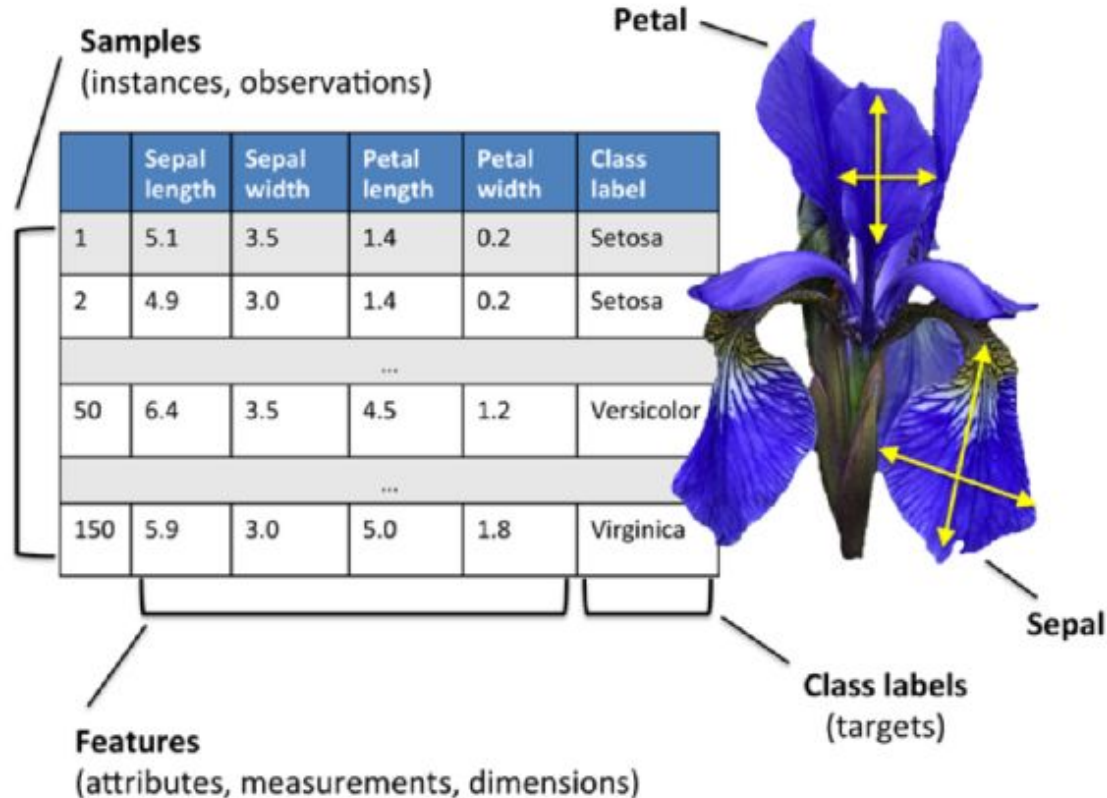
Ecosistema Científico para Python



Scikit-Learn es un conjunto de herramientas para facilitar el aprendizaje basado en los datos.

