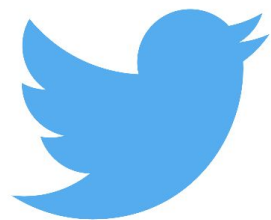
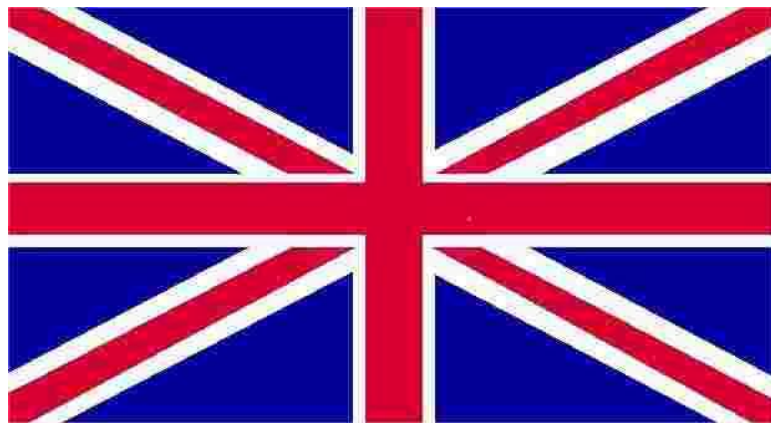


FriendOrMate?

Where does your customer live?



“mate”



????

“friend”



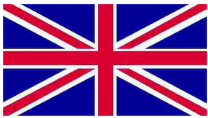




Text Data



Location



	?	?
?	?	
?	?	?
?	?	?
?		?

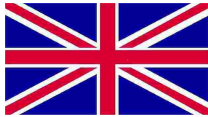
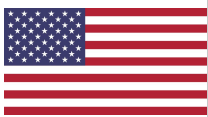
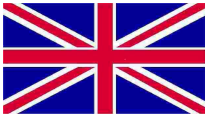








