

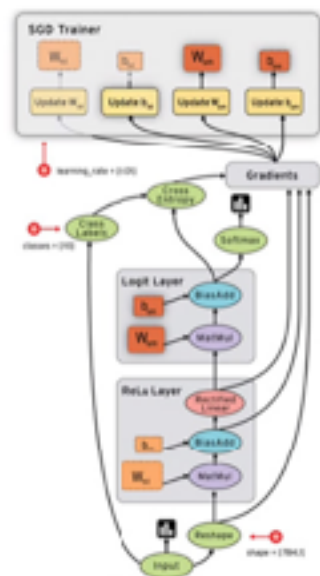
Lecture Notes for **Machine Learning in Python**

Professor Eric Larson
Wide and Deep Networks

Lecture Agenda

- Finish Keras Demo
- Wide and Deep Networks
- Wide and Deep Town Hall (if time)

Last Time: Tensorflow and Keras



- Nothing evaluated until you define a session and tell it to evaluate it
- Session defines configuration of execution
 - like GPU versus CPU



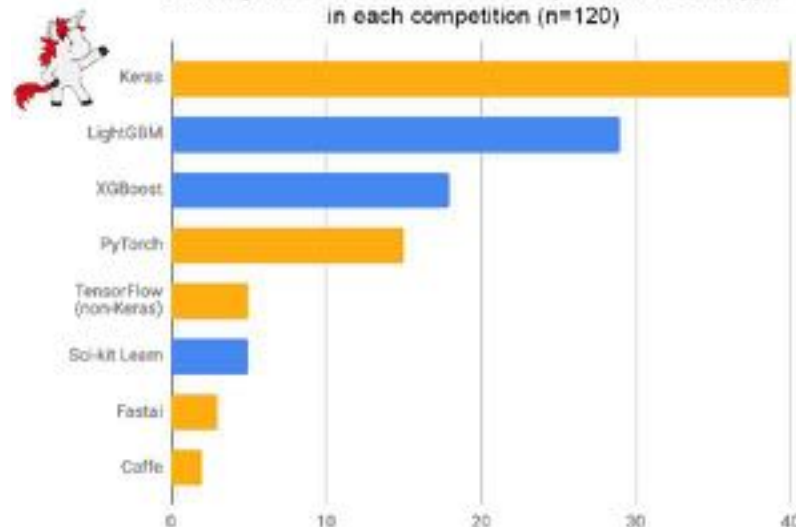
<http://www.kdnuggets.com/2016/07/multi-task-learning-tensorflow-part-1.html>

<http://www.datasciencecentral.com/profiles/blogs/google-open-source-tensorflow>

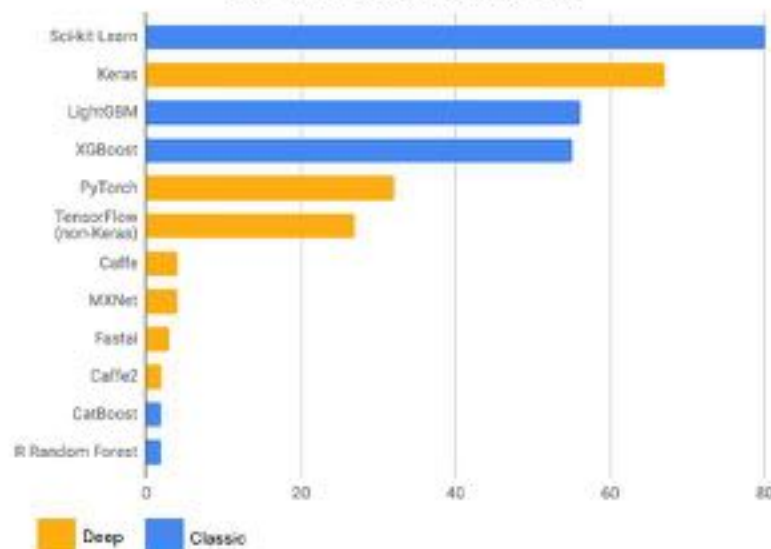
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- Keras Sequential API
 - great for simple, feed forward models
- Keras Functional API
 - build models through series of nested functions
 - each “function” represents an operation in the NN