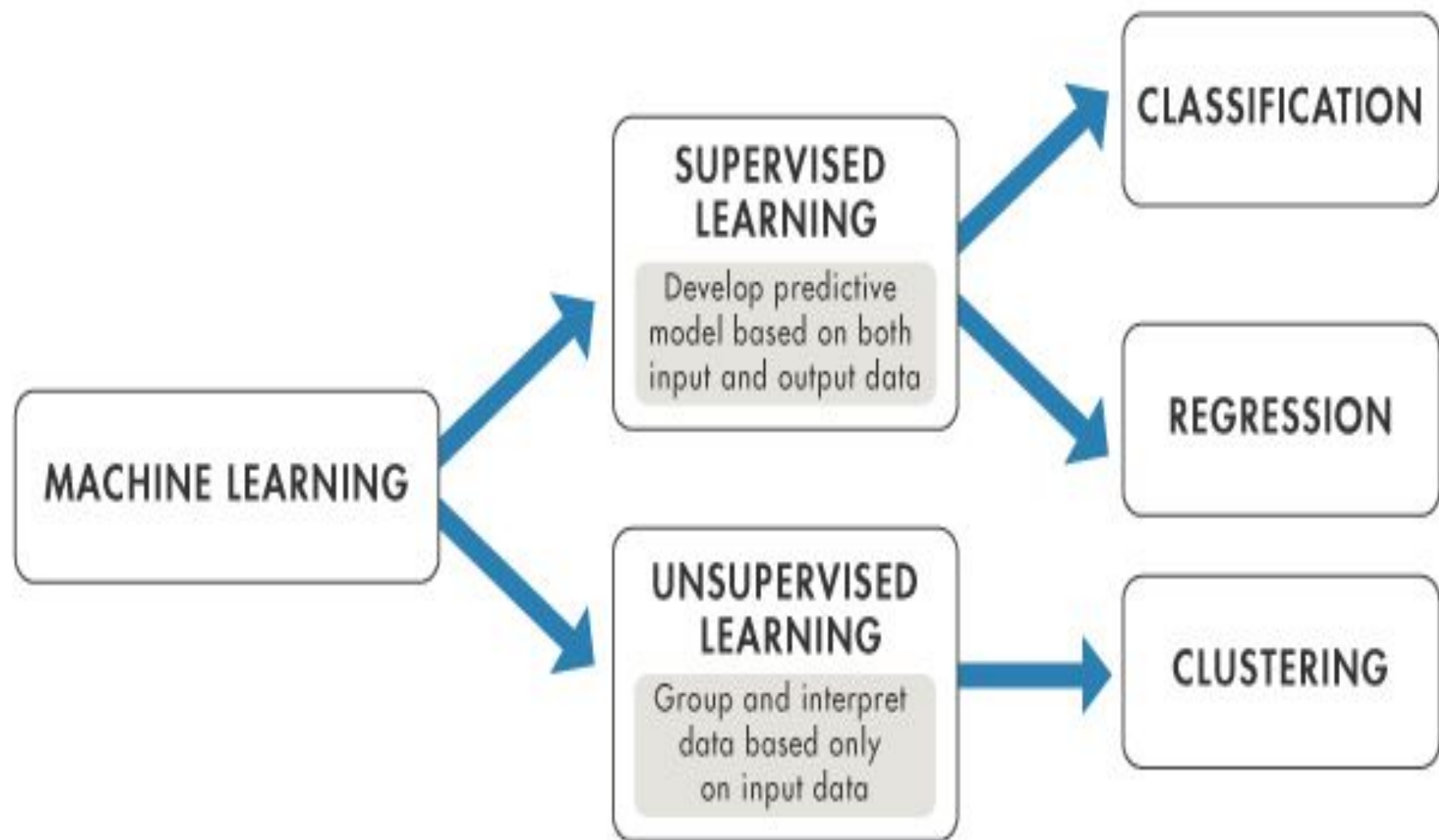


scikit-learn Data Structure



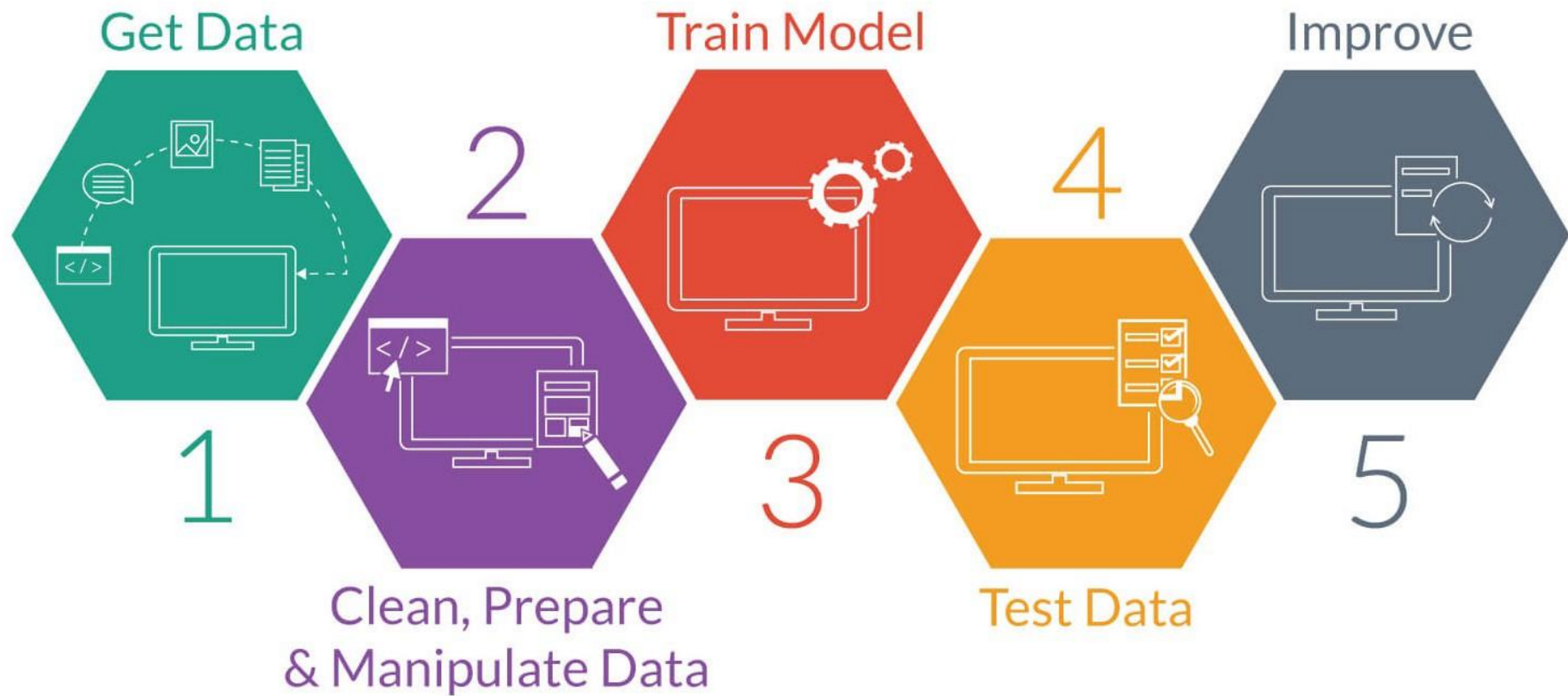


Características del