

# Machine Learning

**Credit Hours: (2+1)**



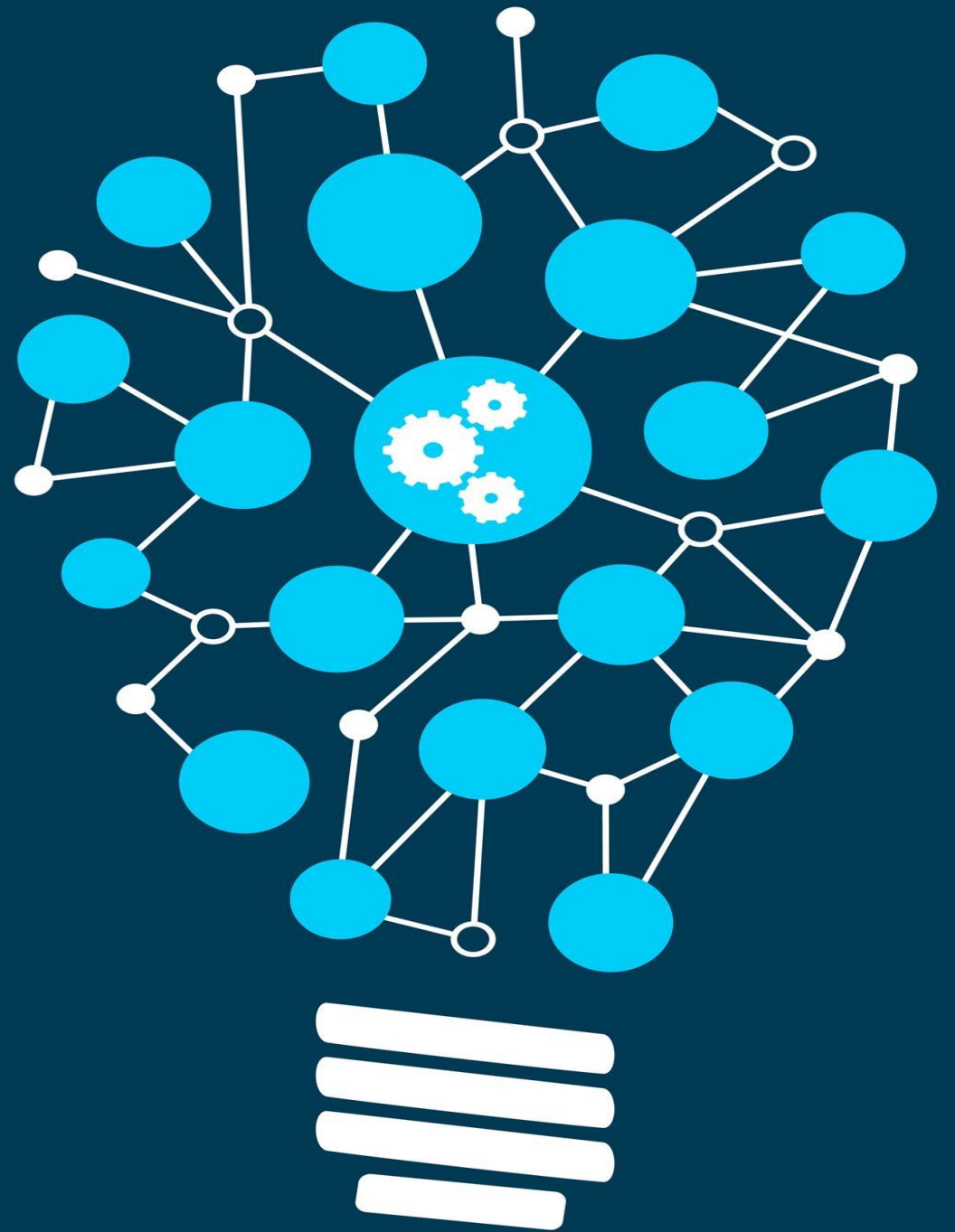
**Presenter**  
**Ms. Qurat-ul-Ain Raja**

**Ms. Qurat Ul Ain Raja  
(Verbal Introduction)**

**BSAI-5**

**(Verbal Introduction)**

# MACHINE LEARNING



# Course Information

## Marks Distribution:

- Quizzes – 10%
- Assignments – 10%
- Mid Term Exam – 25%
- Final Exam – 50%
- Project – 5%

→ *75% attendance is mandatory.*

# **Course Description**

Machine learning is one of the fastest growing areas of computer science, with far-reaching applications. The aim of this course is to: a) Present the basic machine learning concepts; b) Present a range of machine learning algorithms along with their strengths and weaknesses; c) Apply machine learning algorithms to solve problems of moderate complexity.

# Course Learning Outcomes

S. #	CLO STATEMENT	DOMAIN	BT LEVEL	PLO
CLO-1	Describe basic machine learning concepts, theories and applications.	C	C1 Knowledge	2
CLO-2	Apply supervised learning techniques to solve classification problems of moderate complexity.	C	C3 Apply	2
CLO-3	Apply unsupervised learning techniques to solve clustering problems of moderate complexity	C	C3 Apply	2
* BT= Bloom's Taxonomy, C=Cognitive Domain, P=Psychomotor Domain, A= Affective Domain				

# Textbook, Course Outline

Visit LMS and find the file “Course Outline” – it includes course distribution, text book and other details.