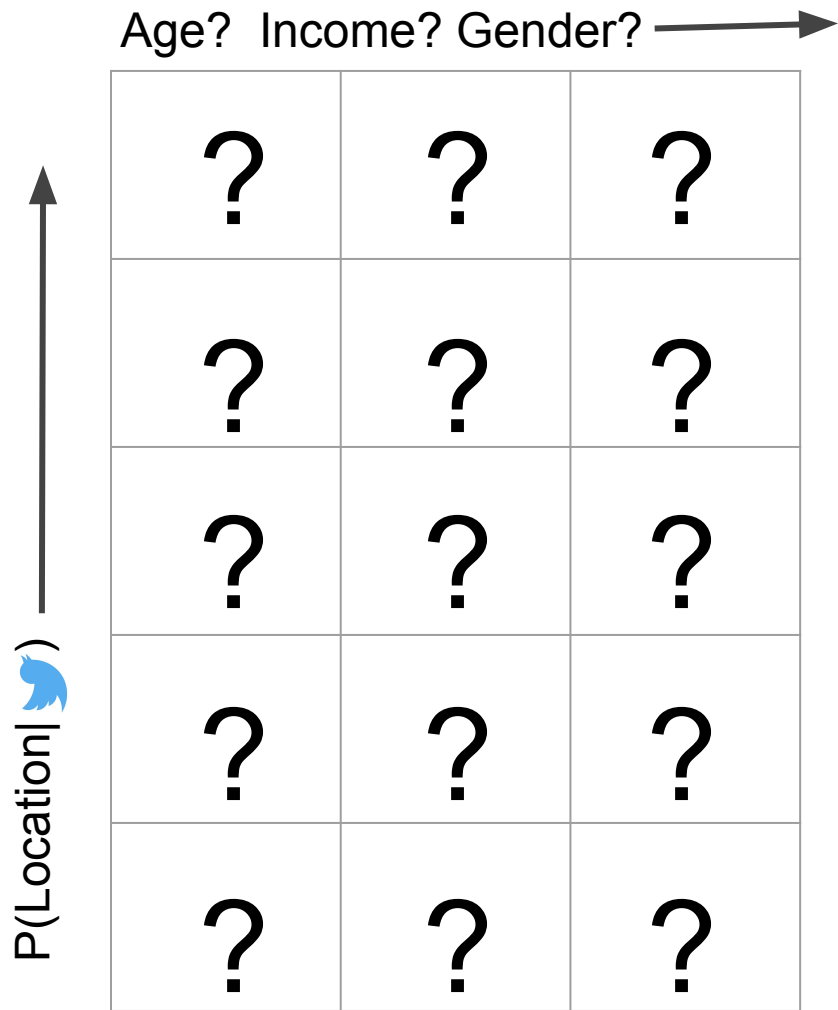
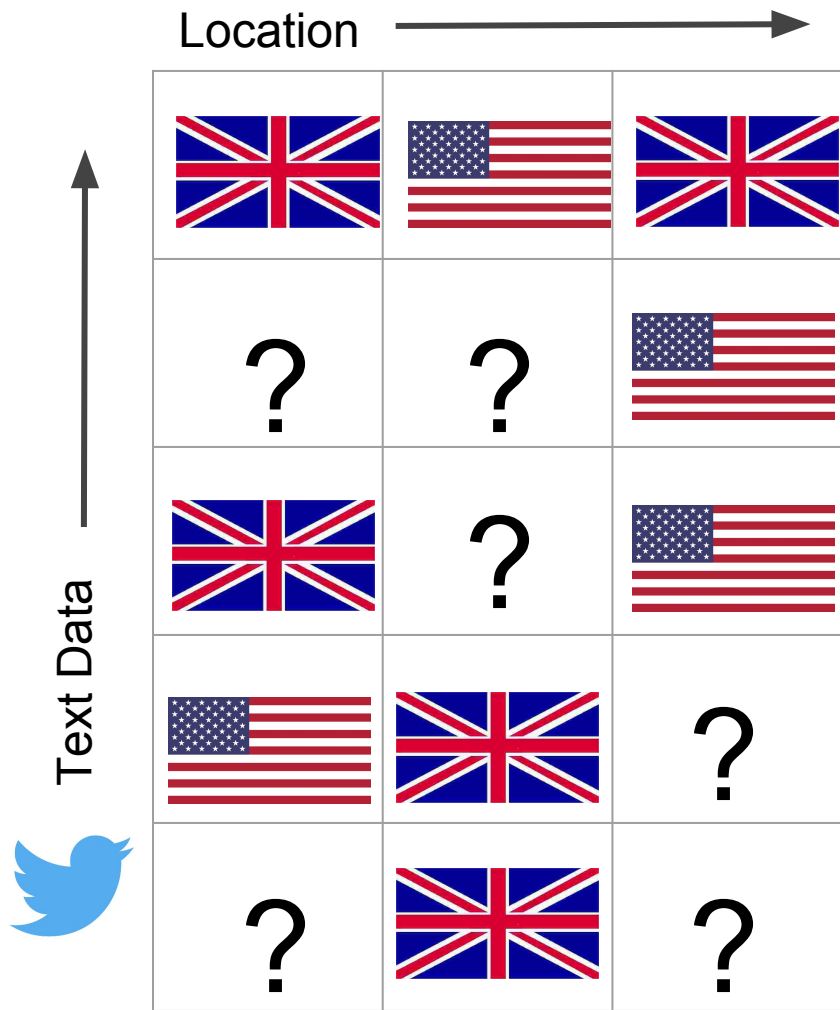
Text Data