Aprendizaje Automático

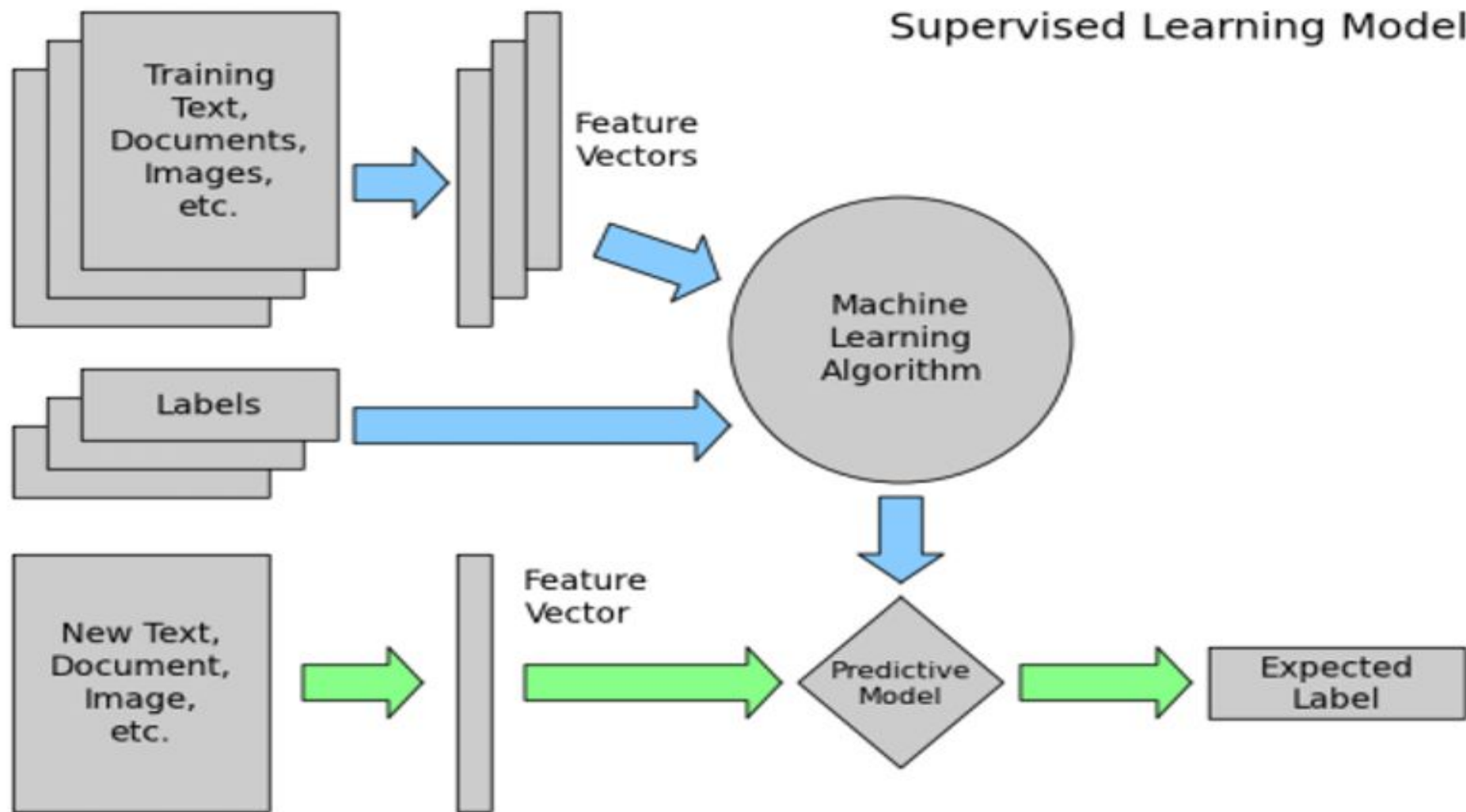




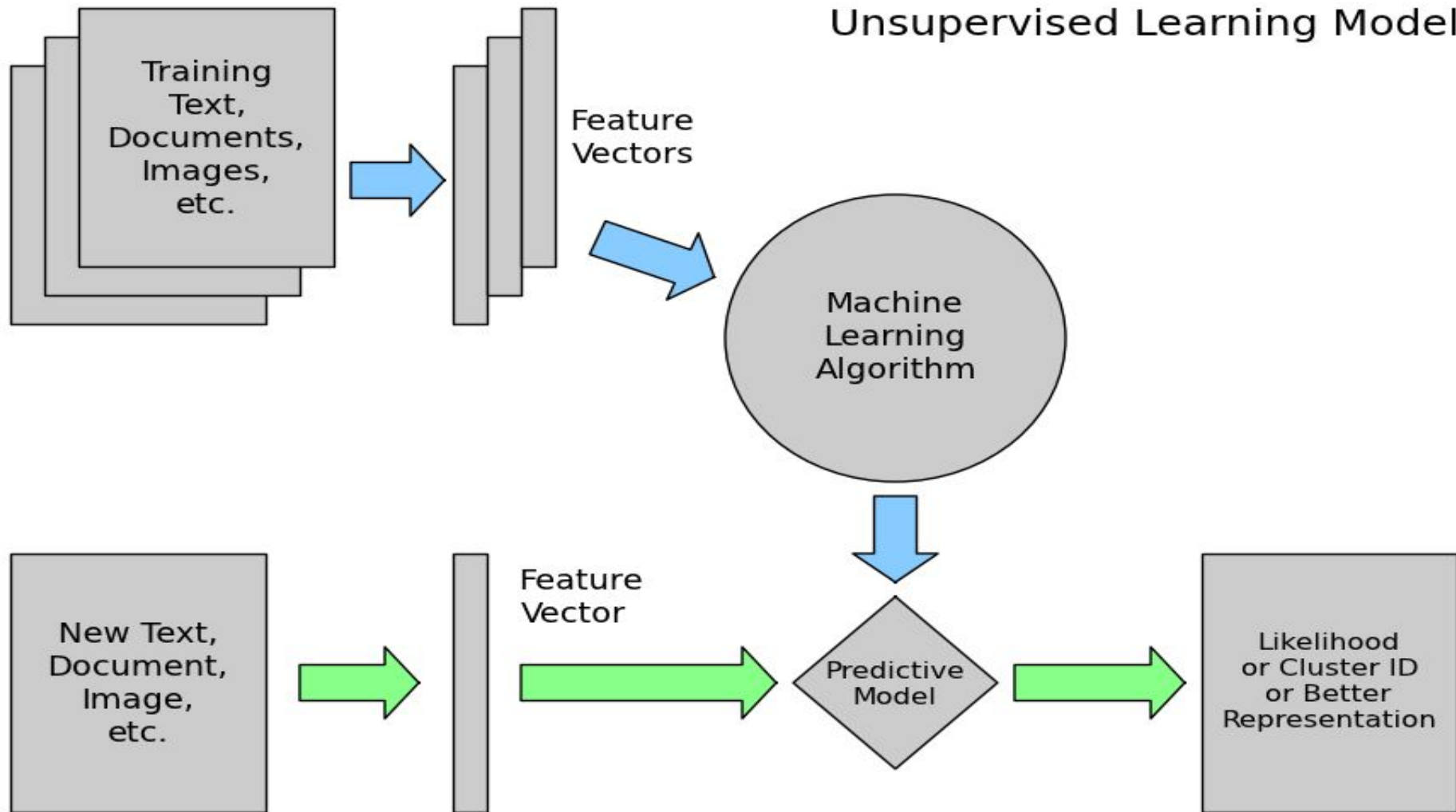
Procesos del Aprendizaje Automático