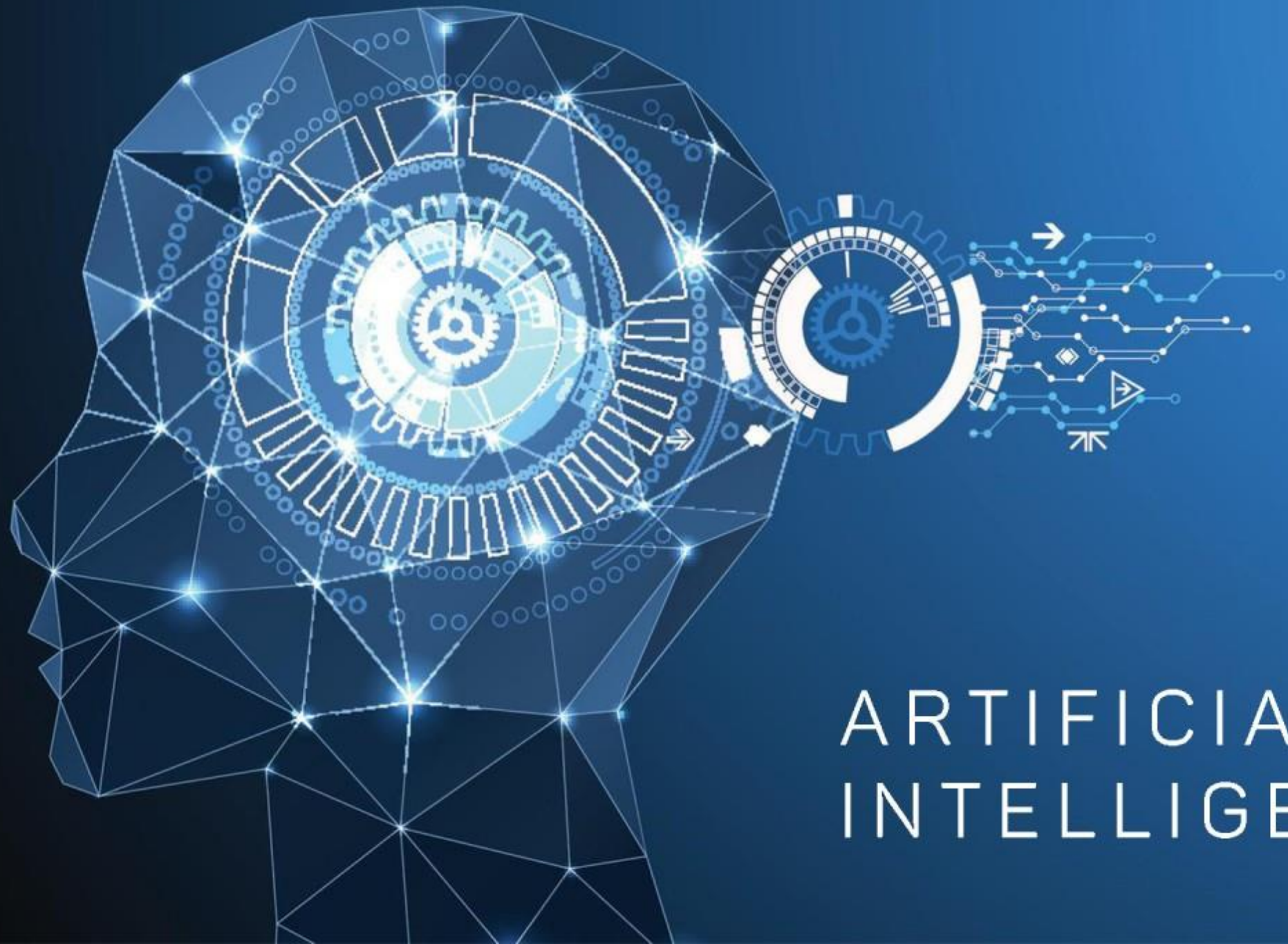
## Recommended Textbooks

1. Machine Learning, Tom, M., McGraw Hill, 1997.
2. Machine Learning: A Probabilistic Perspective, Kevin P. Murphy, MIT Press, 2012



## **Week Wise Schedule**

- Course outline to be uploaded on LMS.



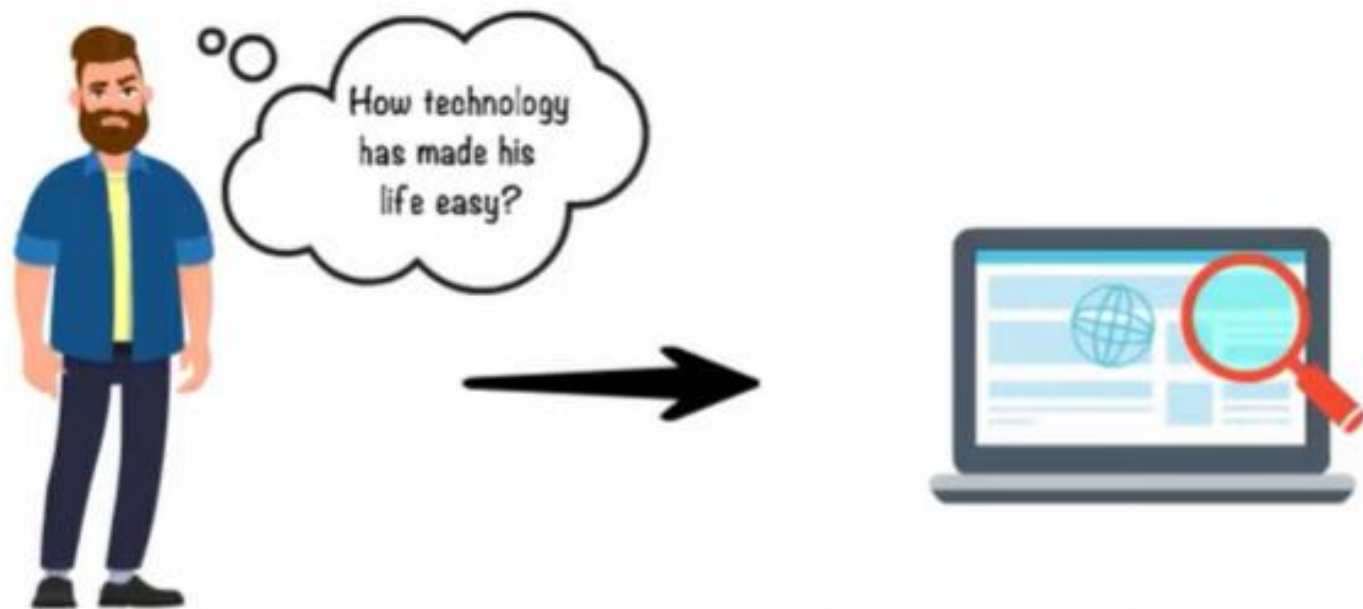
ARTIFICIAL  
INTELLIGENCE

What is Artificial Intelligence?