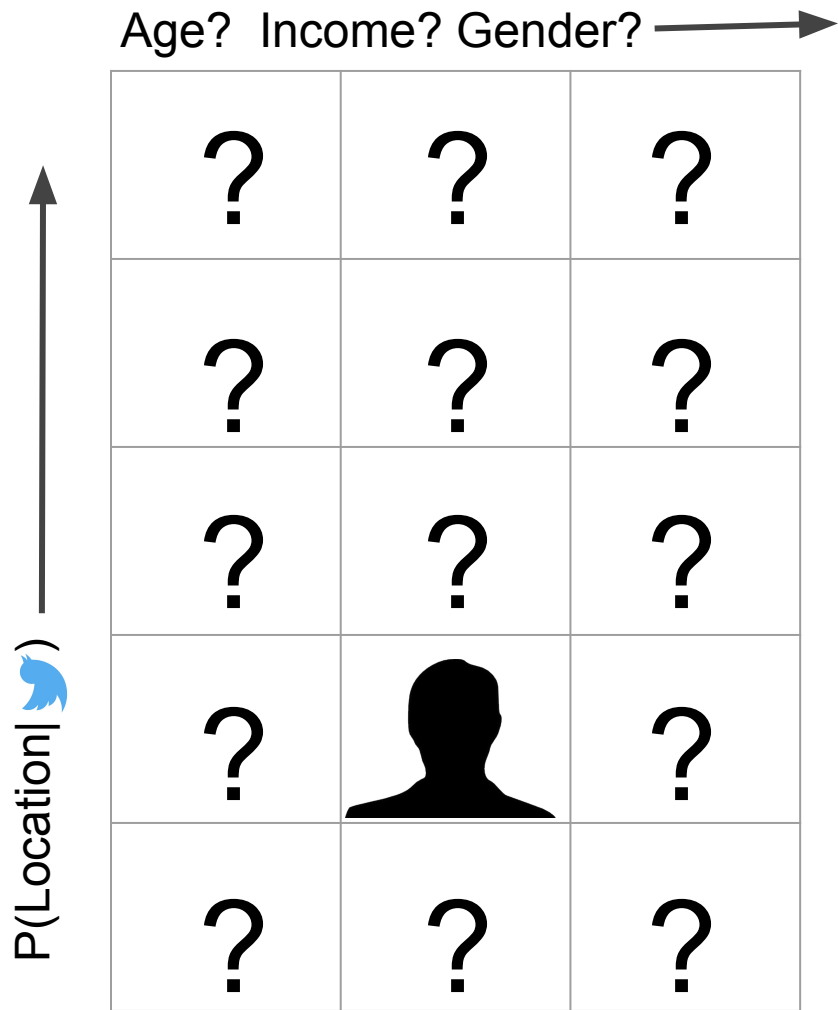
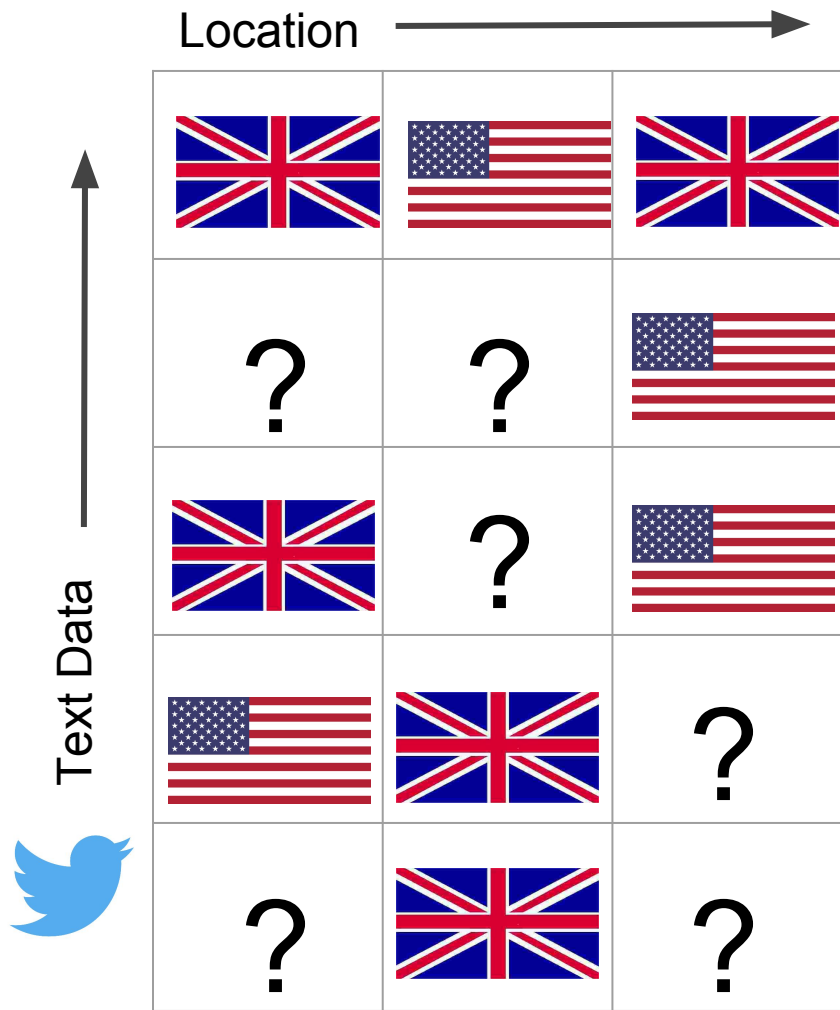