Primary ML software tool used by top-5 teams on Kaggle in each competition (n=120)

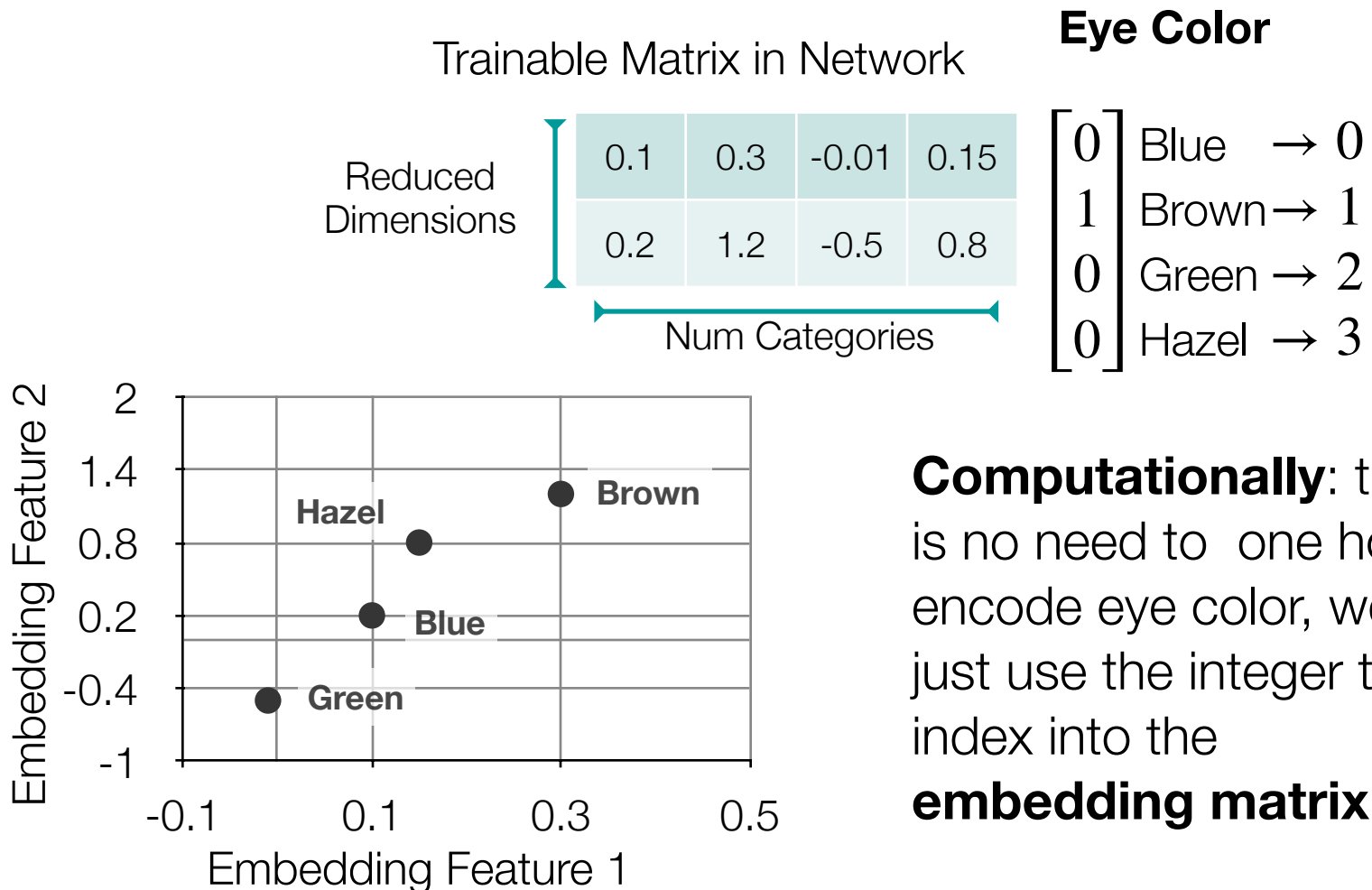


All (primary + auxiliary) ML software tools used by top-5 Kaggle teams in each competition (n=120)



