

# Intelligent Services

## Serving Machine Learning

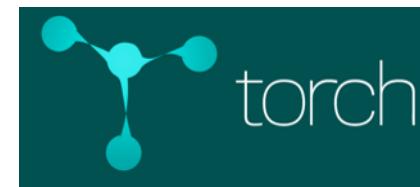
Joseph E. Gonzalez

[jegonzal@cs.berkeley.edu](mailto:jegonzal@cs.berkeley.edu); Assistant Professor @ UC Berkeley  
[joseph@dato.com](mailto:joseph@dato.com); Co-Founder @ Dato Inc.

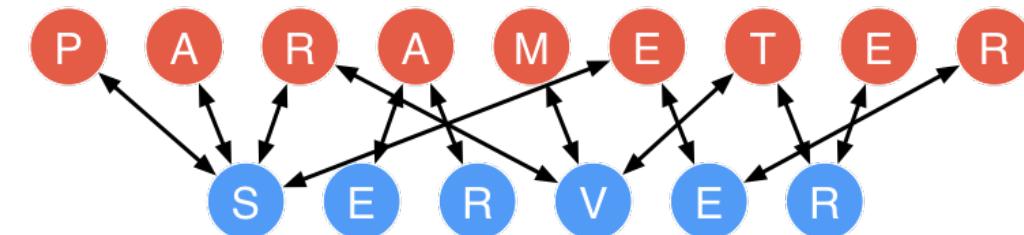
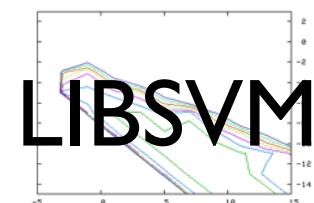
# Contemporary Learning Systems



# Contemporary Learning Systems

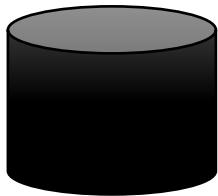


BIDMach



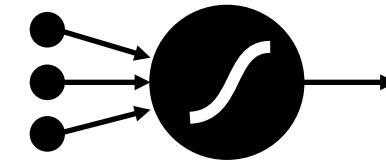
# What happens *after* we train a model?