John





John



# What is AI?



Artificial Intelligence is not a new term



John McCarthy  
(Computer scientist)

Artificial Intelligence  
In 1956







# Alexa and Siri

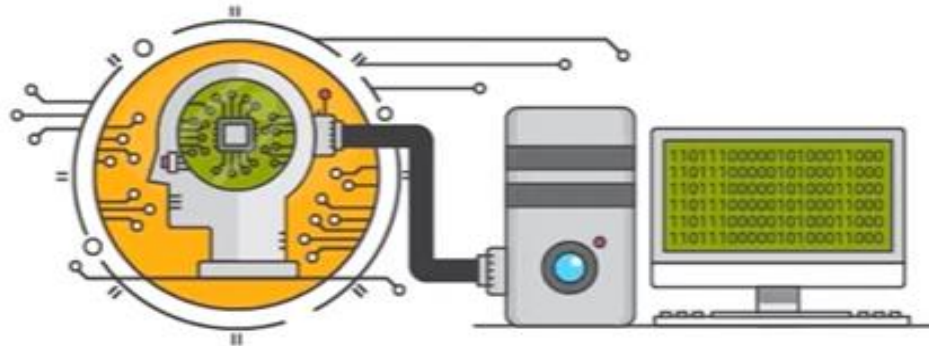
- Alexa and Siri are applications powered by artificial intelligence. They rely on natural language processing and machine learning, two subsets of AI, to improve performance over time.
- Siri is there to automate tasks and provide information, and Siri becomes more familiar with your tendencies the more you use it.
  - It can inform you of the weather
  - Remind you of an appointment
  - Open an application
  - Even save your fingers from fatigue by replying to all of your text messages.





## Definition of Artificial Intelligence

Artificial Intelligence refers to intelligence displayed by machines that simulates human and animal intelligence.

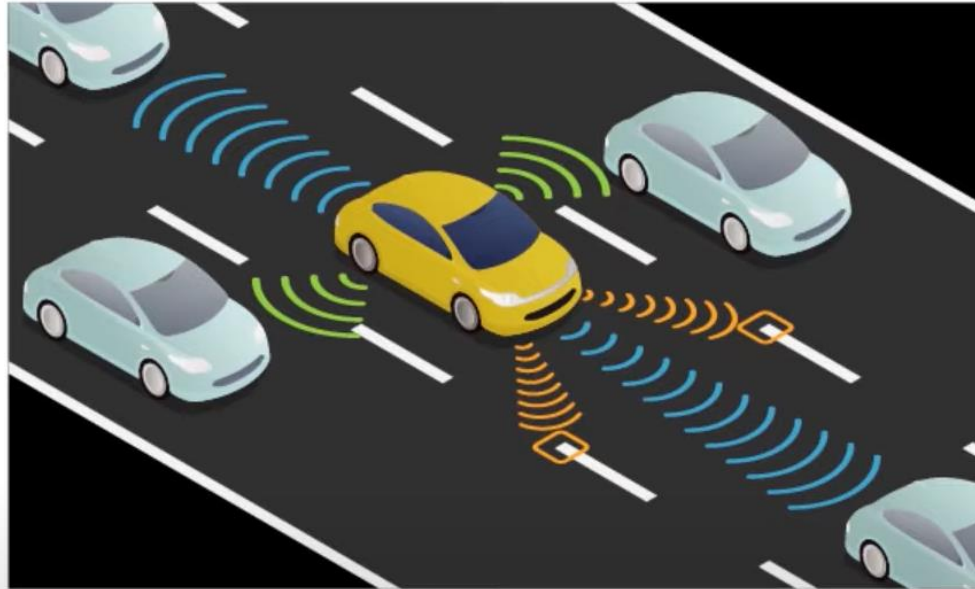


It enables computers to mimic human intelligence using logic.





AI-based image recognition is a technology that uses AI to identify written characters, human faces, objects and other information in images. The accuracy of recognition is improved by having AI read and learn from numerous images



### *Self-driving cars*

Self-driving cars are computer-controlled cars that drive themselves.

Human drivers are never required to take control.



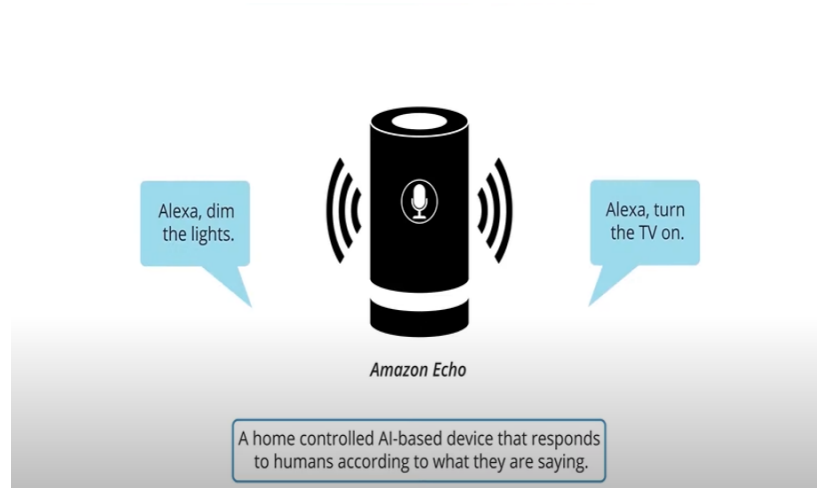


Sophia is one of the most sophisticated artificial intelligence (AI) humanoid robots able to interact with people and demonstrate humanlike expressions.