Categorical Feature Embeddings

- One hot encoded data can be made dense through a matrix multiplication

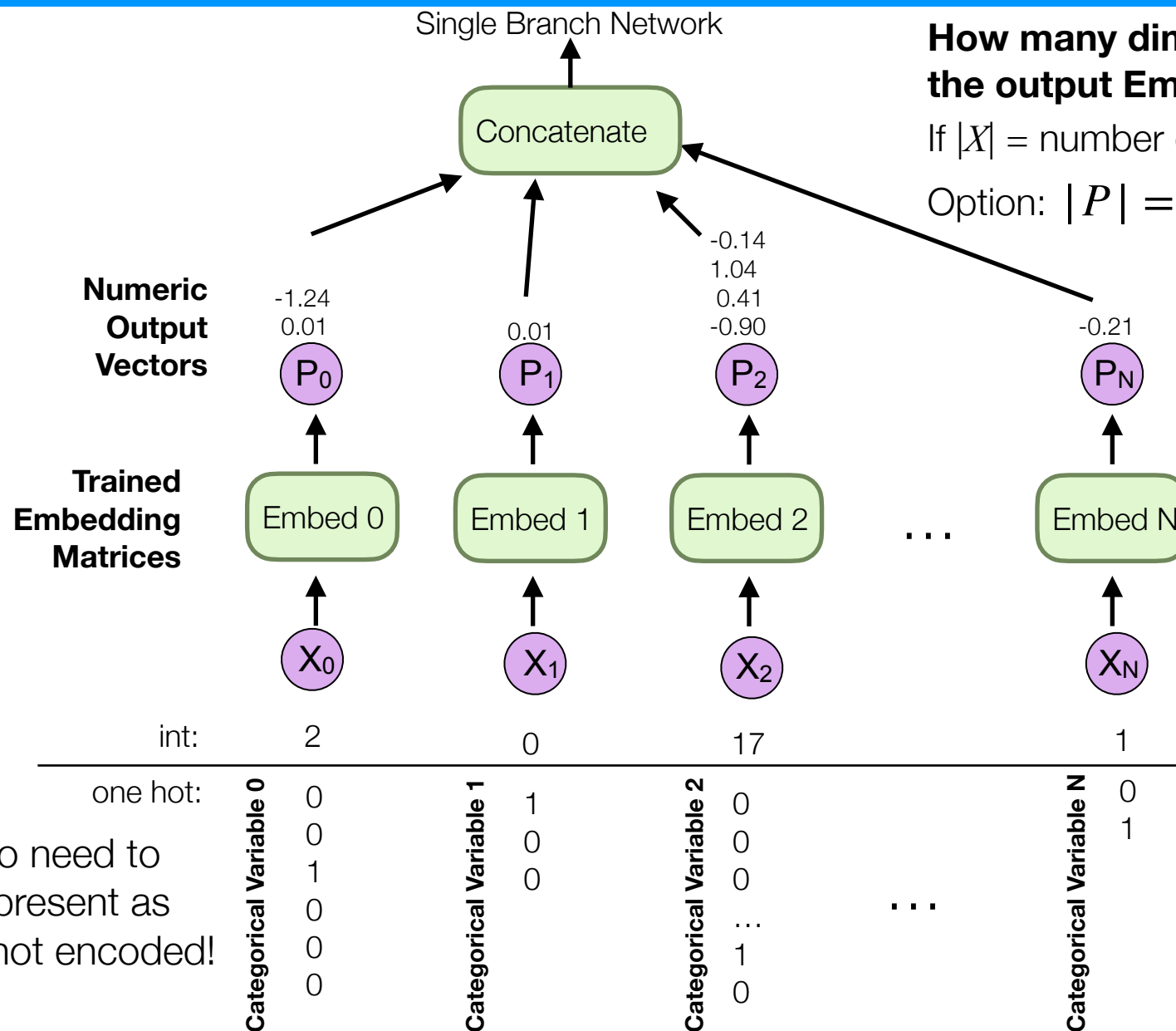


Using Embeddings in Keras

How many dimensions to make the output Embedding?