Data



Training

Model



Conference  
Papers



Dashboards and  
Reports



Drive Actions



# What happens *after* we train a model?

## Data



## Training

## Model



## Conference Papers



## Dashboards and Reports



## Drive Actions



## Suggesting Items at Checkout



## Fraud Detection



## Cognitive Assistance



## Internet of Things



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## Low-Latency



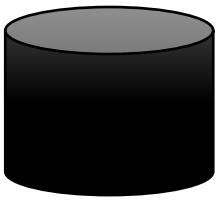
## Personalized



## Rapidly Changing

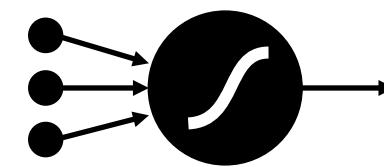


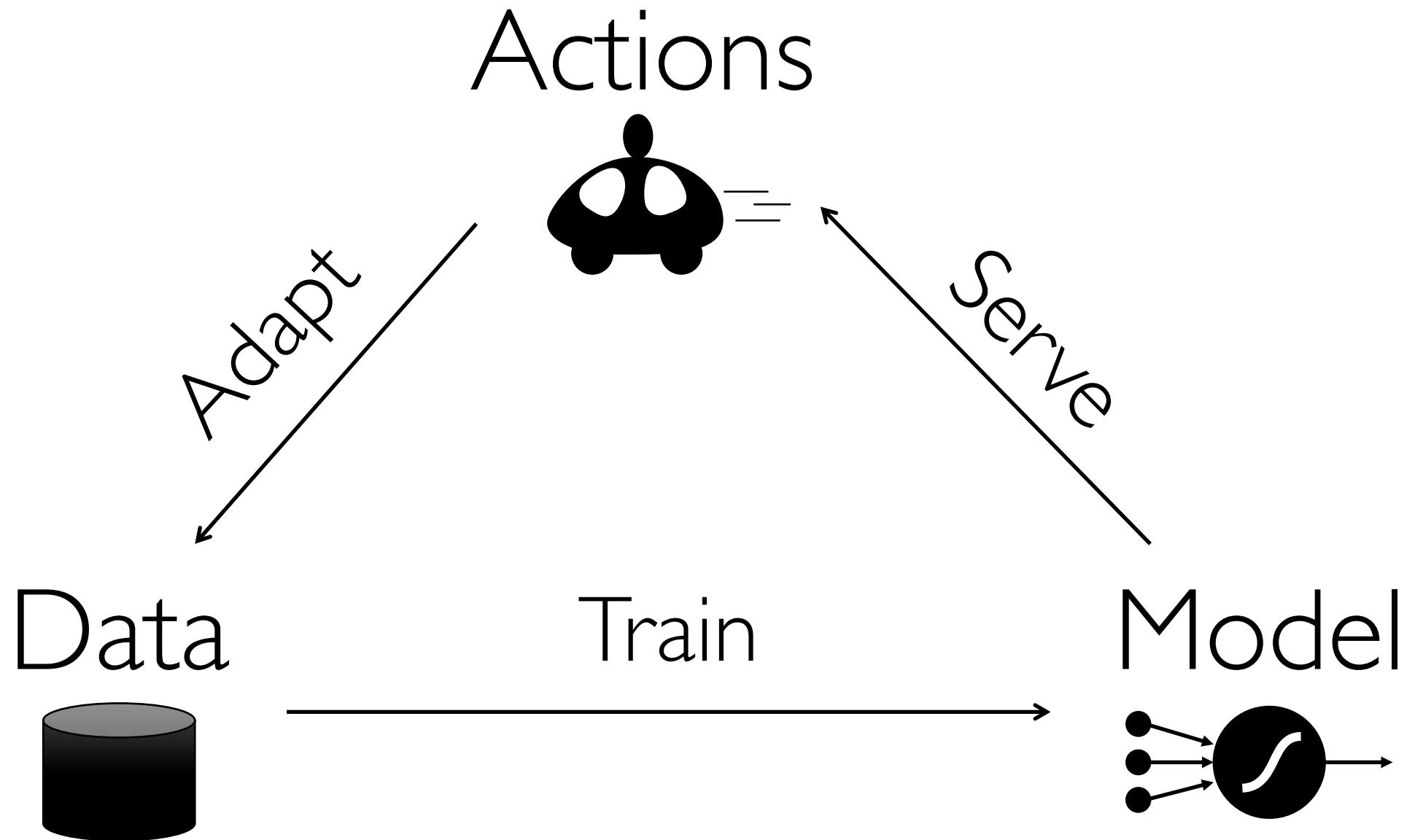
Data



Train

Model



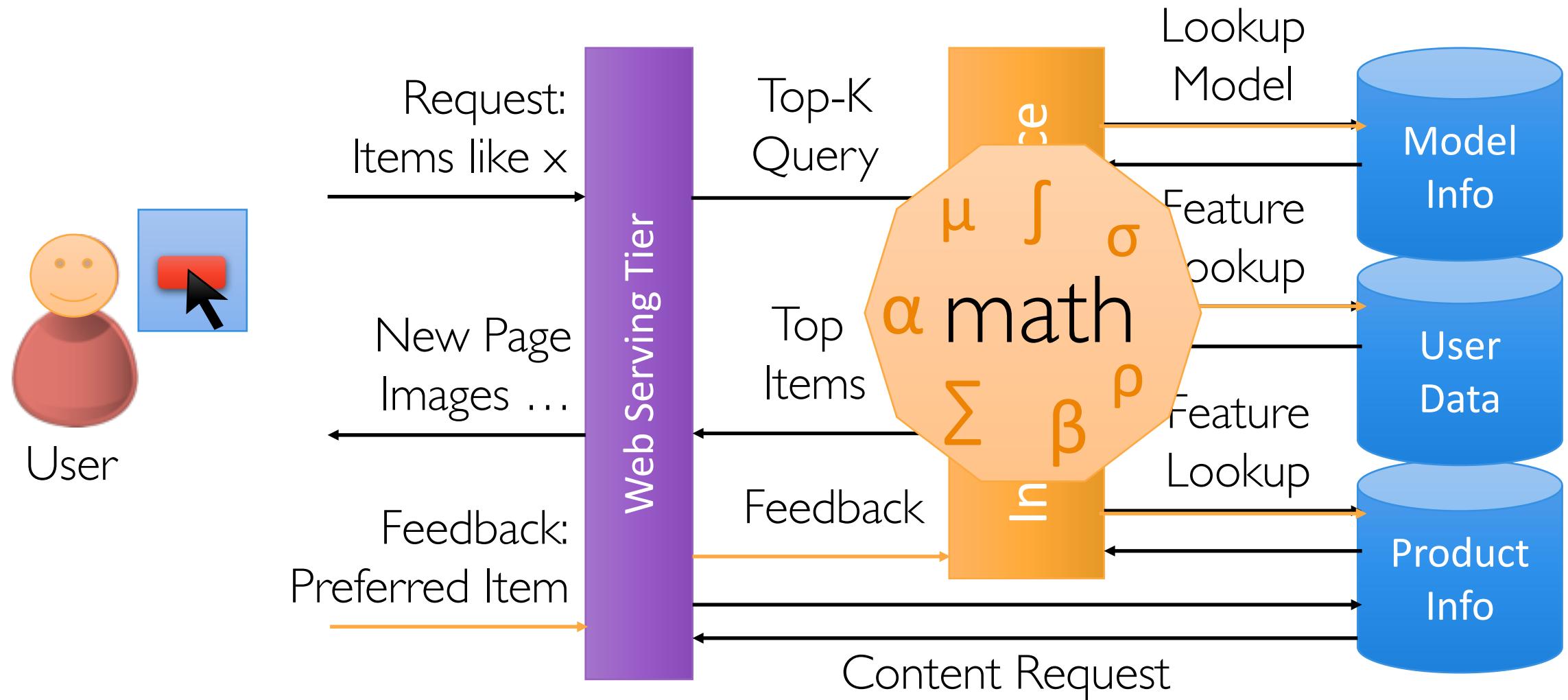


Machine  
Learning



Intelligent  
Services

# The Life of a Query in an Intelligent Service



# Essential Attributes of Intelligent Services

## Responsive

Intelligent applications  
are interactive

## Adaptive

ML models out-of-date the  
moment learning is done

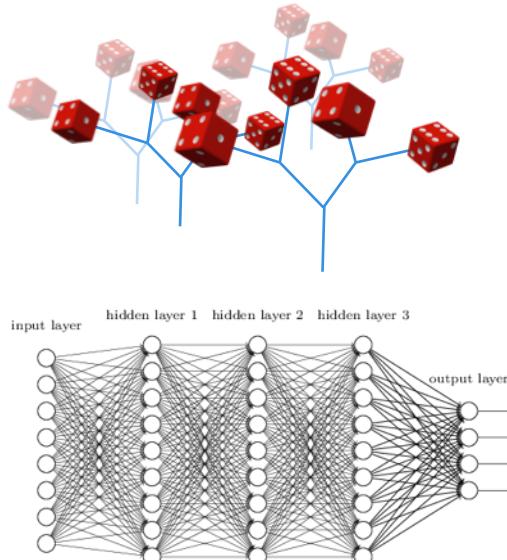
## Manageable

Many models  
created by multiple people

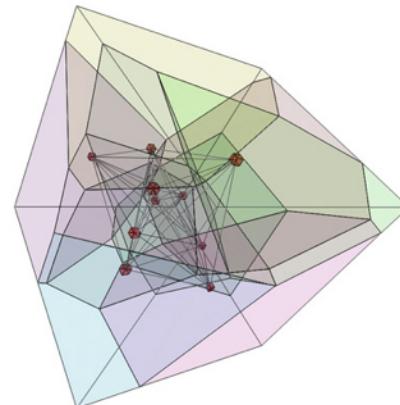
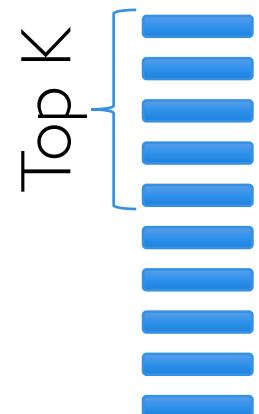
# Responsive: Now and Always

Compute predictions in < 20ms for complex

## Models



## Queries

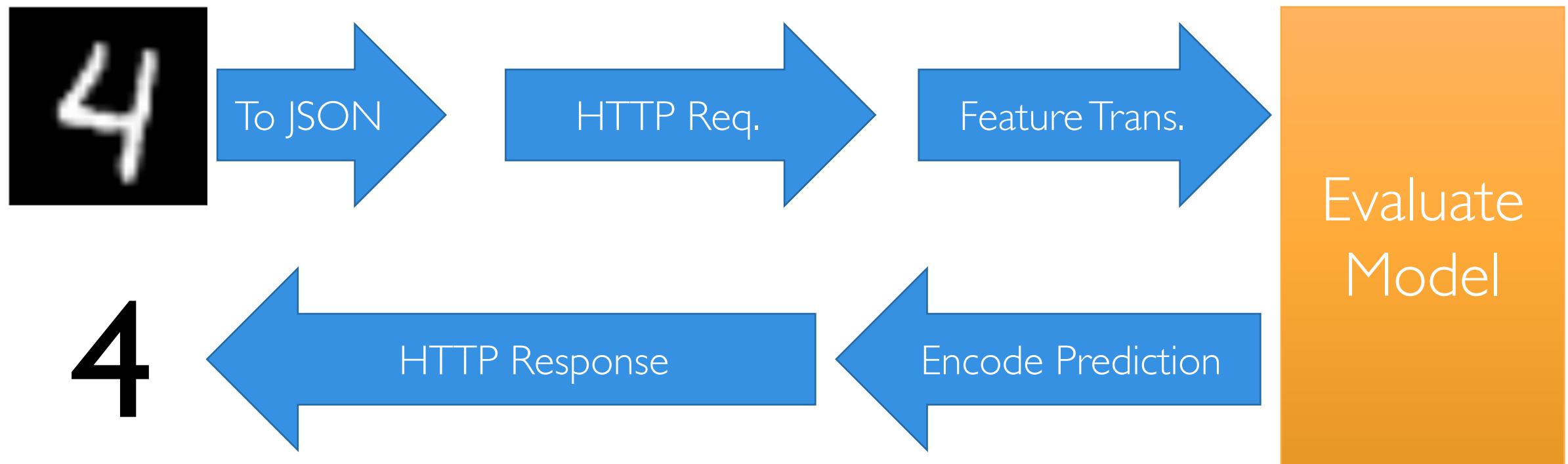


## Features

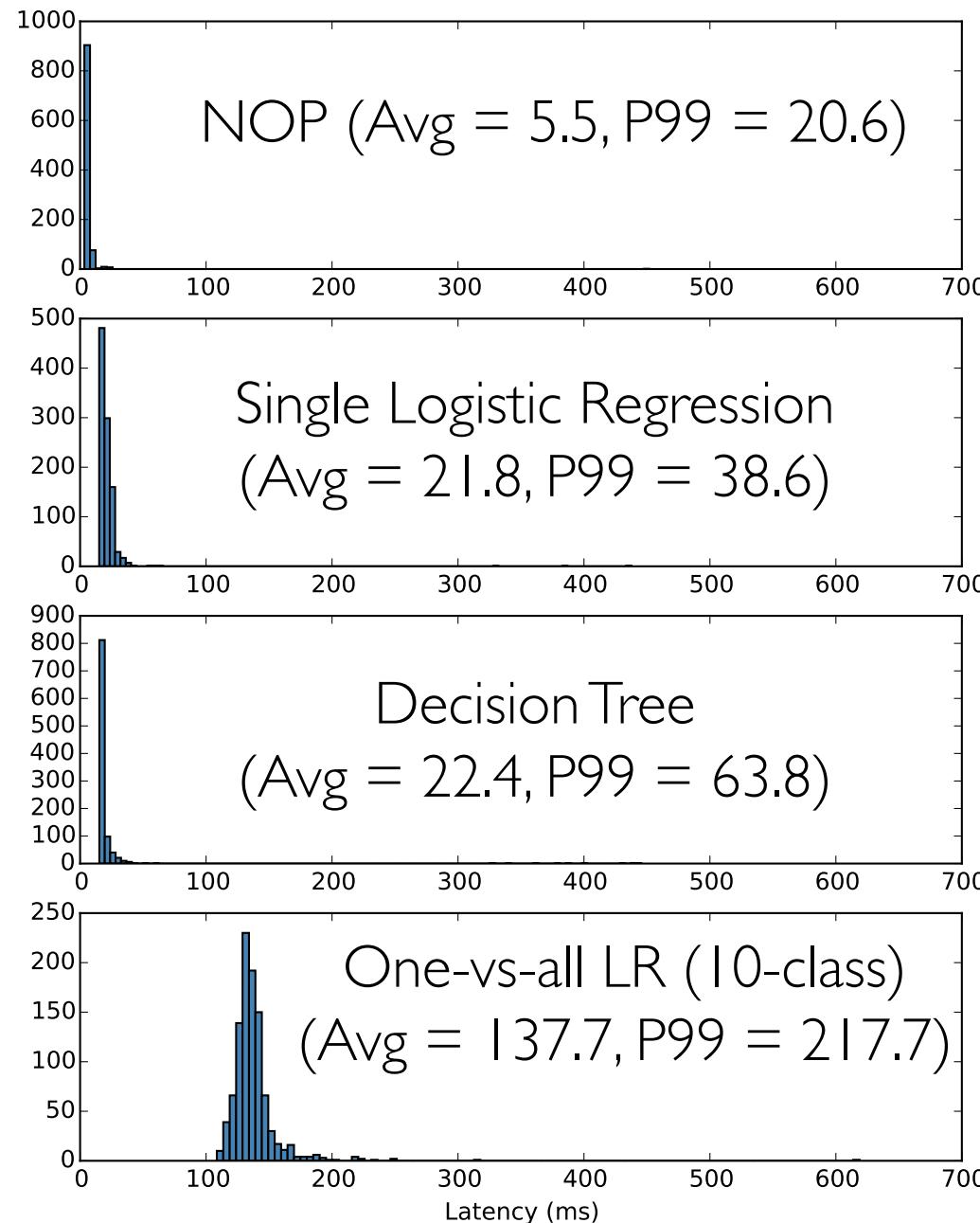
```
SELECT * FROM  
users JOIN items,  
click_logs, pages  
WHERE ...
```

under heavy *query load* with system *failures*.