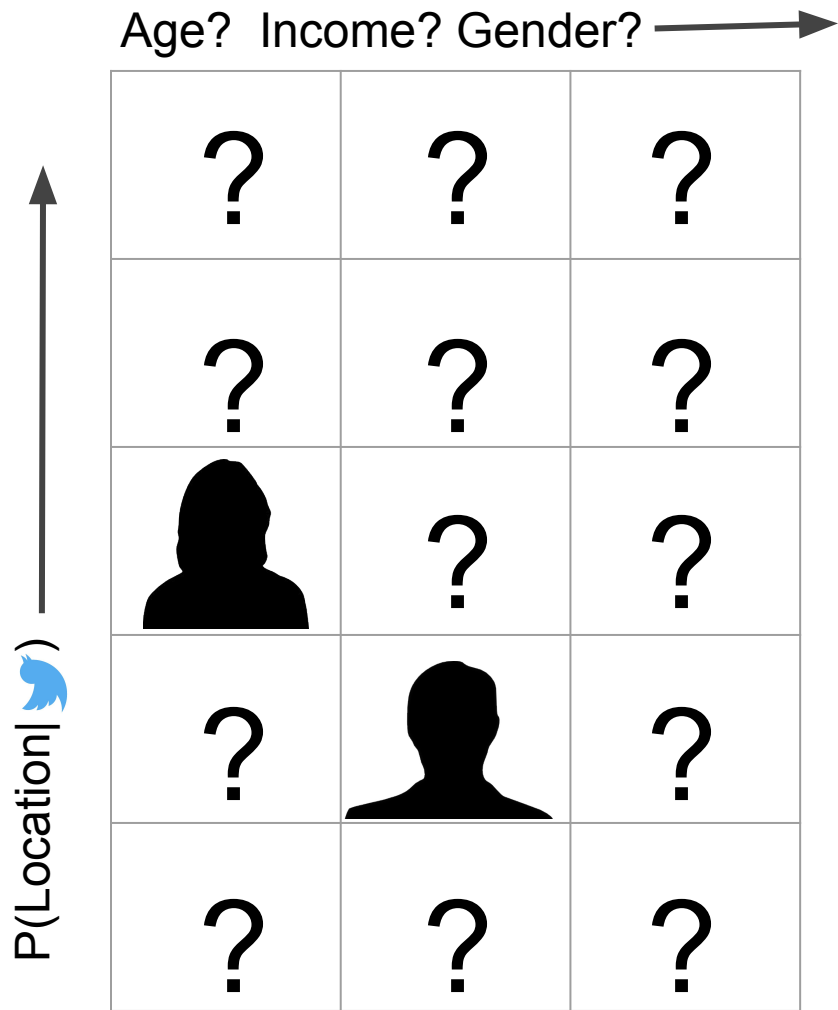
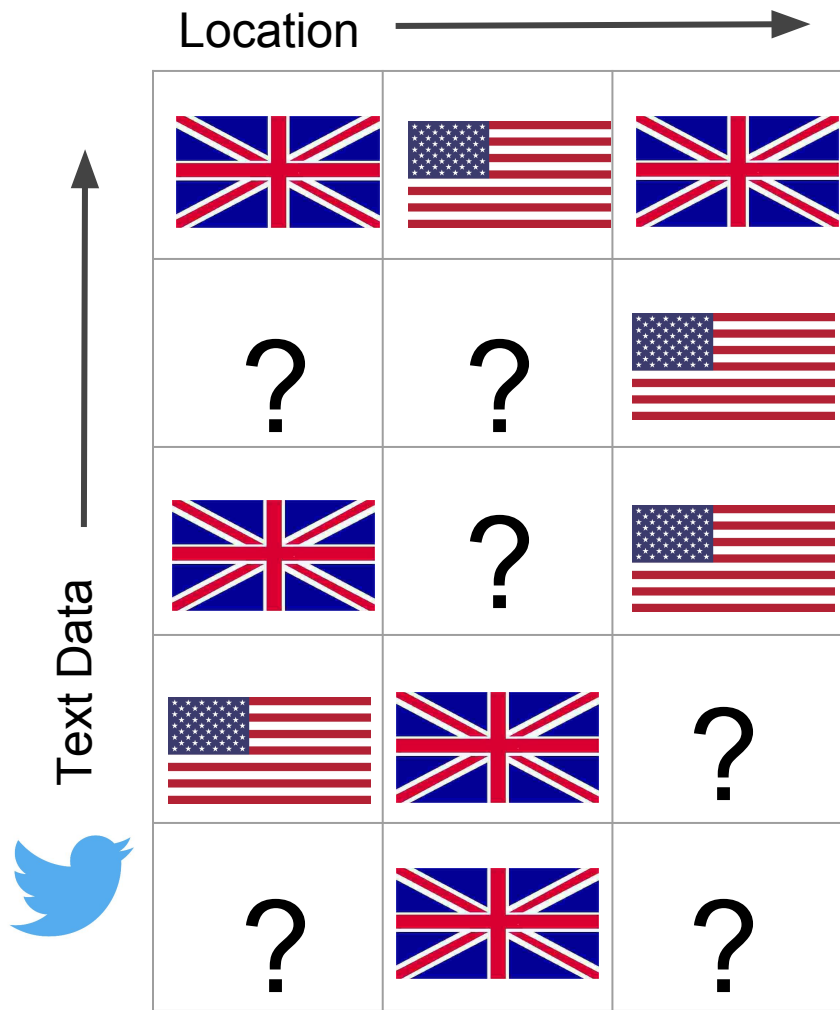
Location



		
?	?	
	?	
		?
?		?