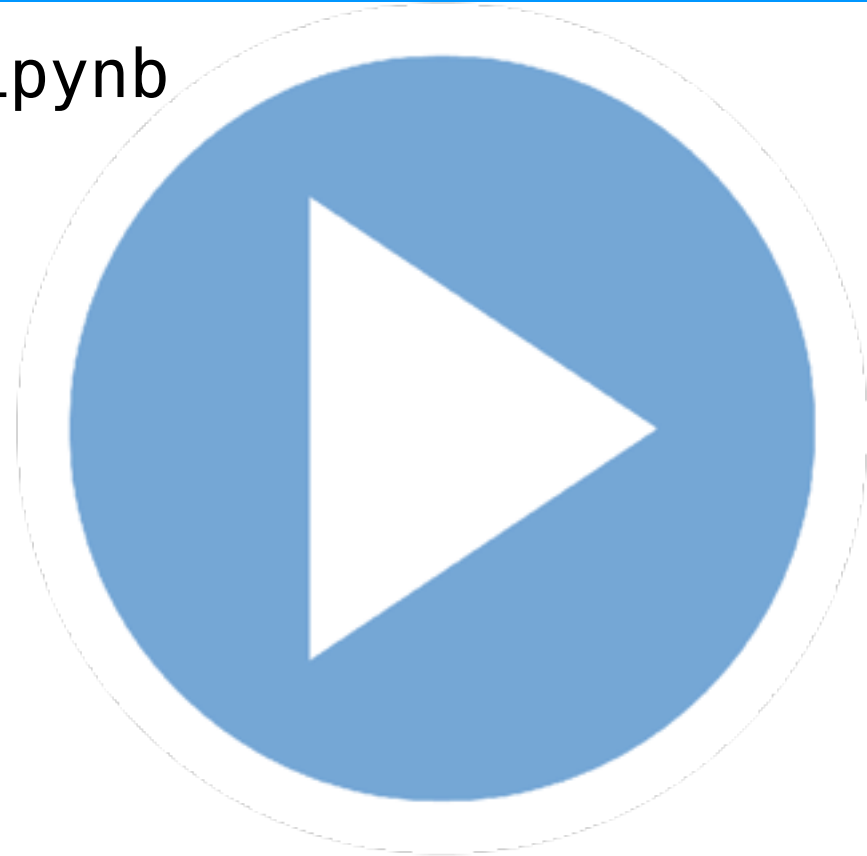
If $|X|$ = number of unique values

Option: $|P| = \lfloor \sqrt{|X|} \rfloor$



10. Keras Wide and Deep.ipynb

Adding Embedding Branches



Other tutorials:

<https://github.com/jtoy/awesome-tensorflow>

<https://elitedatascience.com/keras-tutorial-deep-learning-in-python>

Or do a Google search!!! They are everywhere!!!

Make me slow down if I go too fast!!

Wide and Deep Networks



Wide and Deep

Wide & Deep Learning for Recommender Systems

Heng-Tze Cheng, Levent Koc, Jeremiah Harmsen, Tal Shaked, Tushar Chandra, Hrishi Aradhye, Glen Anderson, Greg Corrado, Wei Chai, Mustafa Ispir, Rohan Anil, Zakaria Haque, Lichan Hong, Vihan Jain, Xiaobing Liu, Hemal Shah

Google Inc.*

ABSTRACT

Generalized linear models with nonlinear feature transfor-

have never or rarely occurred in the past. Recommendations based on memorization are usually more topical and