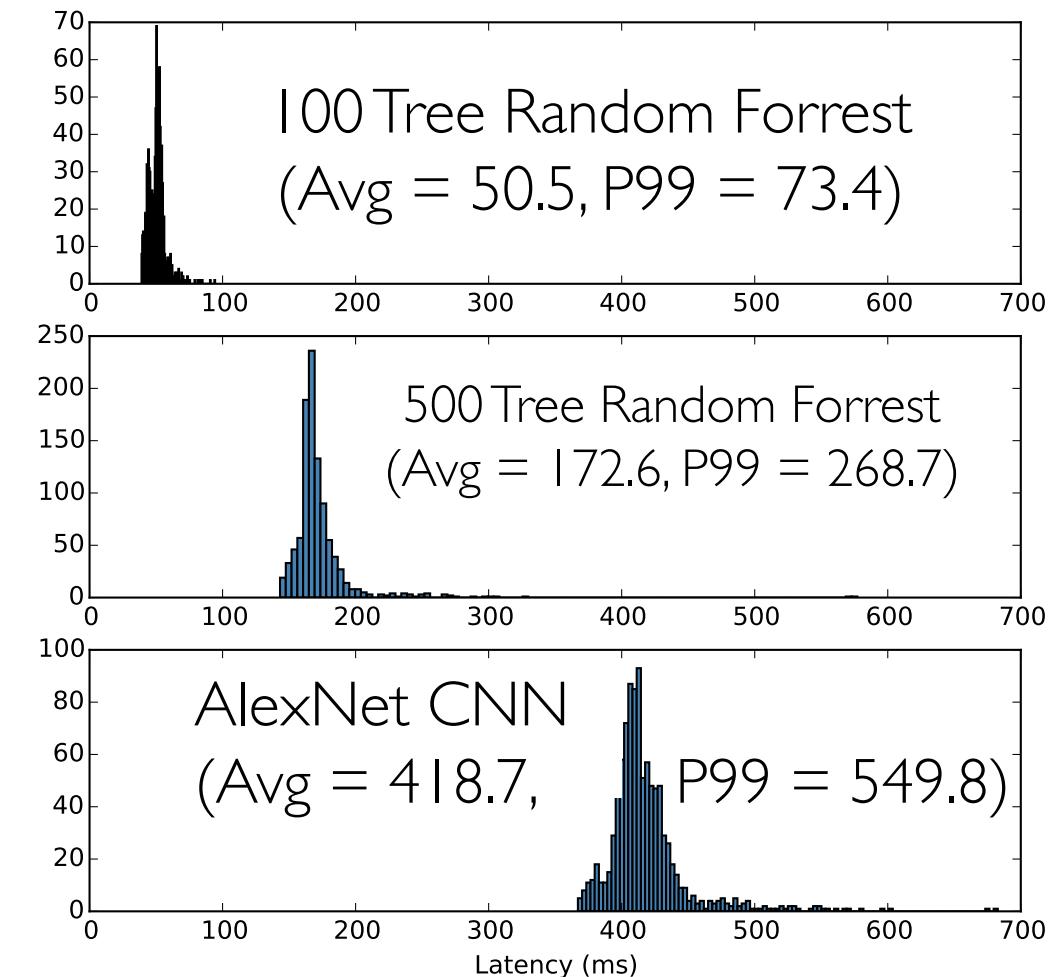
# Experiment: End-to-end Latency in Spark MLlib