~ 1
million



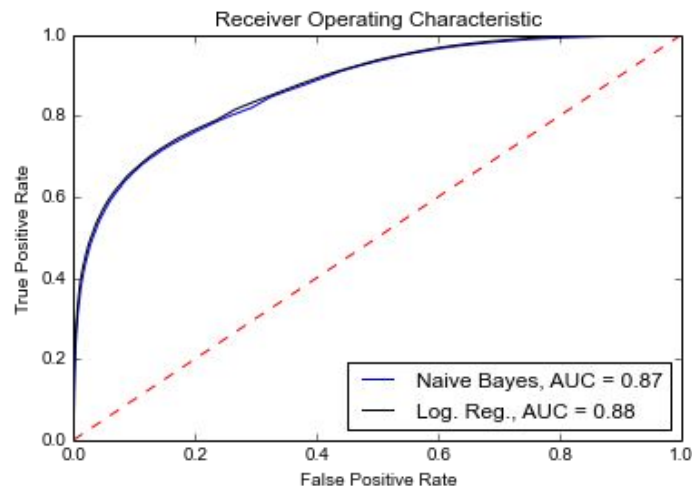
Training::Cross Validation::Testing

Naive Bayes:

Prediction Accuracy: 79%

Logistic Regression:

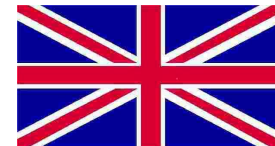
Prediction Accuracy: 79%



80% / 20%
Training / Testing



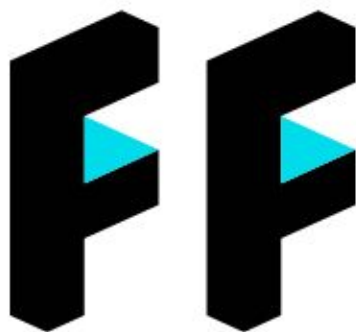
or



Sanity Check

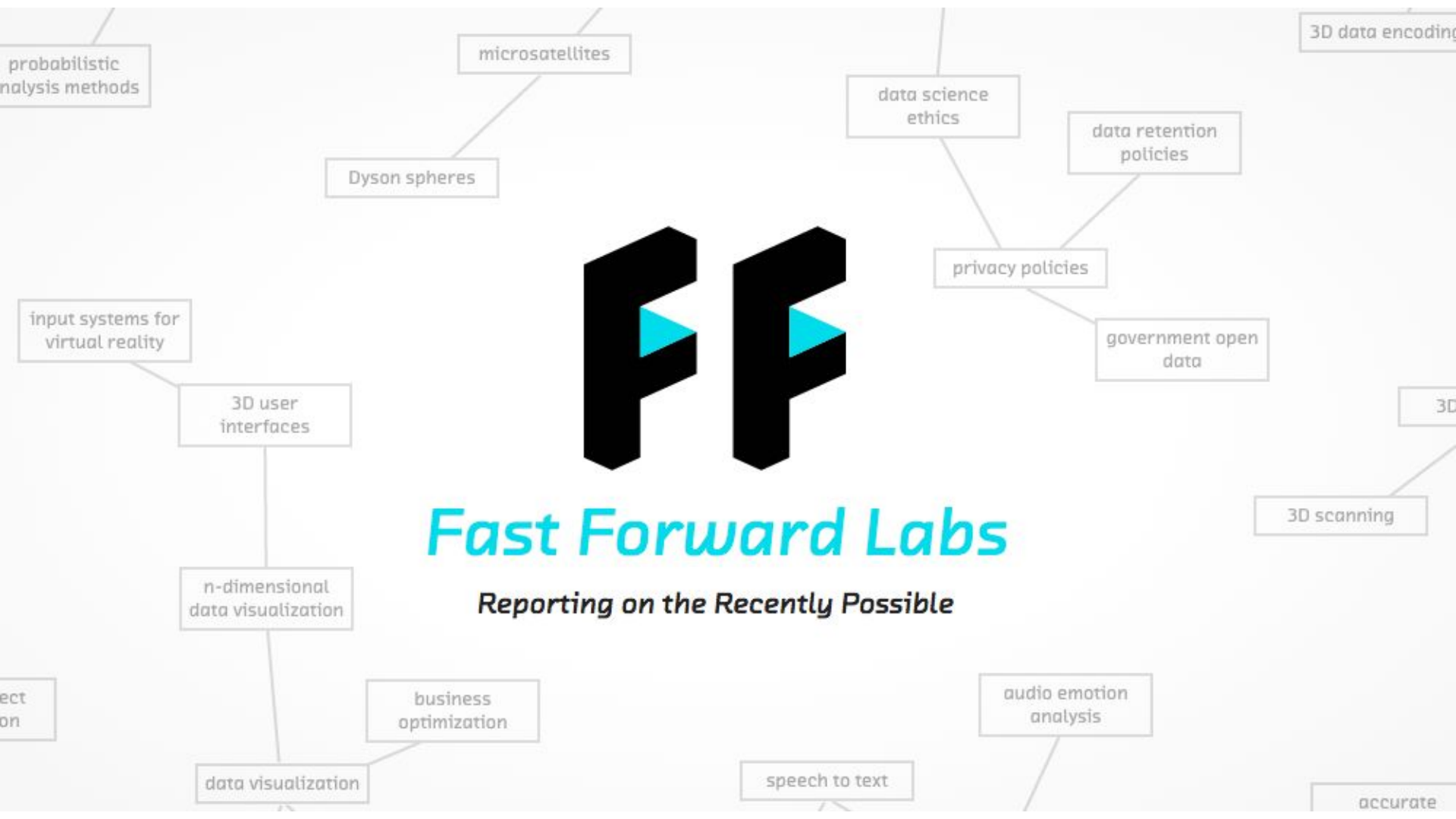
(This will be a plot!)