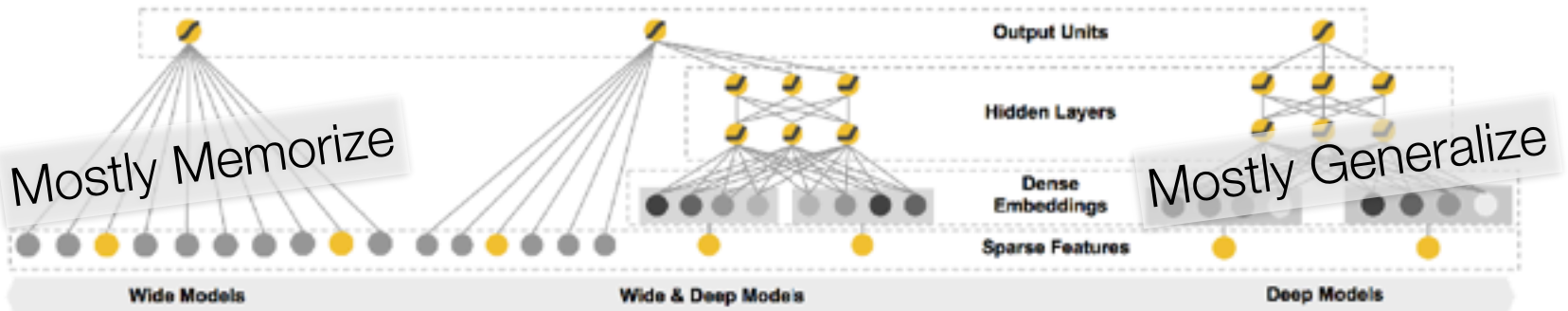
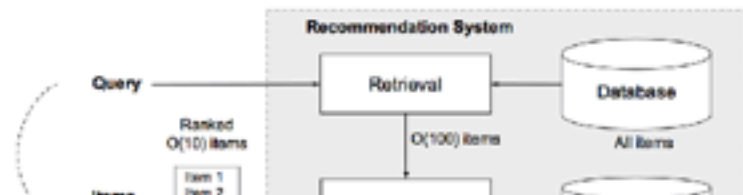


Figure 1: The spectrum of Wide & Deep models.

linear model with feature transformations for generic recommender systems with sparse inputs.

- The implementation and evaluation of the Wide & Deep recommender system productionized on Google



Why wide and deep?

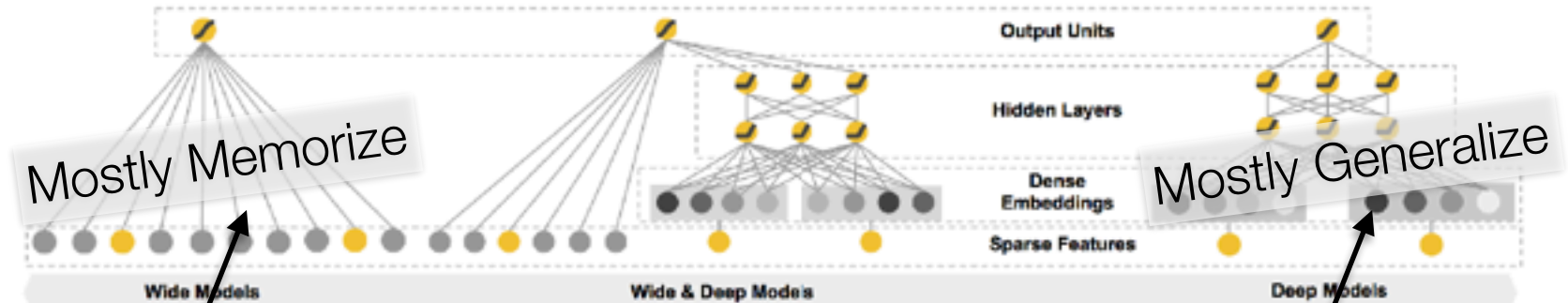


Figure 1: The spectrum of Wide & Deep models.

But why memorize?