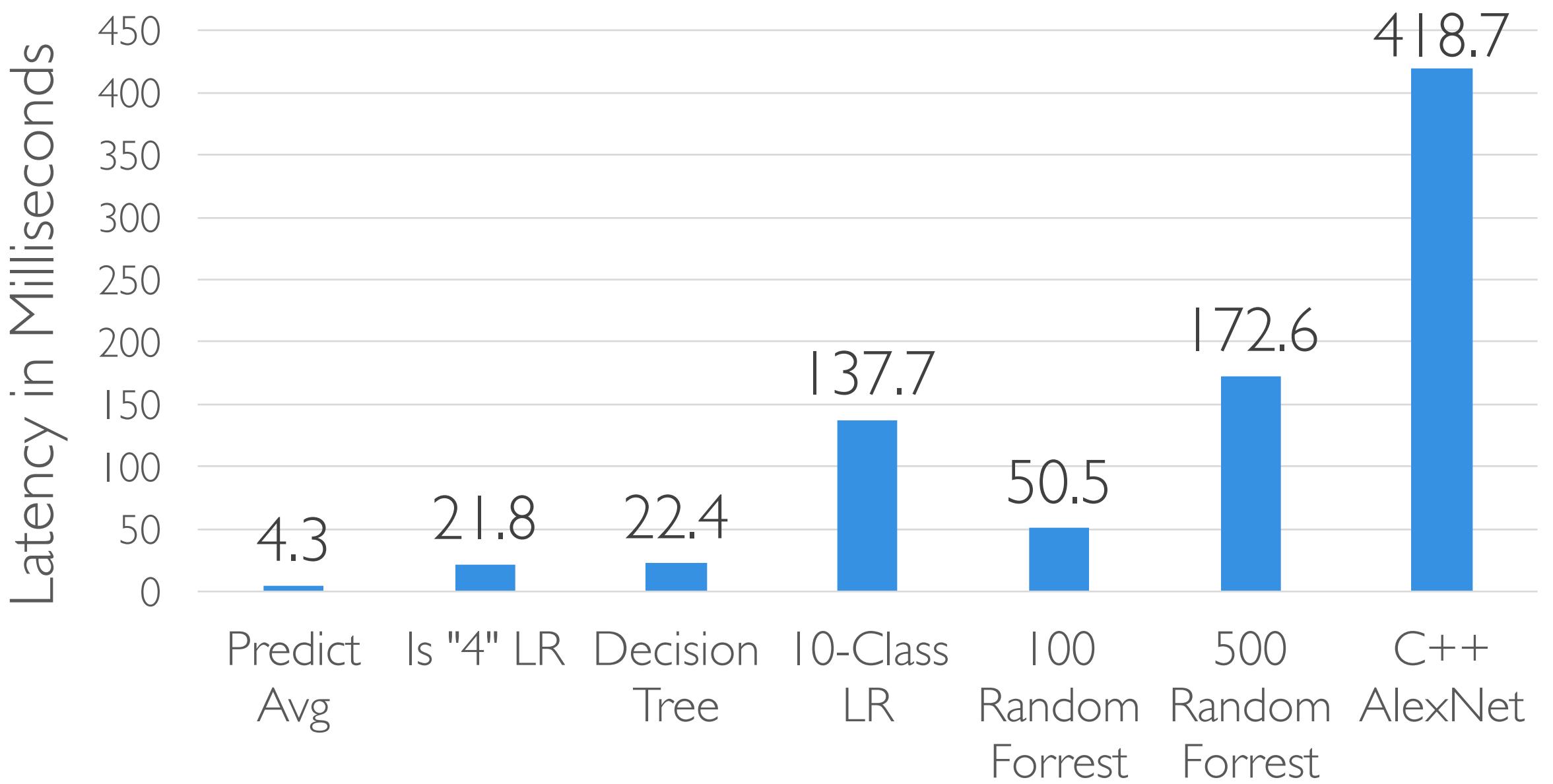
Count Out Of 1000



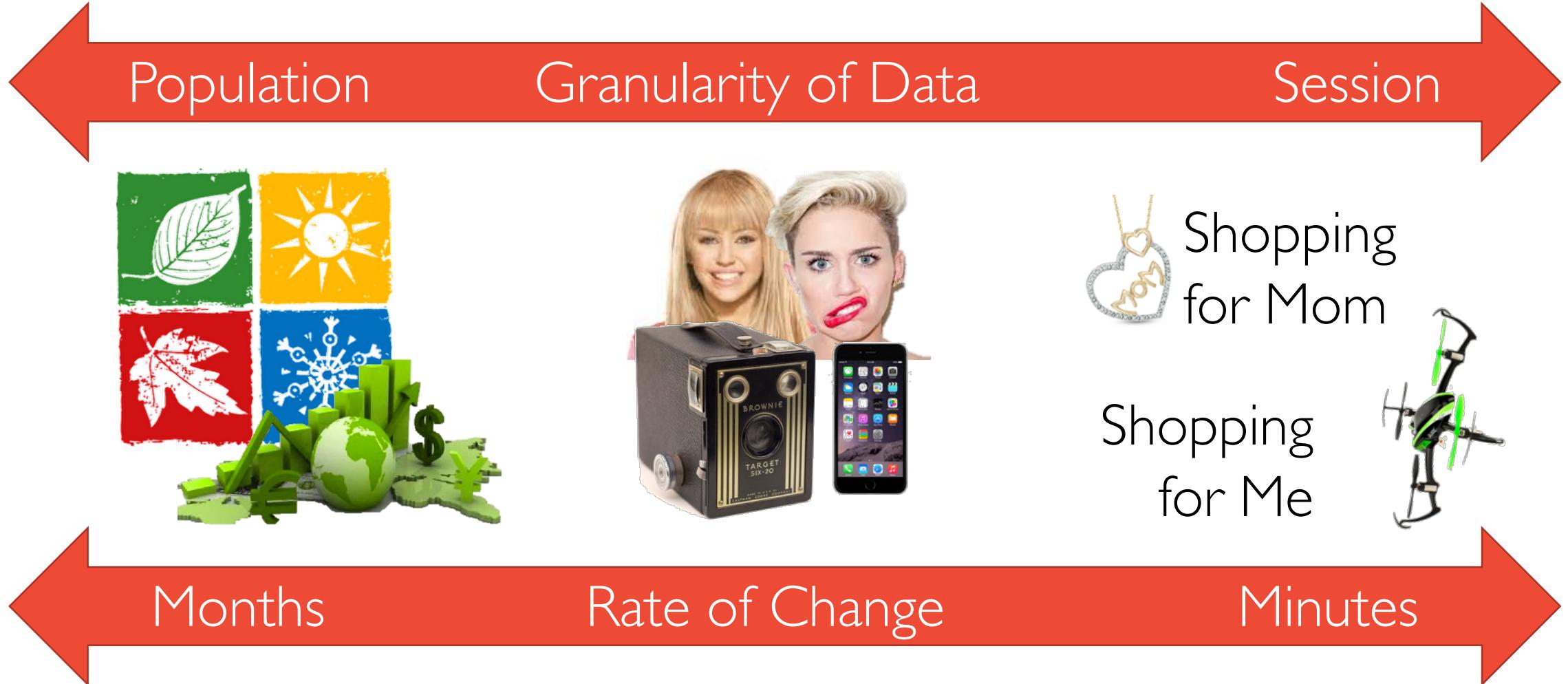
End-to-end Latency for Digits Classification  
784 dimension input  
Served using MLlib and Dato Inc.



Latency measured in milliseconds



# Adaptive to Change at All Scales



# Adaptive to Change at All Scales

Population



Months

Granularity of Data

Law of Large Numbers  
→ Change Slow

Rely on efficient offline retraining  
→ High-throughput Systems

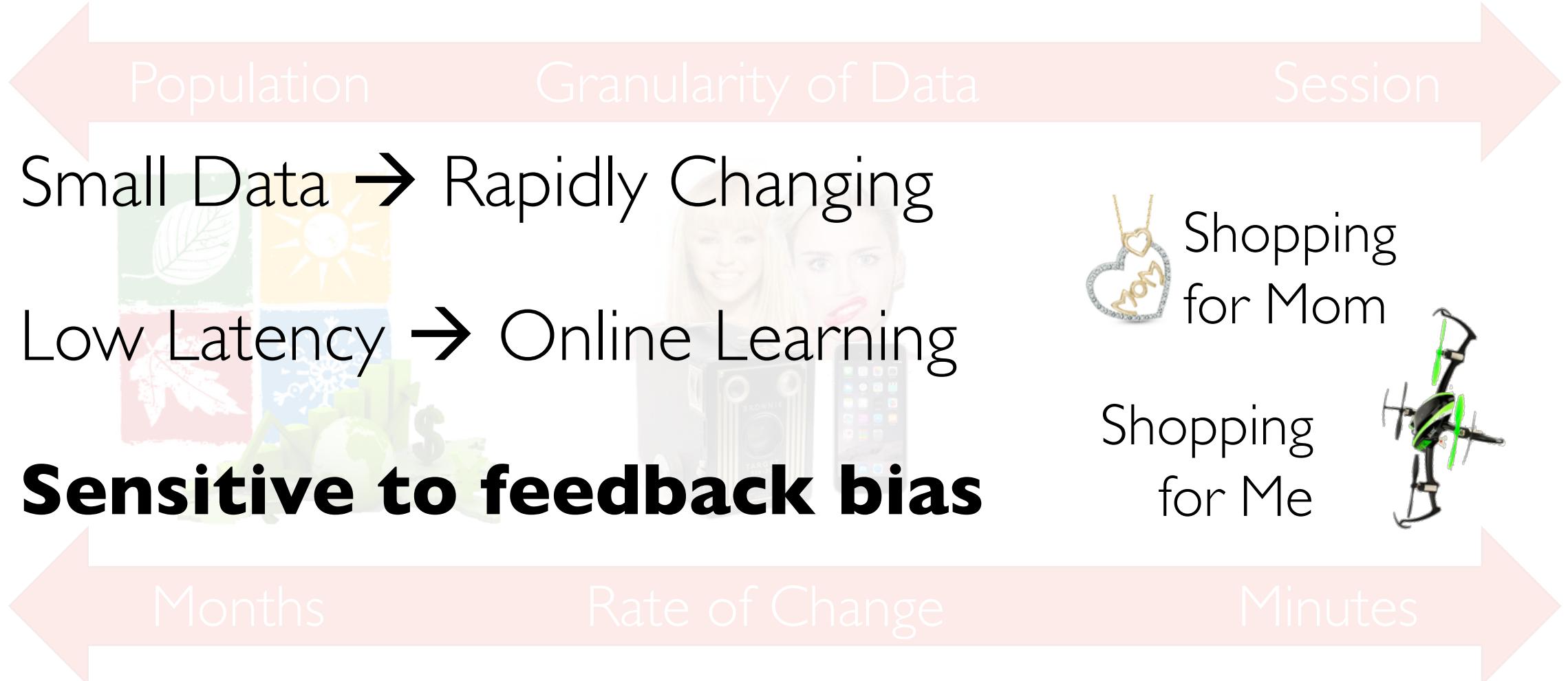
Session

Shopping  
for Mom

Minutes

Rate of Change

# Adaptive to Change at All Scales



# The Feedback Loop

I once looked at cameras on Amazon ...

Opportunity for  
Bandit Algorithms

Bandits present new challenges:

- computation overhead
- complicates caching + indexing

My Amazon Homepage



# Exploration / Exploitation Tradeoff

Systems that can take *actions* can  
*adversely bias* future *data*.

Opportunity for *Bandits!*

Bandits present new challenges:

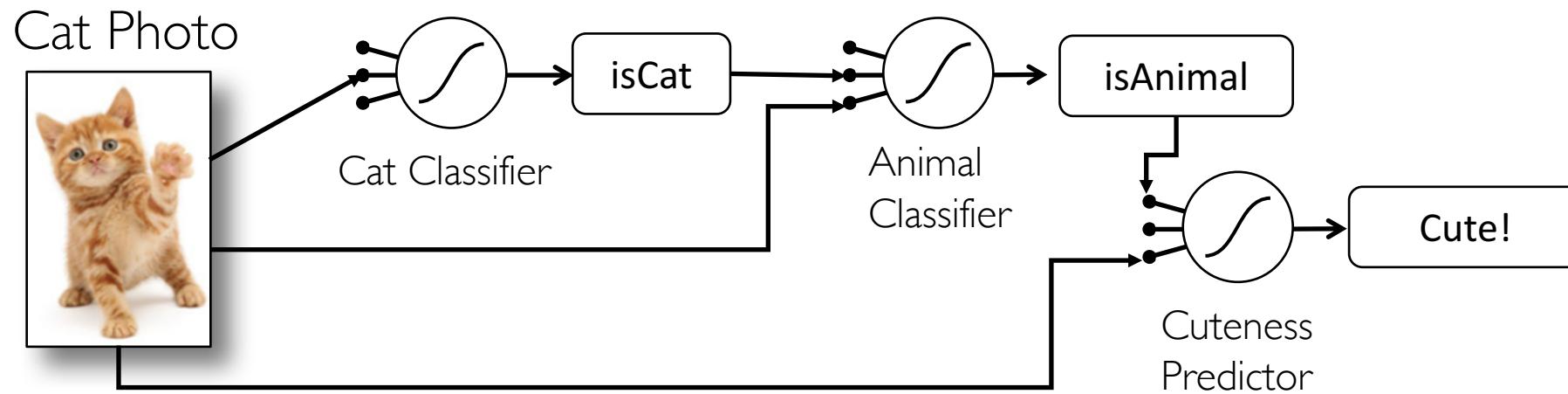
- Complicates caching + indexing
- tuning + counterfactual reasoning

# Management: Collaborative Development

Teams of data-scientists working on similar tasks

- “*competing*” features and models

Complex model dependencies:





UC Berkeley AMPLab

*Daniel Crankshaw, Xin Wang, Joseph Gonzalez  
Peter Bailis, Haoyuan, Zhao Zhang,  
Michael J. Franklin, Ali Ghodsi,  
and Michael I. Jordan*



Predictive Services



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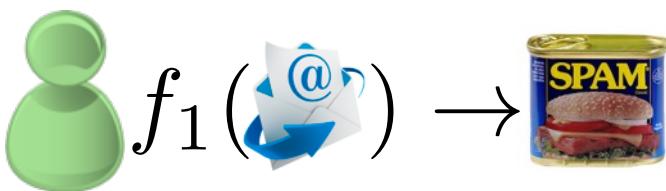
Active Research Project