Supervised Learning Model



Unsupervised Learning Model

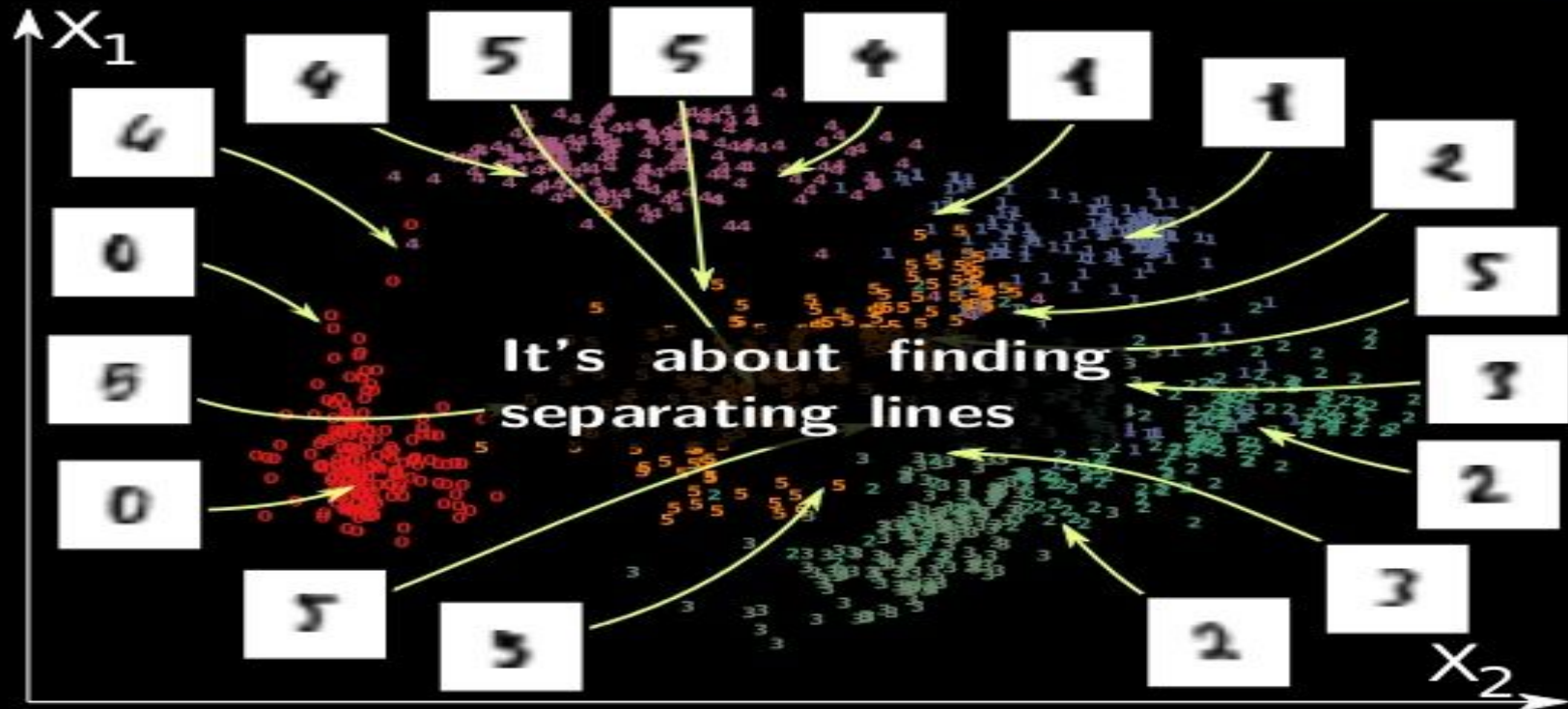




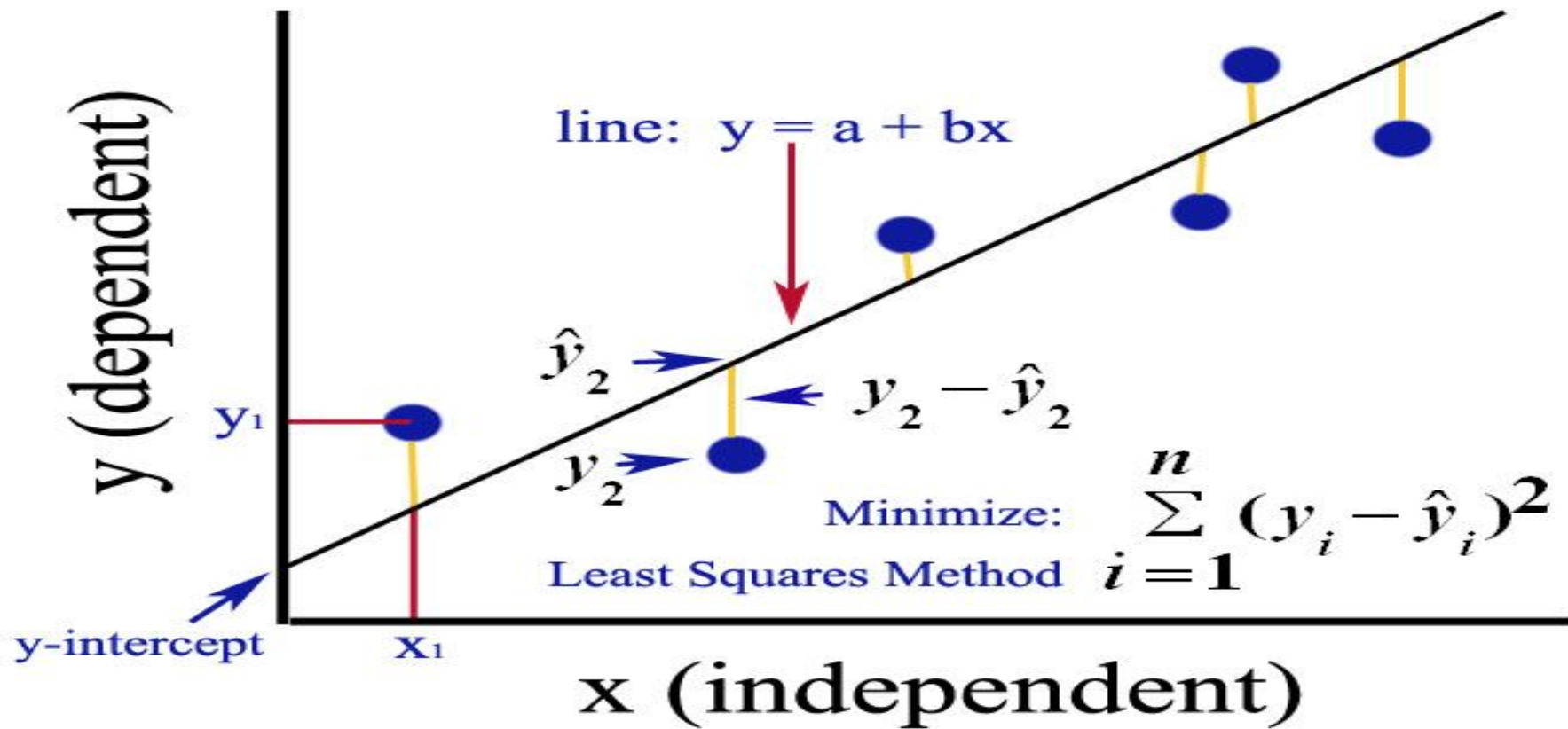