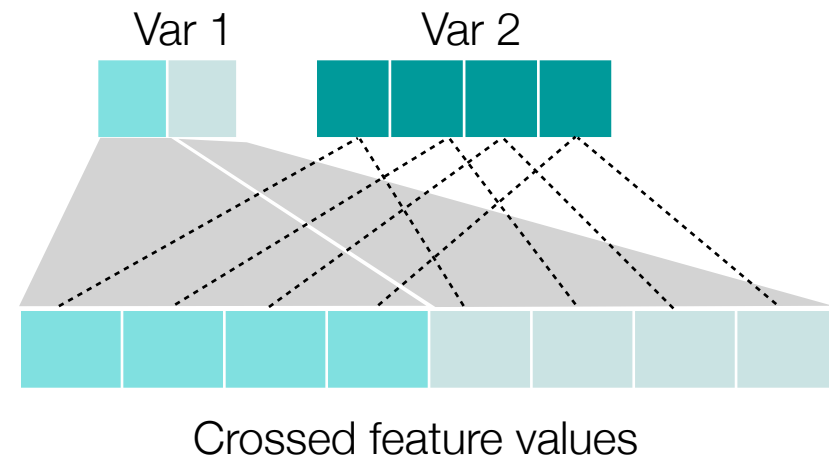
Obvious!

- Categorical values have combinations that repeat!
 - so memorizing these values is not necessarily a bad strategy
 - let's make memorizing easy on one network

Wide networks (Memorize?)

- Wide refers to the expansion of features set
- Crossed feature columns of categorical features

- Movie Rating
 - G
 - PG
 - PG-13
 - R
 - Else
- Movie Genre
 - Action
 - Drama
 - Comedy
 - Horror
 - Else

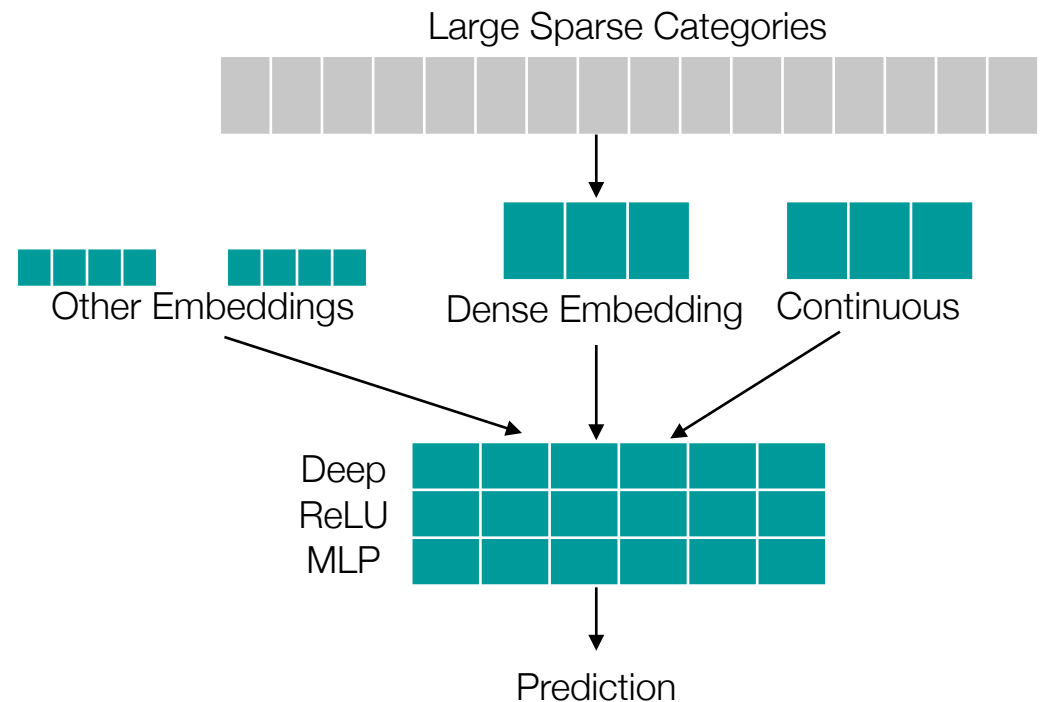


- Crossed feature “Rating-Genre”
 - G-Action, G-Drama, G-Comedy, G-Horror, G-else
 - PG-Action, PG-Drama, PG-Comedy, PG-Horror, G-else
 - and so on ... one hot encoded

Sparse Embedding and Deep MLP (Generalize?)