# Velox Model Serving System

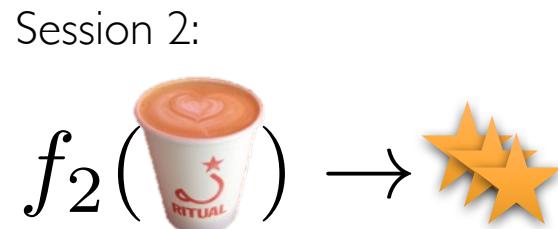
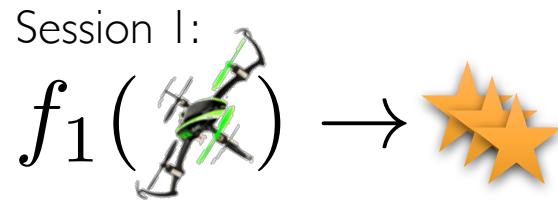
[CIDR'15, LearningSys'15]

Focuses on the multi-task learning (MTL) domain

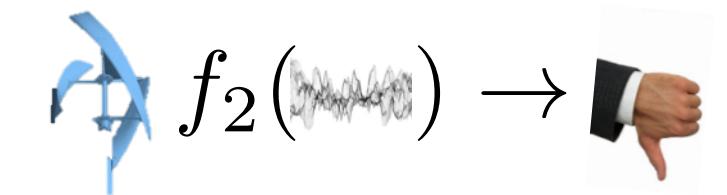
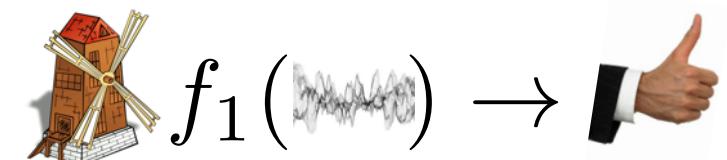
Spam  
Classification



Content Rec.  
Scoring



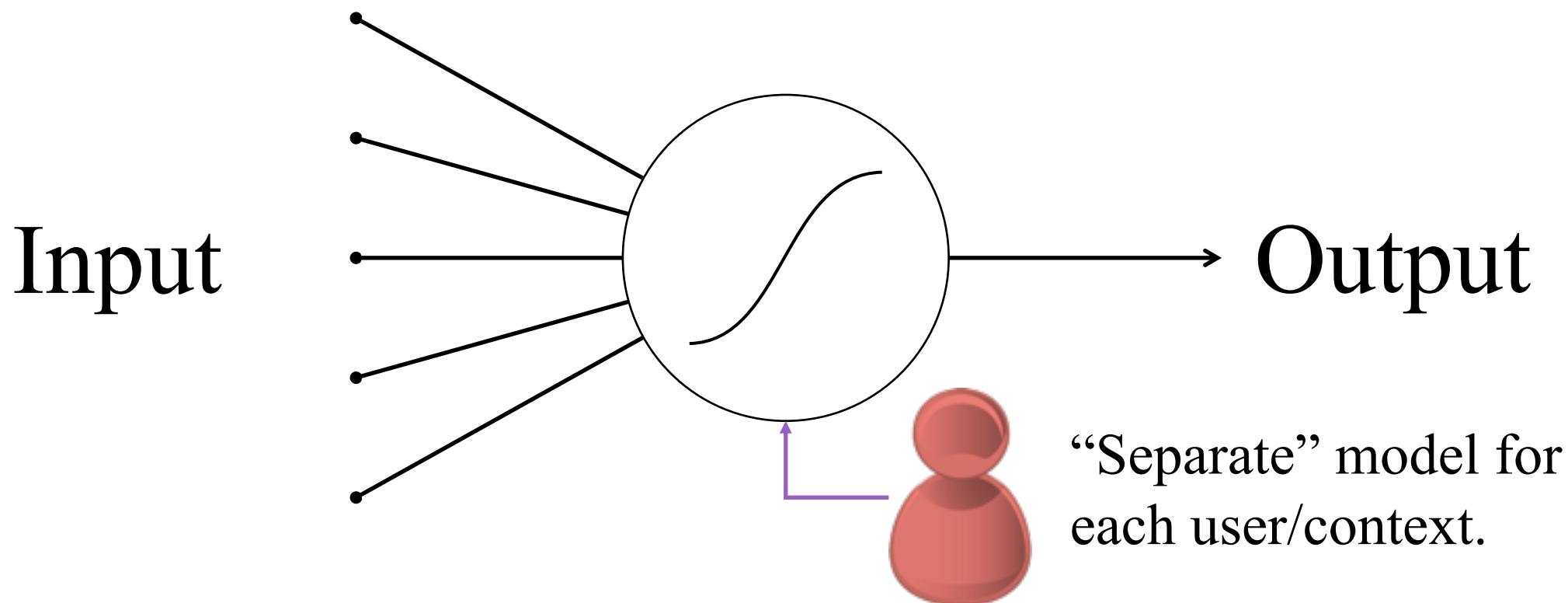
Localized  
Anomaly Detection



# Velox Model Serving System

[CIDR'15, LearningSys'15]

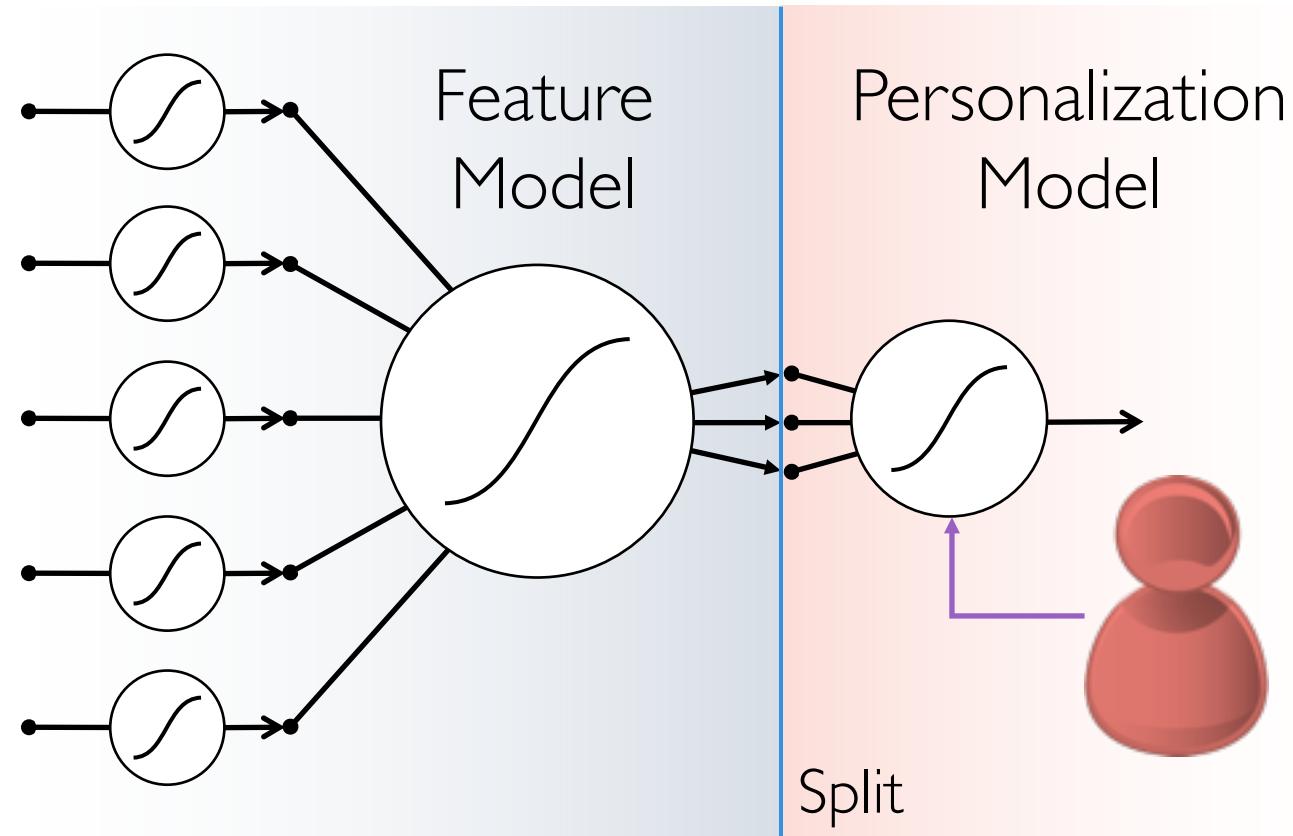
Personalized Models (Multi-task Learning)



# Velox Model Serving System

[CIDR'15, LearningSys'15]

Personalized Models (Multi-task Learning)