(1, 0.97289421559602085, 'london')
(0, 0.25047170947000991, 'new york')
(0, 0.14618988723392196, 'omaha')
(0, 0.17683470513705804, 'california')
(0, 0.45223912079362832, 'nebraska')
(0, 0.10075325723090932, 'soccer')
(1, 0.60001772906608086, 'football')
(1, 0.5684508863451212, 'world cup')
(1, 0.93301255040625974, 'rubbish')
(0, 0.11023162538631483, 'math')
(1, 0.9709054328672625, 'maths')
(0, 0.45223912079362832, 'the it and')
(0, 0.45223912079362832, '')
(0, 0.070322528952144178, 'color')
(1, 0.92642034179307642, 'colour')
(1, 0.64393107740166988, 'sport')
(0, 0.45223912079362832, 'sports')
(0, 0.066788814961831644, 'realize')
(1, 0.9752684915813522, 'realise')
(0, 0.073076580878527864, 'mom')
(1, 0.9844297464627616, 'mum')
(0, 0.40807407818262448, 'friend')
(1, 0.97221244496663117, 'mate')

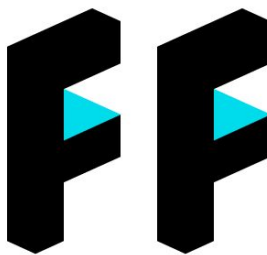
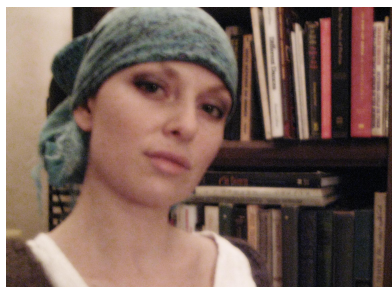
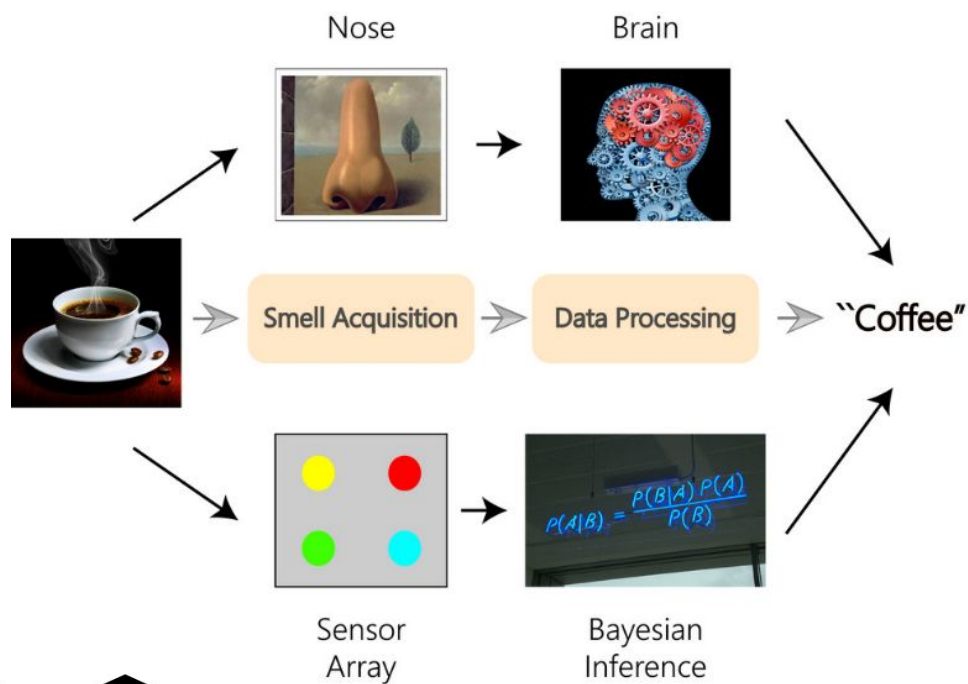