Modelos Predictivos

Clasificación

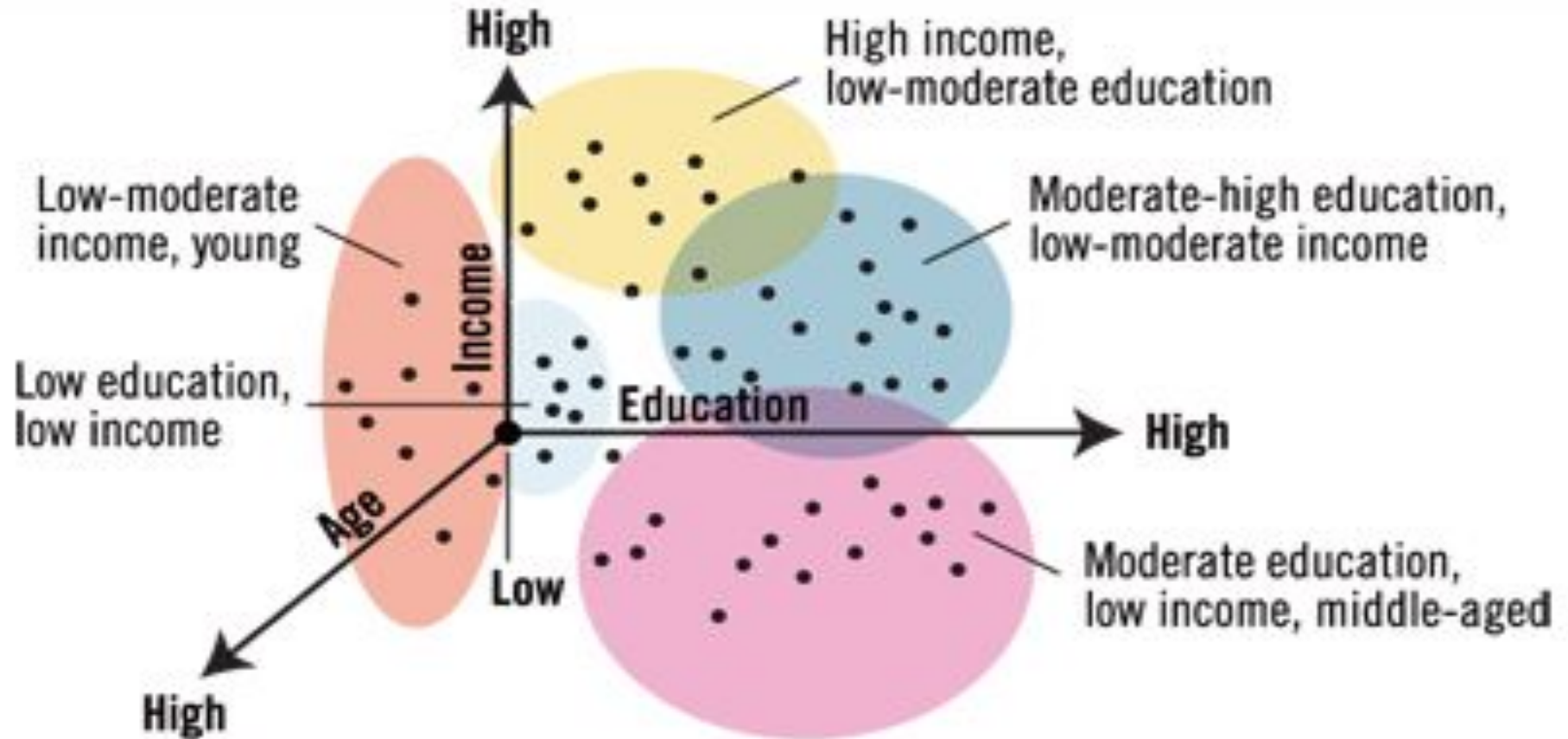
1 Machine learning in a nutshell: classification