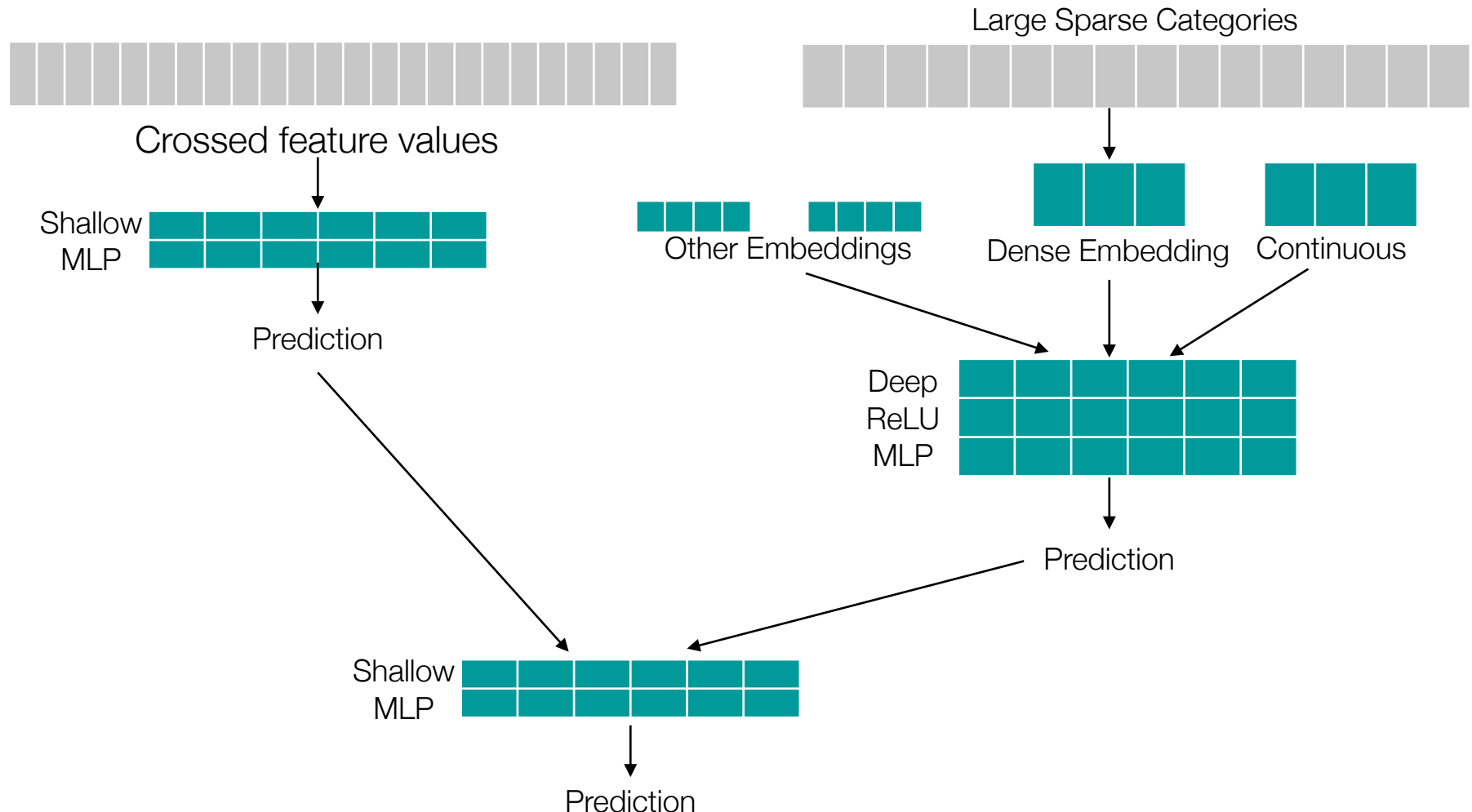
- Deep refers to increasingly narrow hidden layers
- Embed into sparse representations via ReLU

- Movie Actors
 - Armand Assante
 - Meryl Streep
 - Danny Trejo
 - Kevin Bacon
 - Audrey Hepburn
 - ...