# Hybrid Offline + Online Learning

Update feature functions *offline* using batch solvers

- Leverage high-throughput systems (Apache Spark)
- Exploit slow change in population statistics

$$f(x; \theta)^T$$

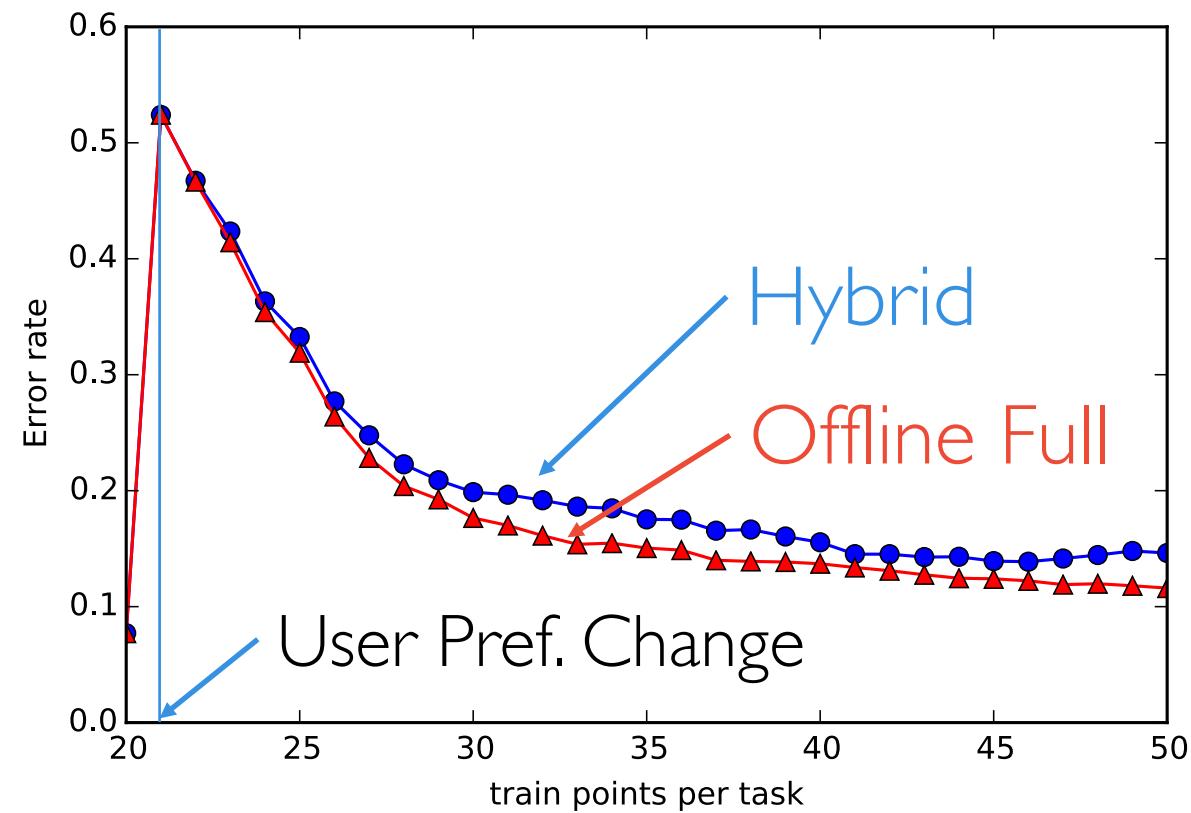
$$w_u$$

Update the user weights *online*:

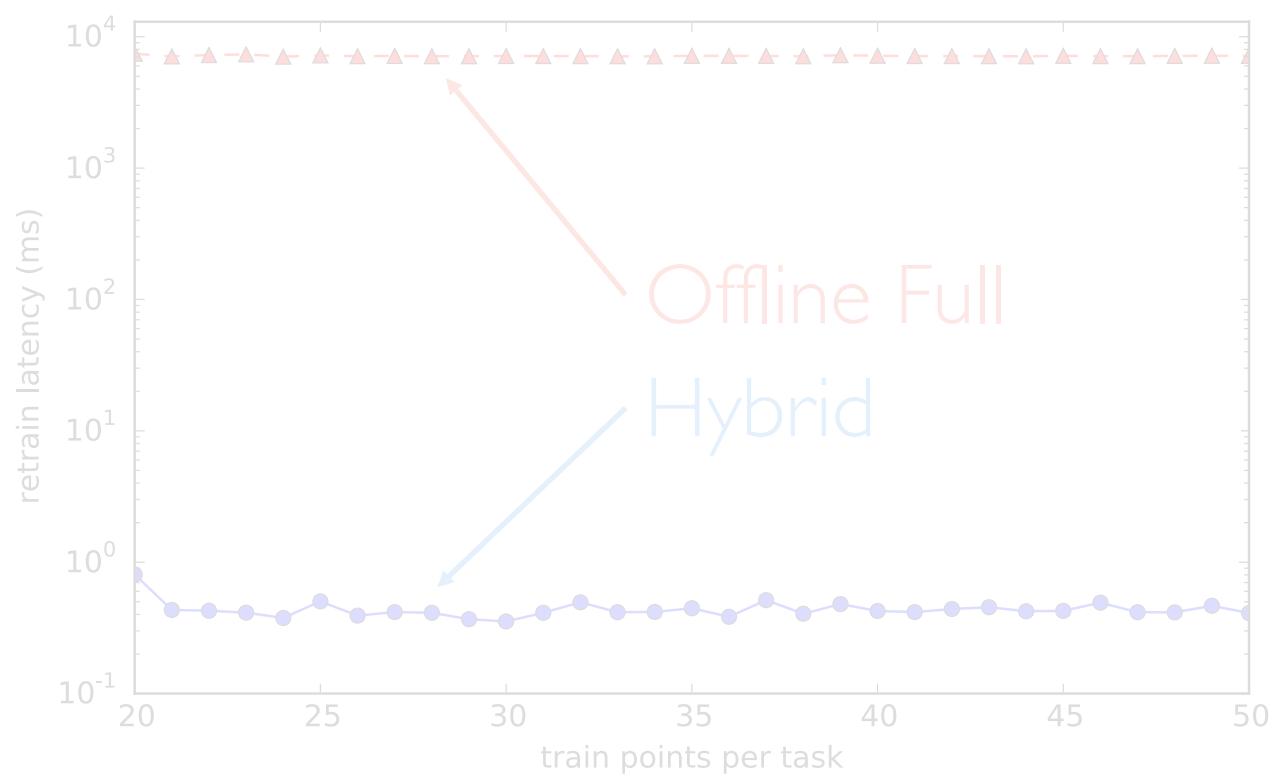
- Simple to train + more robust model
- Address rapidly changing user statistics