Regresión



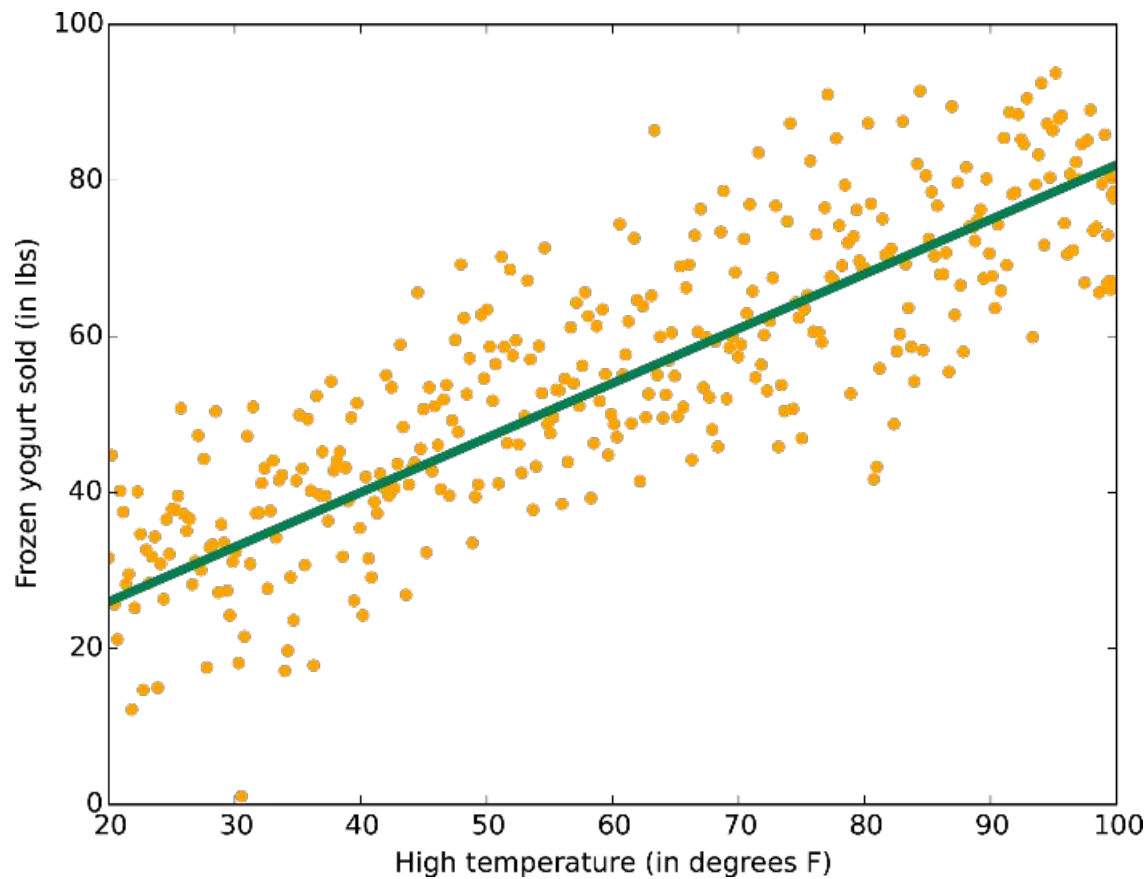
Agrupación



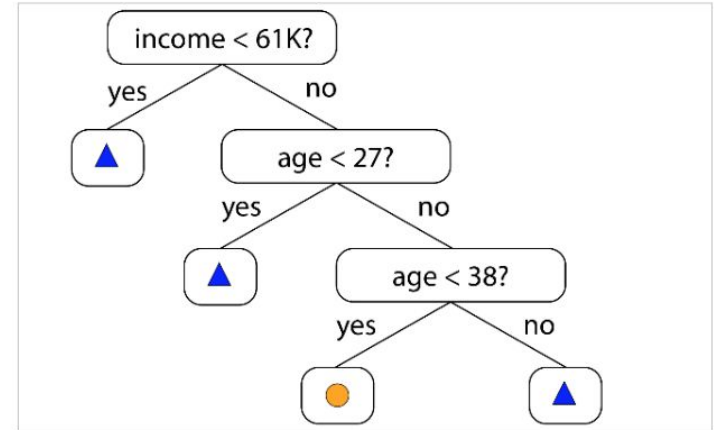
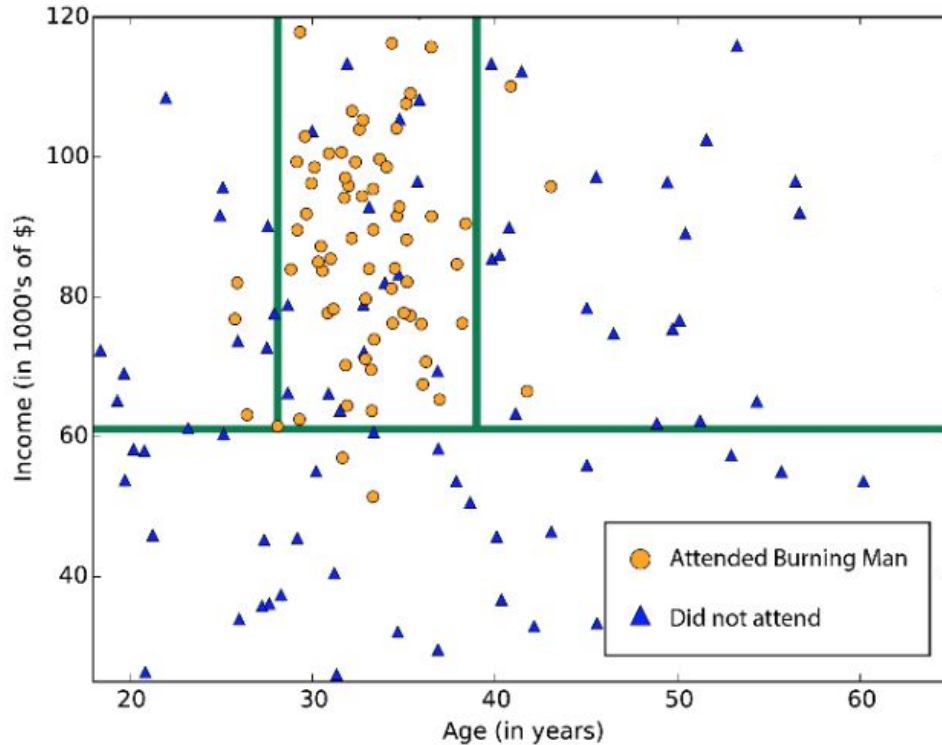