It was developed by the Hong Kong-based company Hanson Robotics. Sophia was activated on February 14, 2016, and made its first public appearance in mid-March 2016 at South by Southwest in Austin, Texas, United States.

Sophia is a realistic humanoid robot capable of displaying humanlike expressions and interacting with people. It's designed for research, education, and entertainment, and helps promote public discussion about AI ethics and the future of robotics.

# AI in Practice



## Artificial Intelligence in Practice



*Concierge robot from IBM Watson*

IBM Watson can compose music, play chess, and even cook food.

## Data Facilitates Recommendations

Amazon collects data from users and recommends the best products according to the user's buying/shopping patterns.



YESTERDAY DR. WILL CASTER WAS ONLY HUMAN

JOHNNY DEPP REBECCA HALL PAUL BETTANY KATE MARA CILLIAN MURPHY AND MORGAN FREEMAN

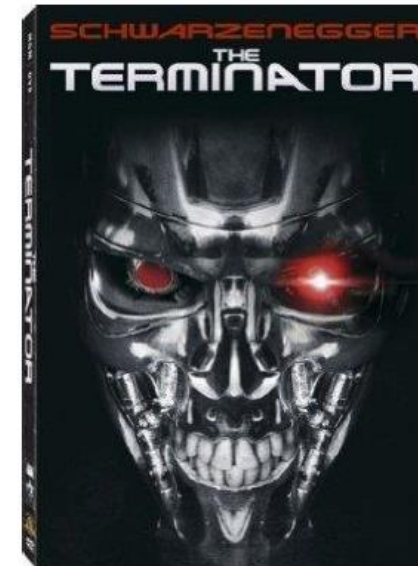
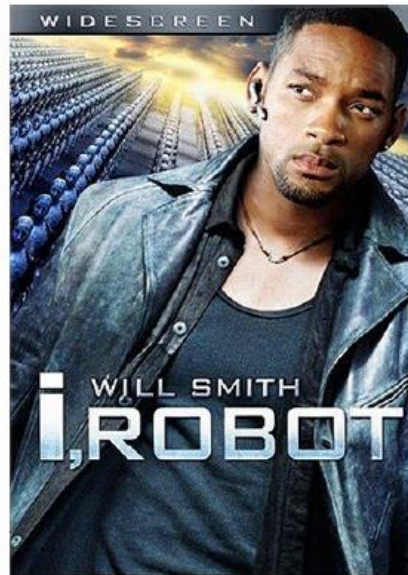
# TRANSCENDENCE

ALCON ENTERTAINMENT PRESENTS IN ASSOCIATION WITH DUNE ENTERTAINMENT A STRAIGHT UP FILMS PRODUCTION A FILM BY WALLY PFISTER JOHNNY DEPP MORGAN FREEMAN "TRANSCENDENCE" REBECCA HALL KATE MARA CILLIAN MURPHY COLE HAUSER AND PAUL BETTANY  
MUSIC BY DAVID JULYAN COSTUME DESIGNER GEORGE L. LITTLE EDITOR DAVID ROSENBLUTH EXECUTIVE PRODUCERS CHRIS SEABERS PRODUCED BY JESS HALL WRITTEN BY YOLANDA T. COCHRAN STEVEN P. WEISBERG BASED UPON THE SCREENPLAY BY CHRISTOPHER NOLAN EMMA THOMAS DAN MINTZ  
PRODUCED BY ANDREW A. KOSOVE BRODERICK JOHNSON KATE COHEN MARISA POLVINO ANNIE MARTIN DAVID VALDES AARON RYDER DIRECTED BY JACK PAGLEN PRODUCED BY WALLY PFISTER  
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# Artificial Intelligence in the Movies





Journalists can use AI now in the process of making media. In what is becoming "automated journalism," they can gather content, understand data pools, write stories, and send them out with a button. Reports are being made on a large scale with the help of algorithms.



It wasn't until over a decade later that AI was incorporated into life sciences, and in the 1970s, it made its way into healthcare. In the 1980s and beyond, AI found its way into more clinical settings, using artificial neural networks, Bayesian networks, and hybrid intelligence systems.



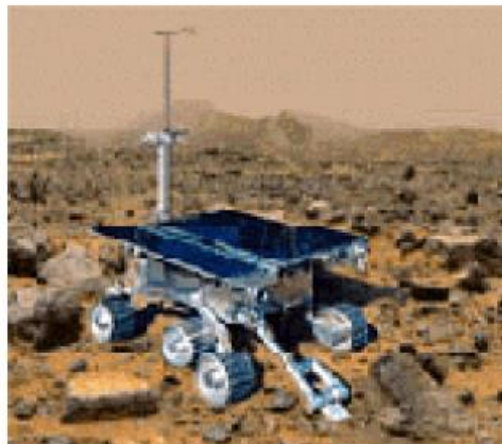
AI enables better decision-making. AI-powered machines can also determine soil and crop health, provides fertilizer recommendations, monitor the weather, and can also determine the quality of crop. All such benefits of AI in agriculture enable the farmers to make better decisions and do efficient farming.



# Why the interest in AI?



Labor



Science

Google™

YAHOO!