Fast Forward Labs

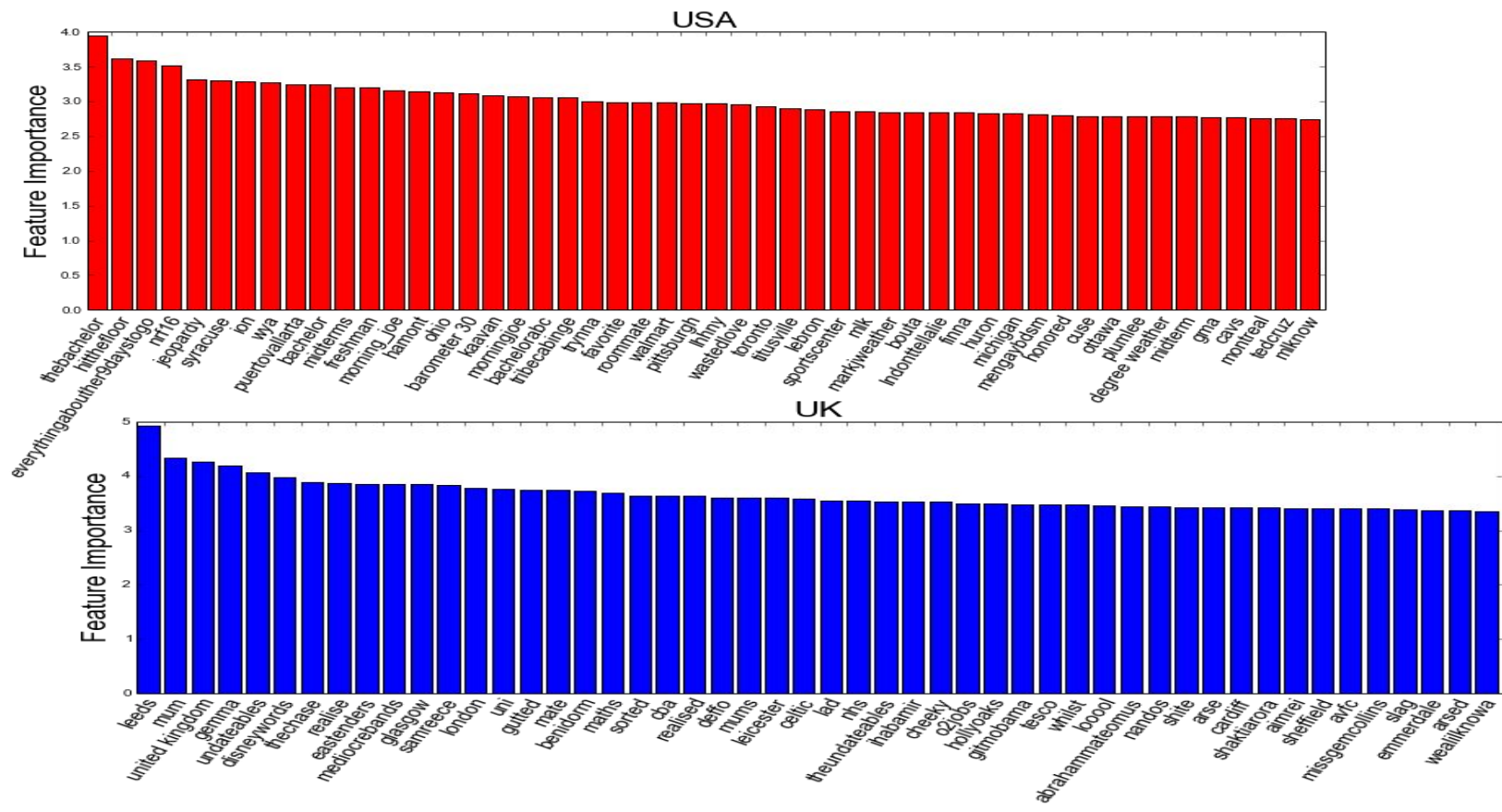
Reporting on the Recently Possible



About Me

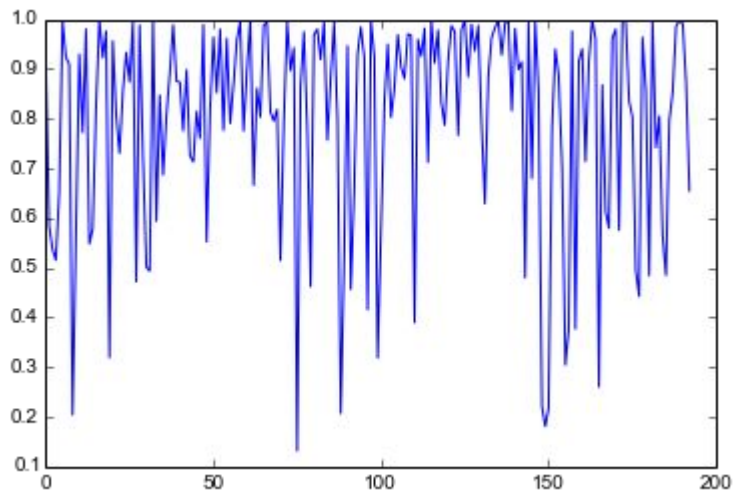


What did the model learn?

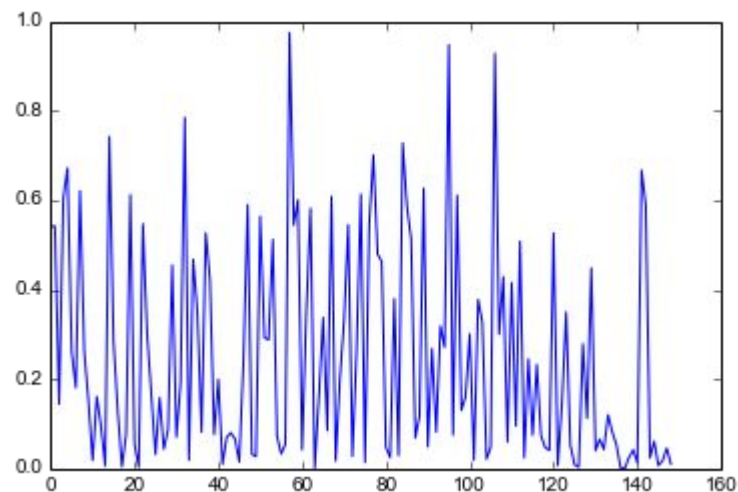


A Few Case Studies

David Cameron

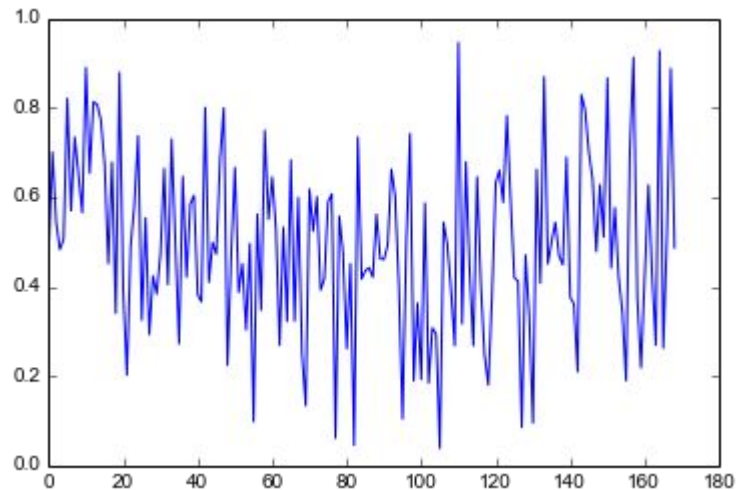


Hillary Clinton




A Few Case Studies

Hilary Mason



Natural Language Generation, an example

# Bedrooms	Square Feet	Neighborhood	Price	Other Features
1	500	UES	\$1500	
2	1000	Bushwick	\$1800	
3	1200	Greenpoint	\$2500	
...	



A stunning 2 bedroom 1 bathroom with 2 large balconies with southern exposure drenched with sunlight. Big sliding doors in both bedrooms and living room. Apartment offers high end finishes throughout with porcelain tile floor in the living room and kitchen and wood floor in bedrooms. Full kitchen with natural stone counter top, central heat/AC and washer/dryer. Apartment is perfectly located on Huron Street, between Franklin Street and West Street; it is 1 block to the waterfront and East River Greenpoint Ferry and 2 blocks to the G train and India Street. It is steps away from all restaurants, parks, retail stores and night life.