Algoritmos de Aprendizaje

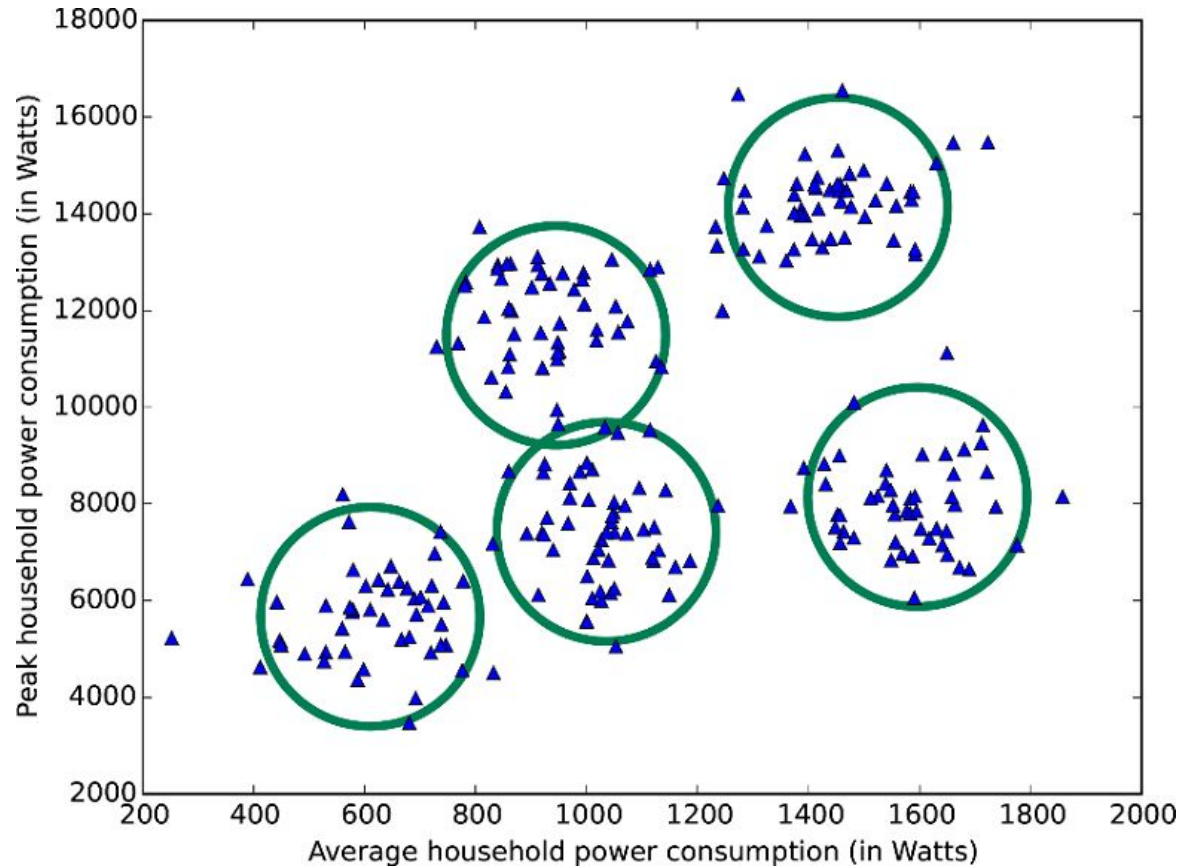
Regresión Lineal



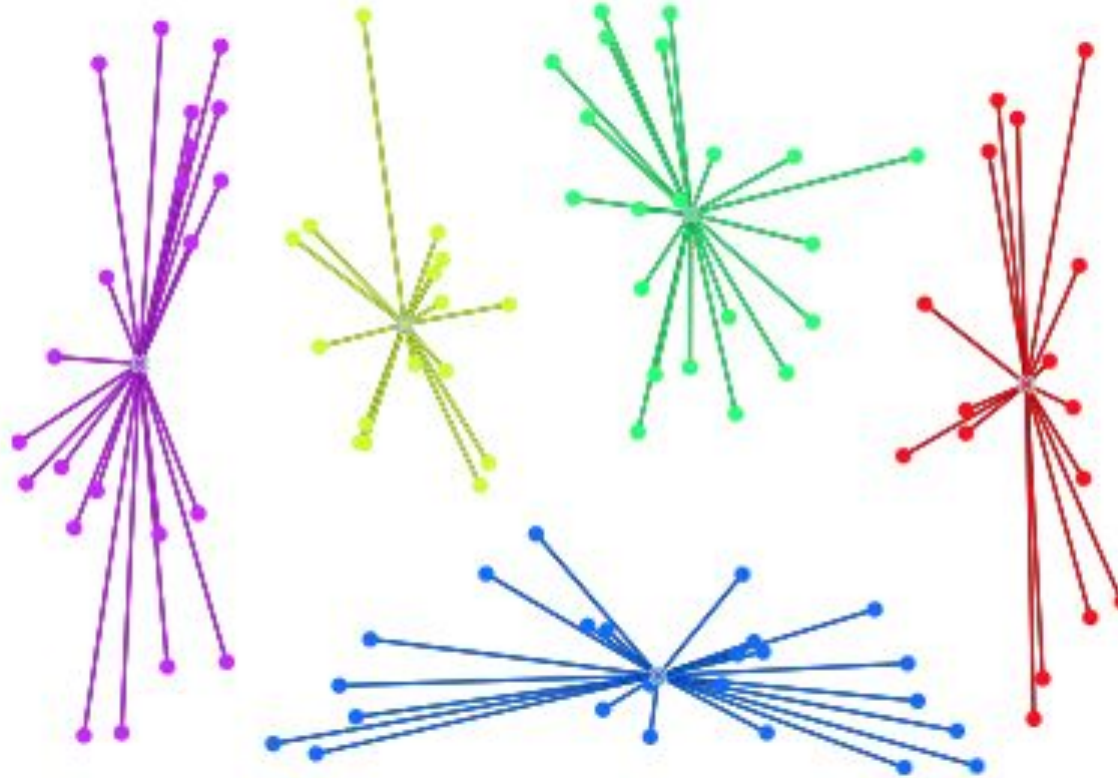
Clasificación - Árboles de Decisión



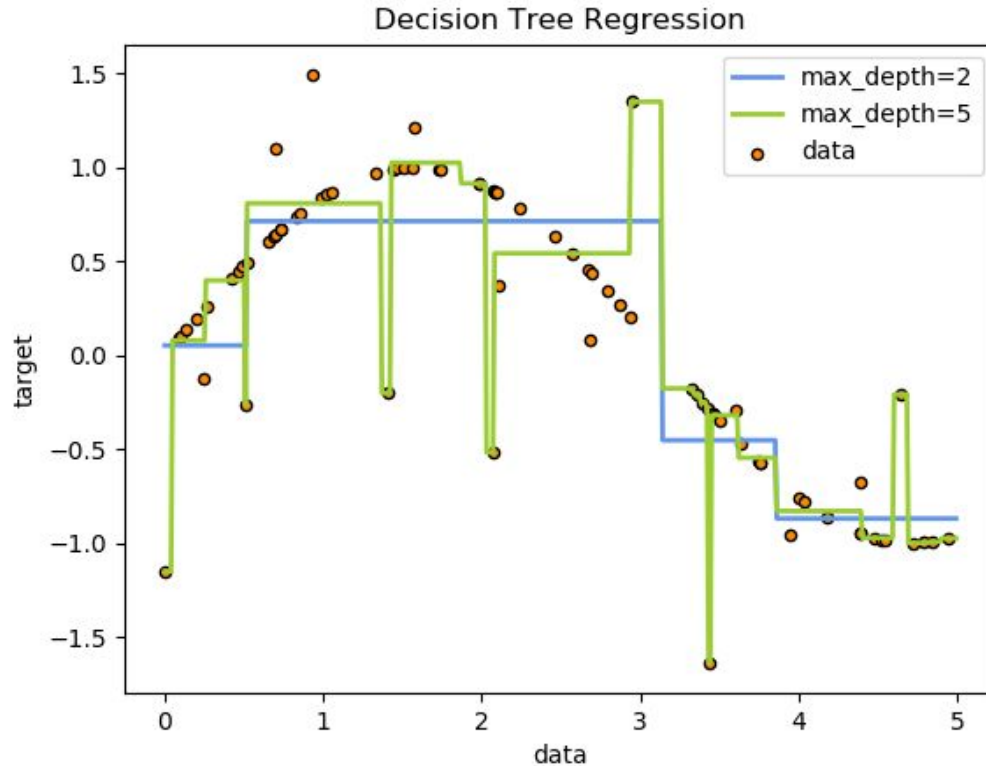
Agrupación: K-Means