Search engines



Medicine/  
Diagnosis

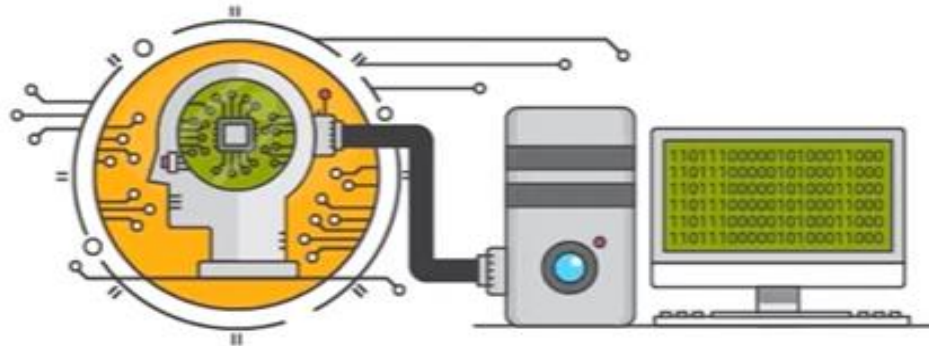


Appliances

What else?

## Definition of Artificial Intelligence

Artificial Intelligence refers to intelligence displayed by machines that simulates human and animal intelligence.



It enables computers to mimic human intelligence using logic.

## **Artificial Intelligence Defined: Four Types Of Approaches**

- Thinking humanly: mimicking thought based on the human mind.
- Thinking rationally: mimicking thought based on logical reasoning.
- Acting humanly: acting in a manner that mimics human behavior.
- Acting rationally: acting in a manner that is meant to achieve a particular goal.



**Artificial  
Intelligence**

**Machine  
Learning**



How is Machine Learning linked with Artificial Intelligence?

**Human**



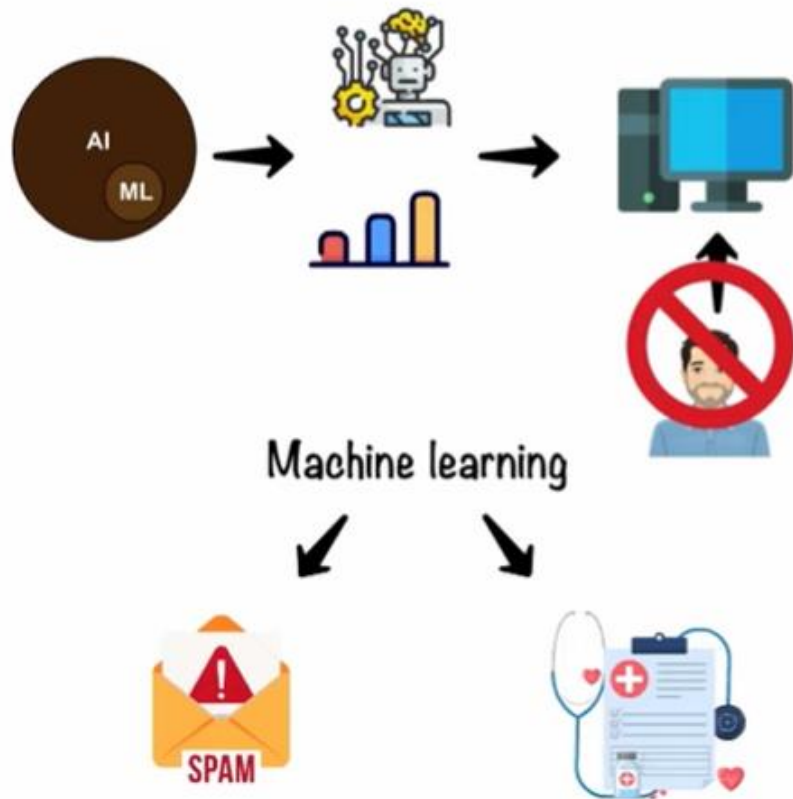
I can learn everything  
automatically from  
experiences.  
Can u learn?

**Machine**



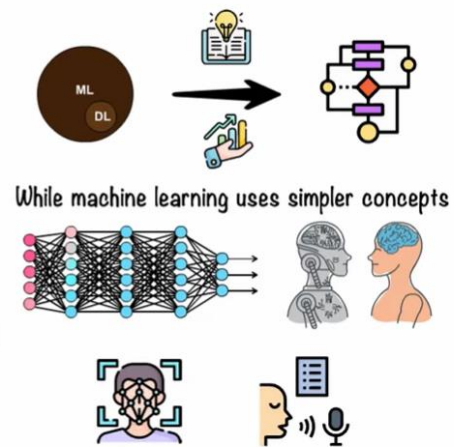
Yes, I can also learn  
from past data with the  
help of Machine learning

# Machine learning



Simplelearn. All rights reserved.