# Hybrid Online + Offline Learning Results

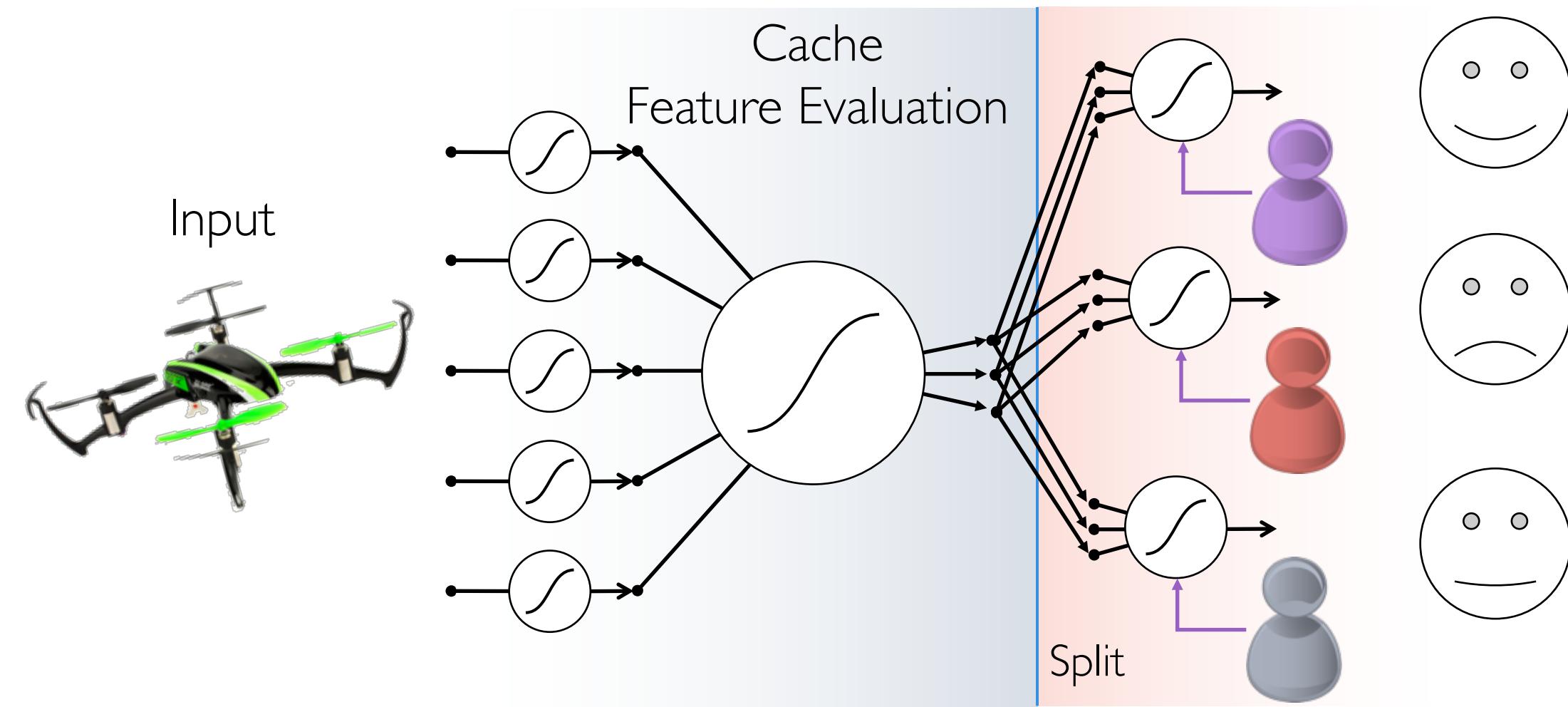
Similar Test Error



Substantially Faster Training



# Evaluating the Model



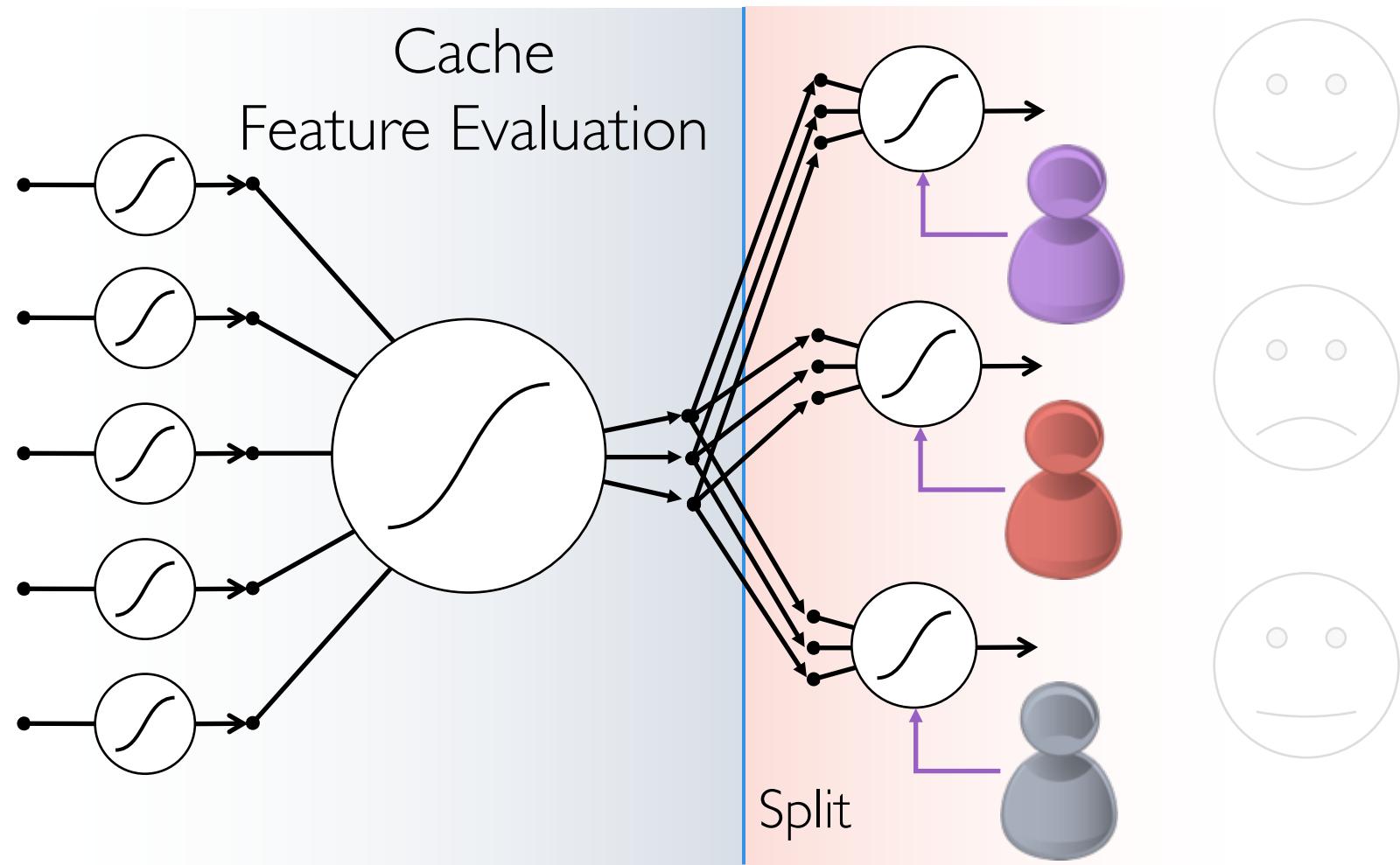
# Evaluating the Model

Feature Caching  
Across Users

Input

Approximate  
Feature Hashing

Anytime Feature  
Evaluation



# Feature Caching

New input:  $x$

Compute feature:  $f(x; \theta)$

Hash input:  $h(x)$  — *Store result in table*

			$f(x; \theta)$	
--	--	--	----------------	--

Feature Hash Table

# LSH Cache Coarsening

New input  $z \neq x$

Hash new input:  $h(z)$

Use Wrong Value!  
→ LSH hash fn.

*False cache collision*

			$f(x; \theta)$	
--	--	--	----------------	--

Feature Hash Table

# LSH Cache Coarsening

Locality-Sensitive Hashing:

$$x \approx z \quad \Rightarrow \quad h(x) = h(z)$$

Locality-Sensitive Caching:

$f(x; \theta) \approx f(z; \theta)$	$\Rightarrow f(x; \theta) = h(x) = h(z)$
-------------------------------------	--

Feature Hash Table

Hash new input:  $h(z)$

False cache collision

Use Value Anyways!

→ Req. LSH

# Anytime Predictions

Compute features asynchronously:

$$\underline{w_{u1}} + \text{---} \text{ (Red circle with slash)} w_{u2} + \underline{w_{u3}}$$

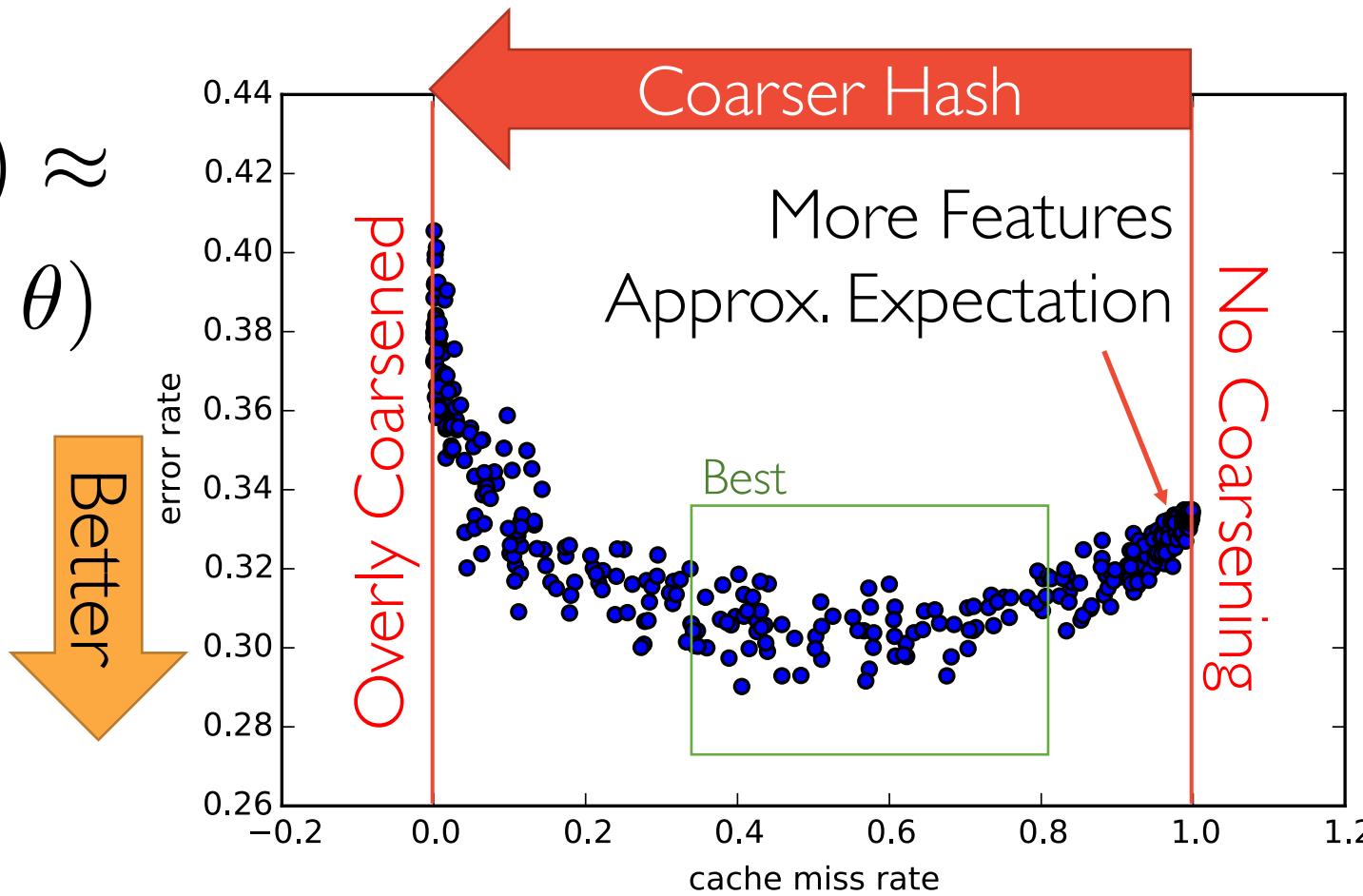
if a particular element does not arrive use estimator instead