Combining Memorization and Generalization

- Deep refers to increasingly narrow hidden layers
- Embed into sparse representations via ReLU

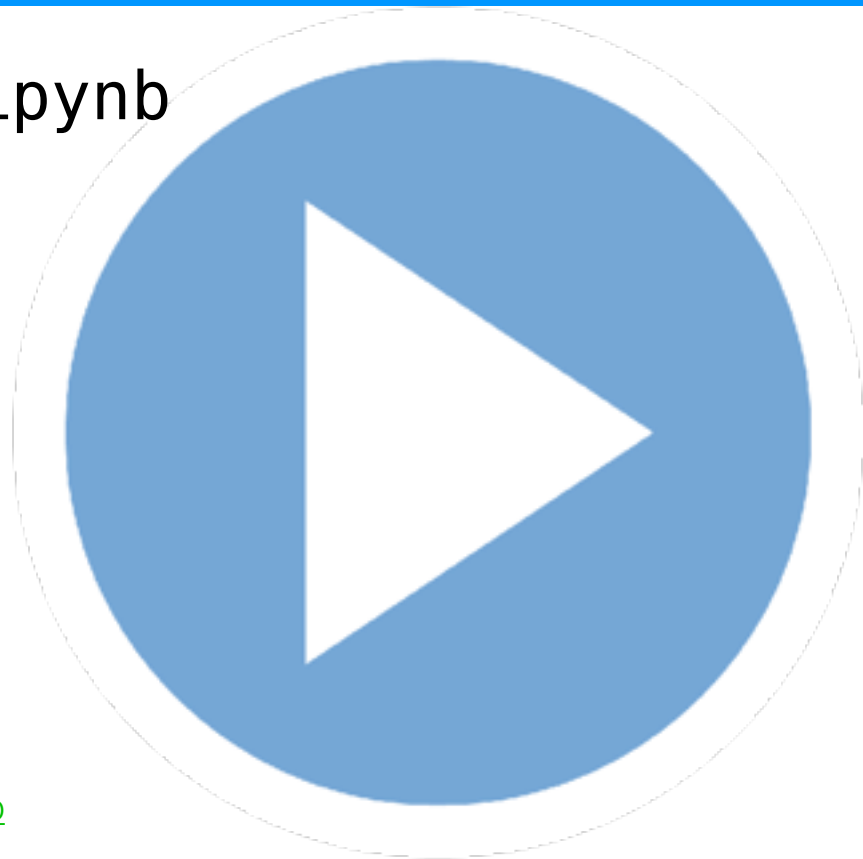


10. Keras Wide and Deep.ipynb

The awful dataset:
Toy Census Data Example

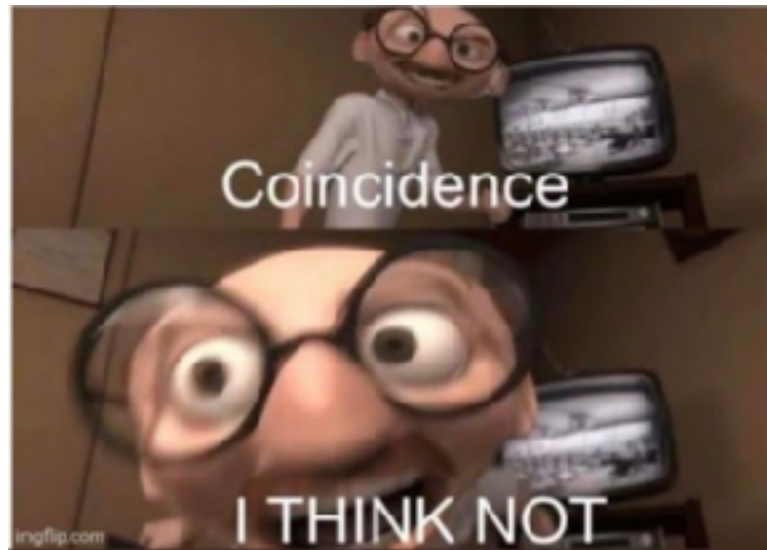
Other tutorials:

https://www.tensorflow.org/tutorials/wide_and_deep



Wide and Deep Town Hall

When $p < 0.05$



End of Session

- Next Time:
 - ▣ **Convolutional Neural Networks**