## Deep learning



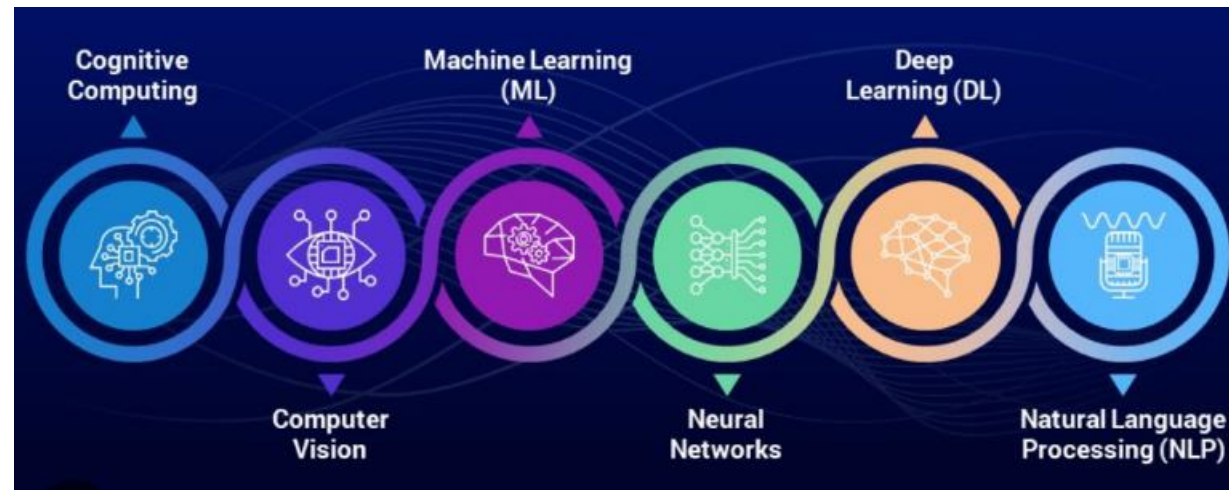
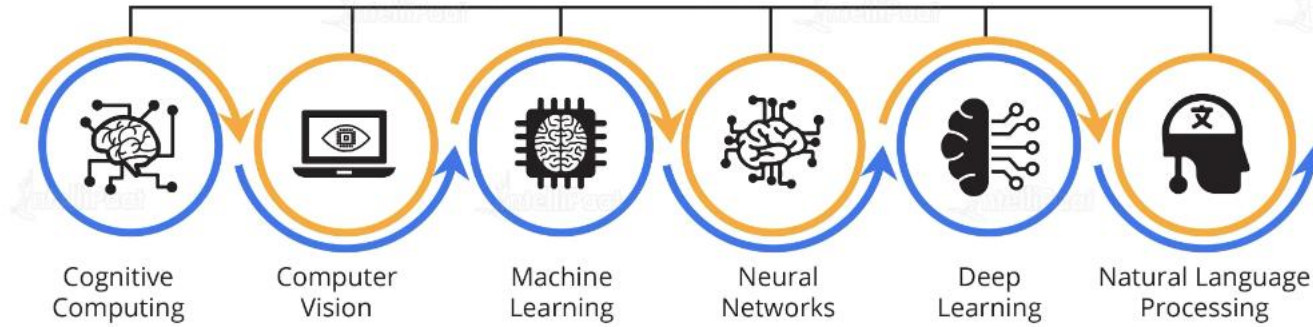
simplelearn

## Natural language processing (NLP)

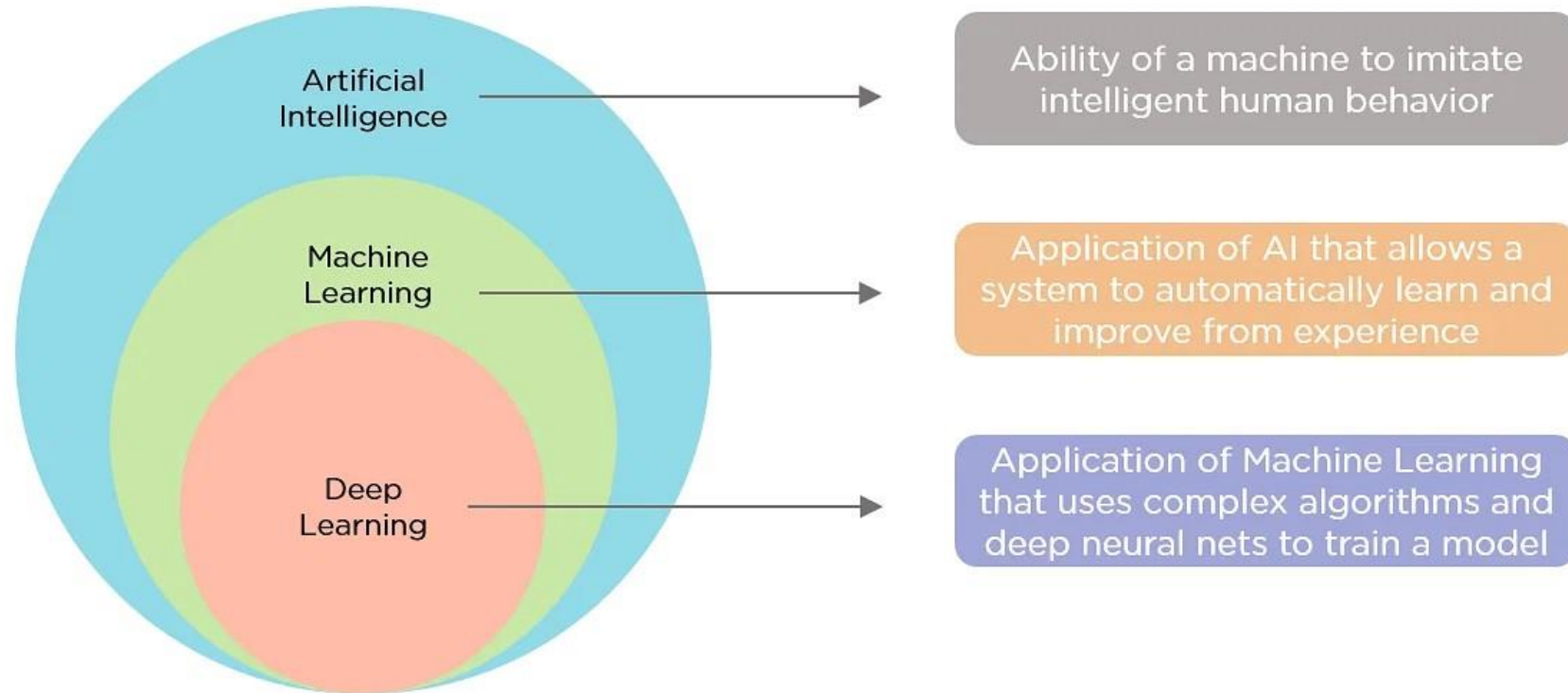


simplelearn

# Artificial Intelligence



*“Machine learning enables a machine to automatically learn from data, improve performance from experiences, and predict things without being explicitly programmed.”*