*Always able to render a prediction by the latency deadline*

# Coarsening + Anytime Predictions

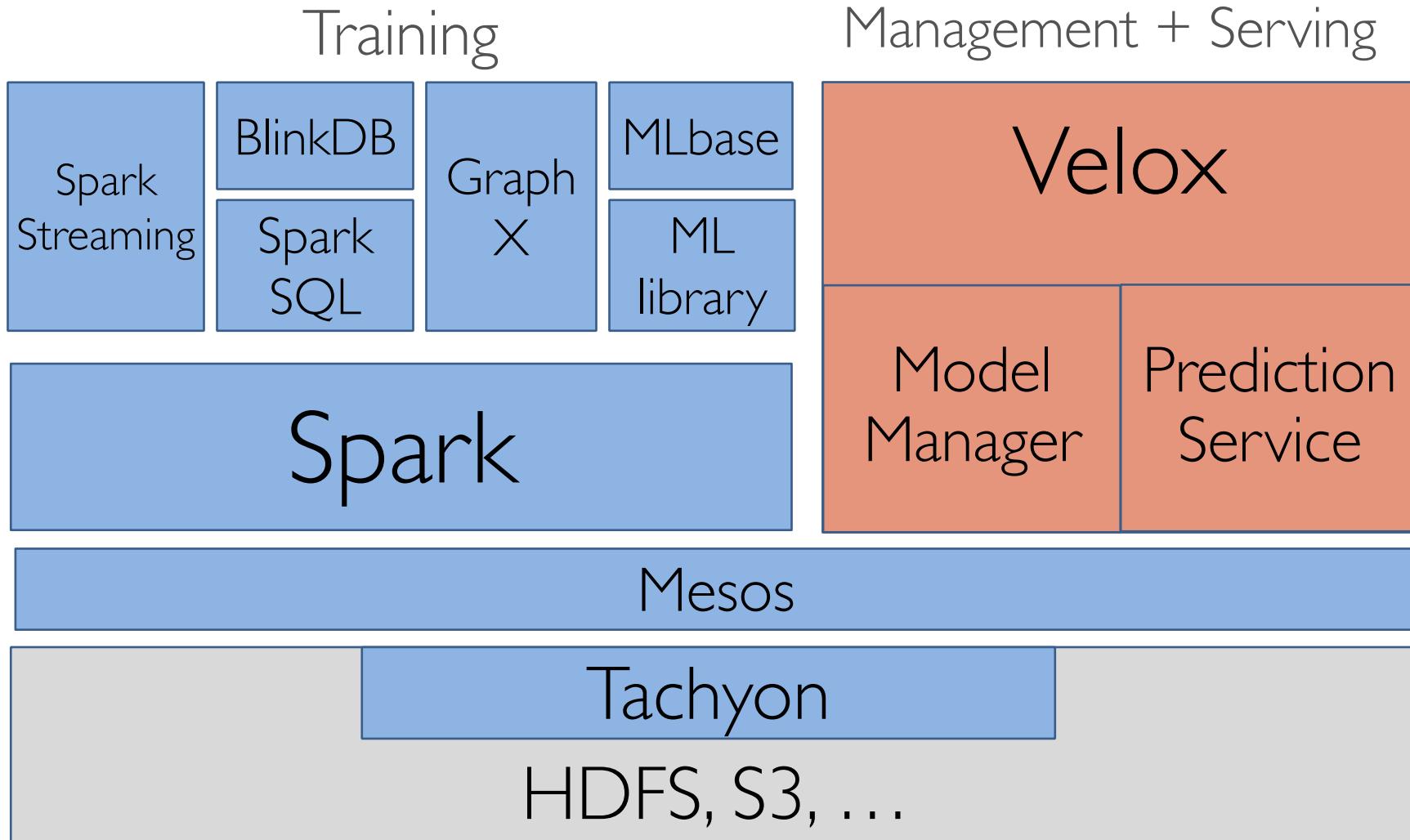
$$f_i(x; \theta) \approx f_i(z; \theta)$$

$$f_i(x; \theta) \approx \mathbb{E} [f_i(x; \theta)]$$



Checkout our poster!

# Part of Berkeley Data Analytics Stack





# Dato Predictive Services

*Production ready model serving and management system*

- Elastic scaling and load balancing of docker.io containers
- AWS Cloudwatch Metrics and Reporting
- Serves Dato Create models, scikit-learn, and custom python
- Distributed shared caching: scale-out to address latency
- REST management API: Demo?



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Predictive Services

Responsive

Adaptive

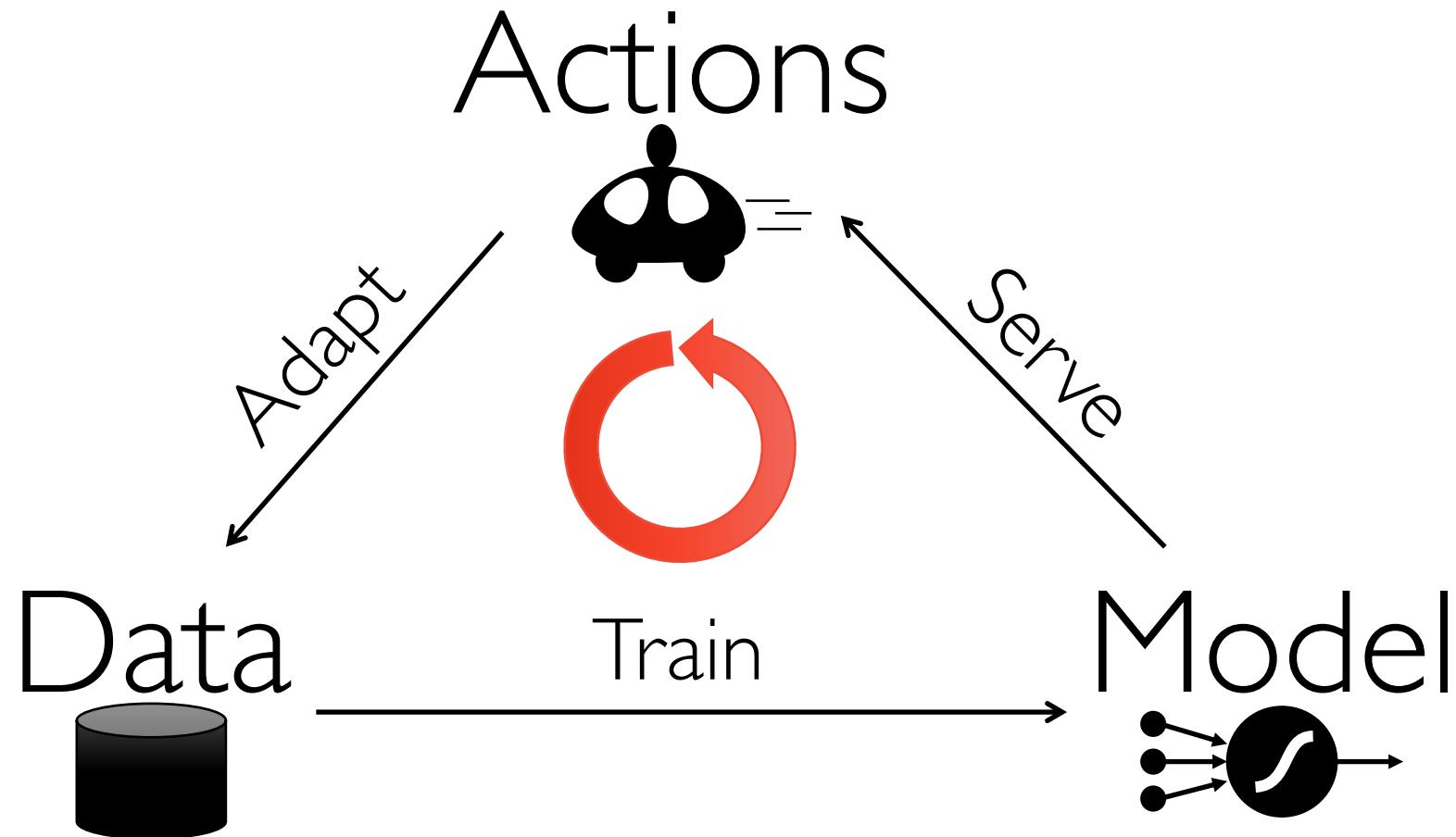
Manageable

Key Insights:

Caching, Bandits, &  
Management

Online/Offline Learning  
Latency vs. Accuracy

# Future of Learning Systems



Thank You

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