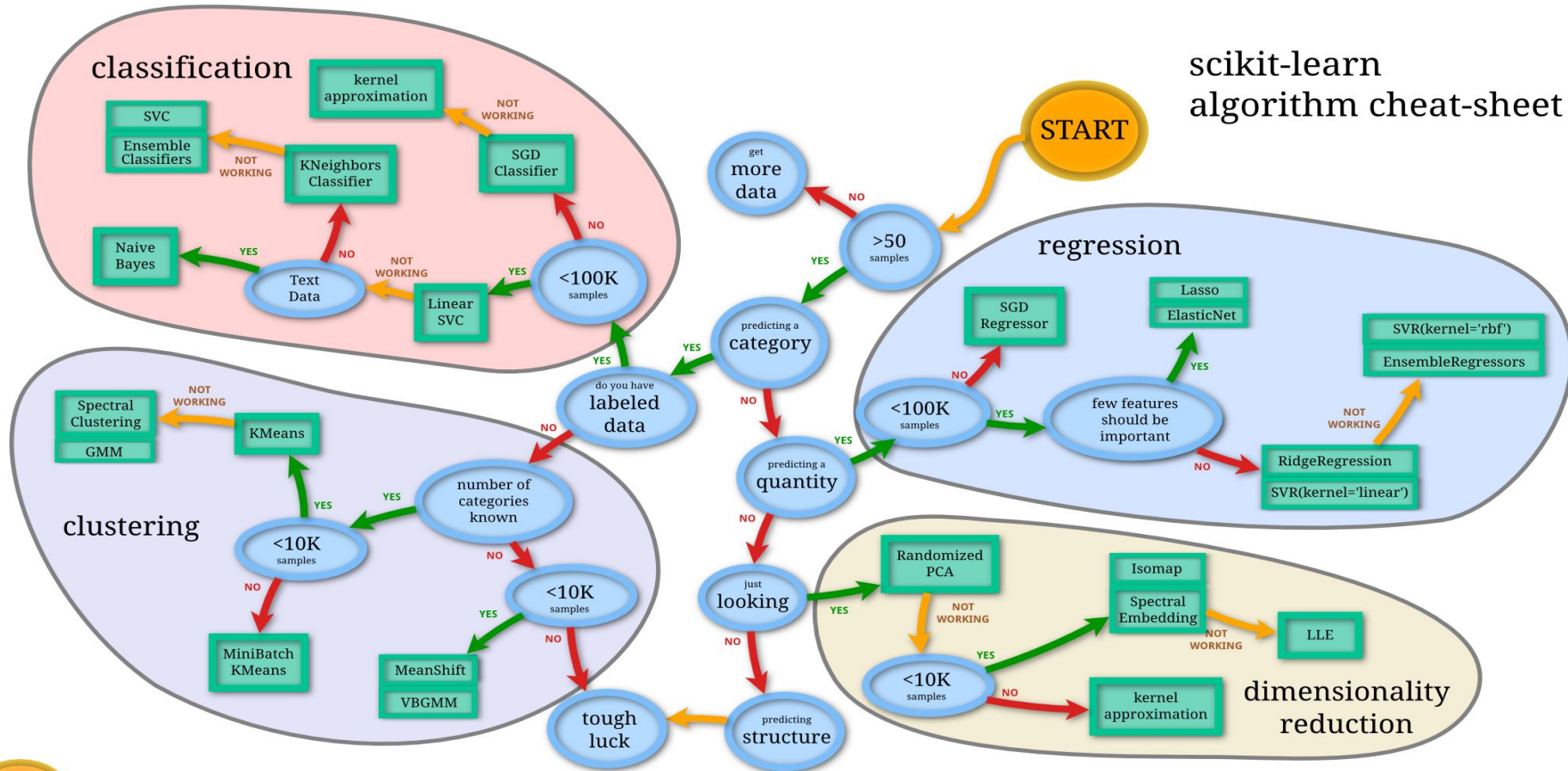
Agrupación: K-Means Visualization



Regresión basada en Árboles de Decisión



scikit-learn algorithm cheat-sheet



Back

Thank you



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