# **Machine Learning**

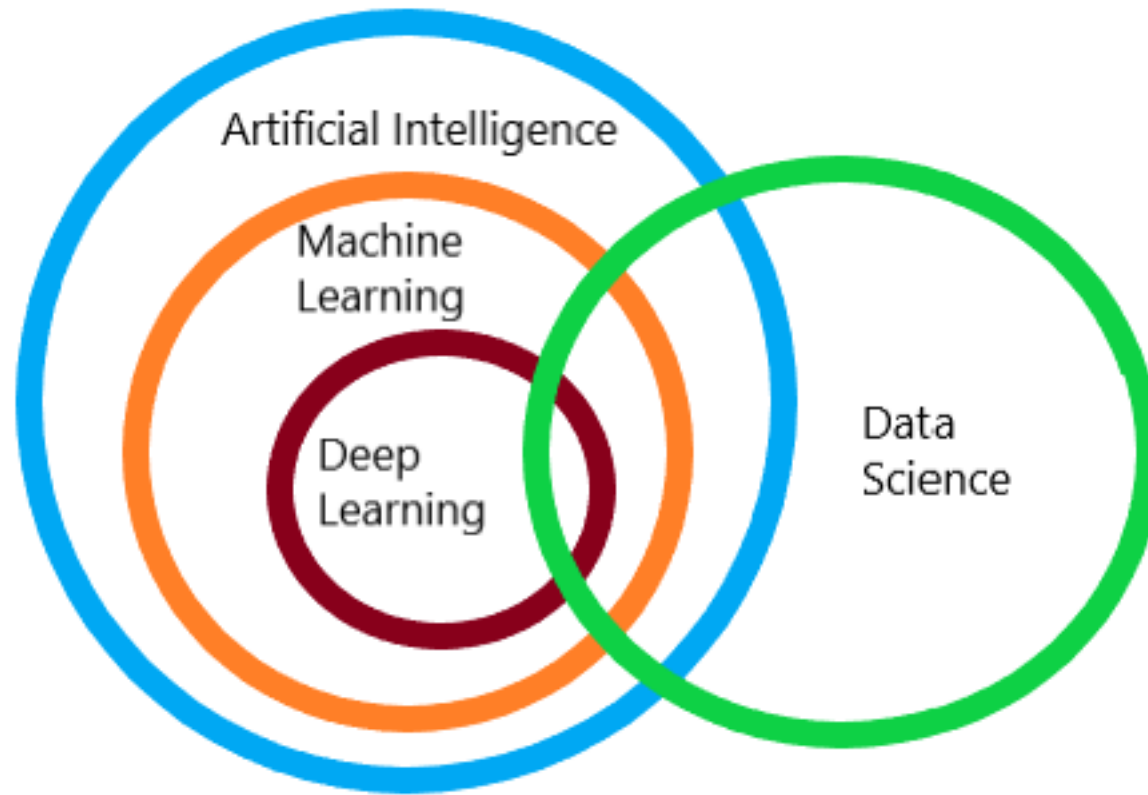
- Machine learning (ML) is a branch of artificial intelligence (AI) that enables computers to “self-learn” from training data and improve over time, without being explicitly programmed.
- Machine learning is a growing technology which enables computers to learn automatically from past data.
- Machine Learning is said as a subset of artificial intelligence that is mainly concerned with the development of algorithms which allow a computer to learn from the data and past experiences on their own.

# Machine Learning

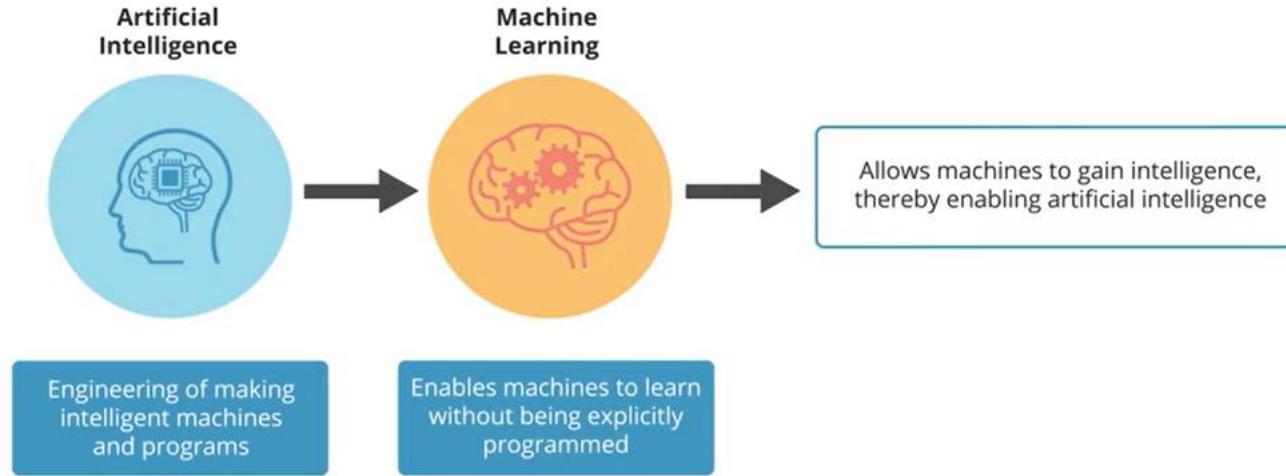
- Machine learning is an umbrella term for a set of techniques and tools that help computers learn and adapt on their own. Machine learning algorithms help AI learn without being explicitly programmed to perform the desired action.
- By learning a pattern from sample inputs, the machine learning algorithm predicts and performs tasks solely based on the learned pattern and not a predefined program instruction.
- Machine learning is a life savior in several cases where applying strict algorithms is not possible. It will learn the new process from previous patterns and execute the knowledge.



## Artificial Intelligence, Machine Learning, Deep Learning and Data Science

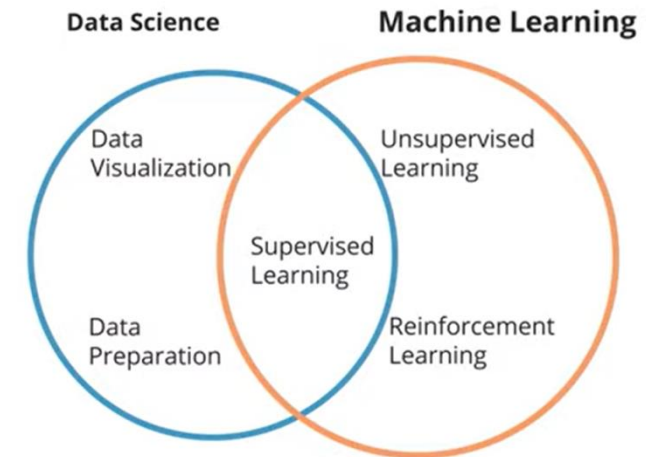


## Relationship between Artificial Intelligence and Machine Learning



## Relationship between Machine Learning and Data Science

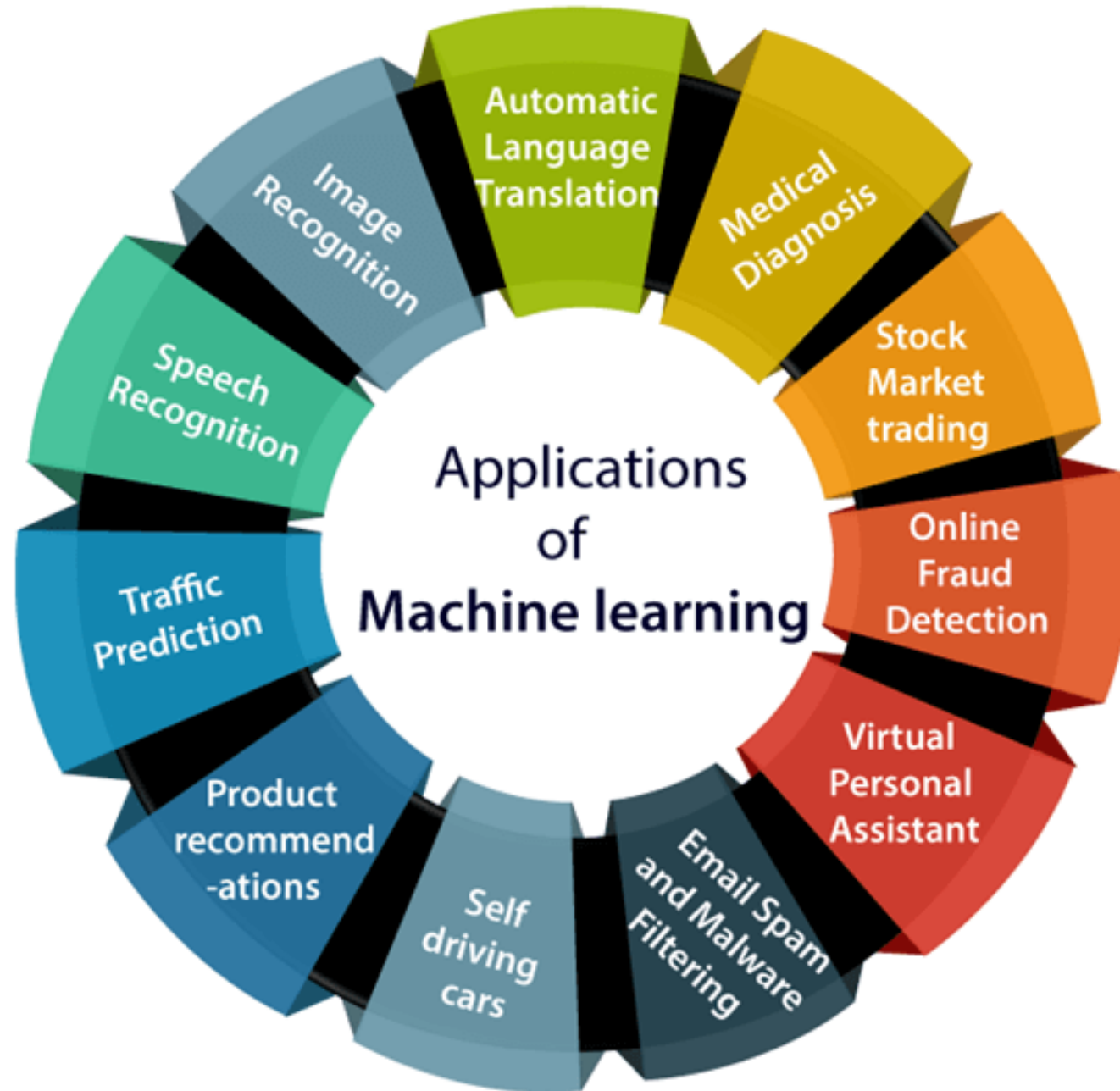
Data science and machine learning go hand in hand. Data science helps evaluate data for machine learning algorithms.





Let's go beyond the  
human intelligence

Thank You!



# Real time applications of Machine Learning

**01** Virtual  
Personal Assistant

**02** Predictions

**03** Product  
Recommendation

**04** Social Media

**05** Online Fraud  
Detection

**06** Spam and  
Malware Filtering

**07** Video Surveillance

**08** Search Engine  
Result Filtering

**09** Stock Market  
Prediction





# Conclusion

- Popular machine learning applications and technology are evolving at a rapid pace, and we are excited about the possibilities that our Machine Learning course has to offer in the days to come.
- As the demand for AI and machine learning has increased, organizations require professionals with in-and-out knowledge of these growing technologies and hands-on experience.

Thank You!