

# (Big) Data, (Deep) Learning and AI

When big data hits machine learning

Phạm Thành Lâm | Founder @ SaigonApps

17.09.2016

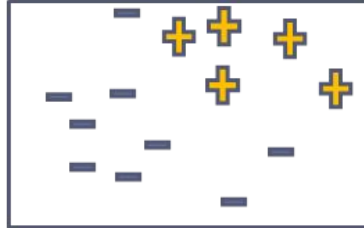
# Big Picture: Big Data - Machine Learning/ Data Mining

## Machine Learning

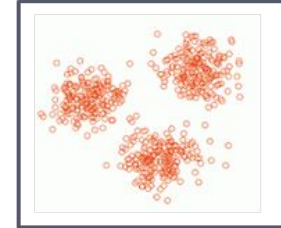
### Frequent pattern

TID	Itemset	TV
1	A,B,C,D,E	2310
2	A,B,C,D,F	2790
3	A,B,E	66
4	A,C,D,E	770
5	C,D,F	455
6	A,C,D,F	910
7	A,C,D	70
8	C,D,F	455

### Supervised



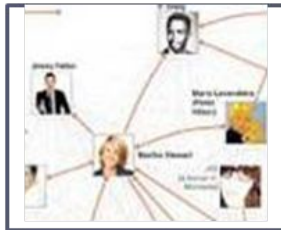
### Unsupervised



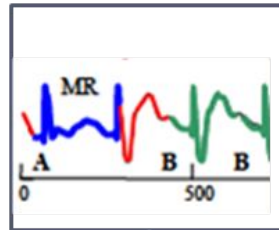
### Recommendation



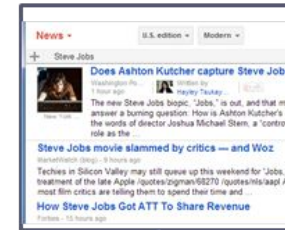
### Graphs



### Stream Data



### Text Data



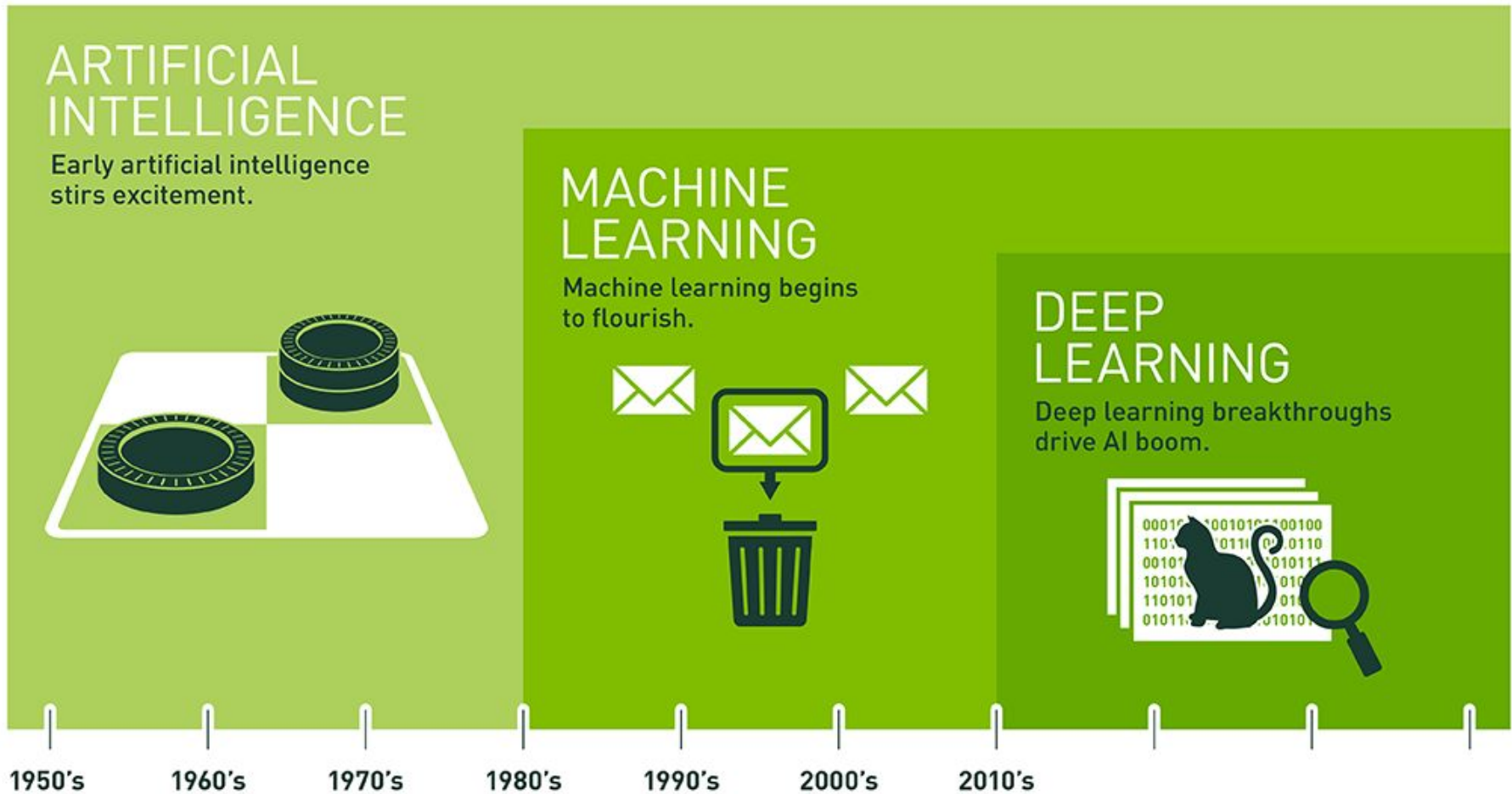
### Image/Video/ Voice data



Big Data (Infrastructure)

Data Science Team (people)

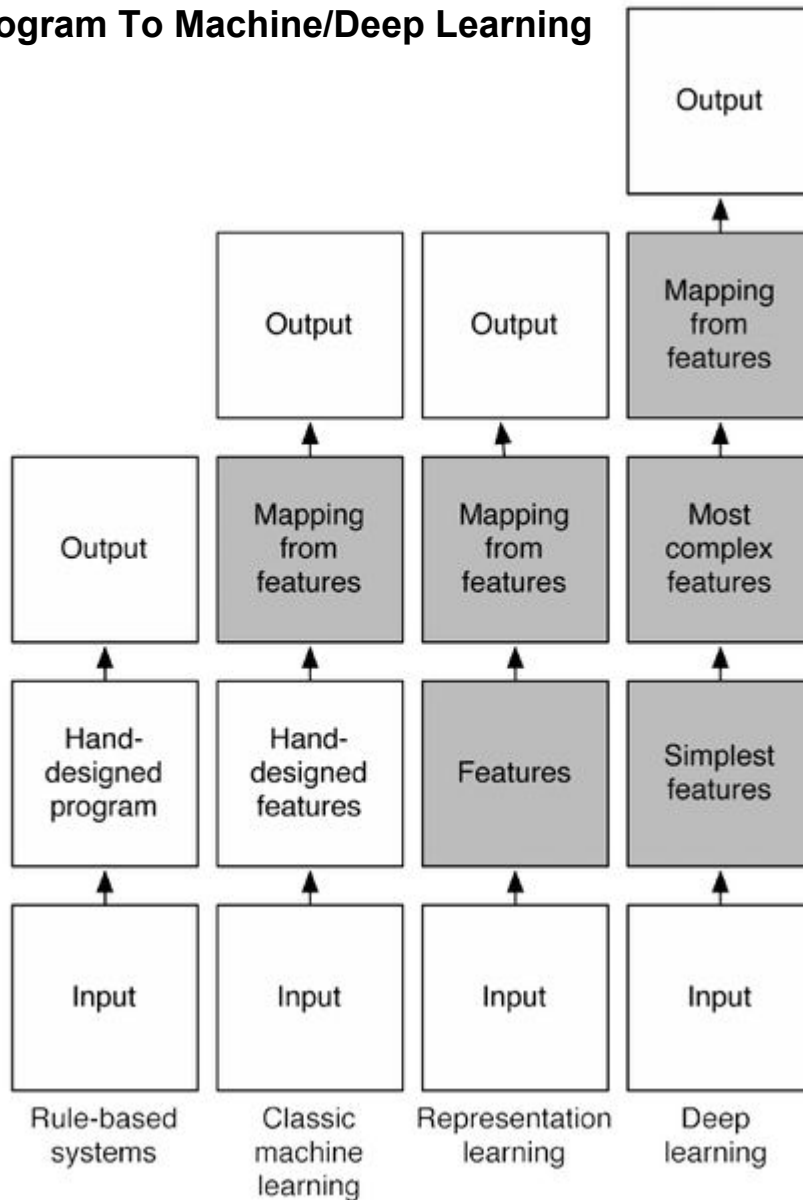
# History of AI, Machine Learning and Deep Learning



Since an early flush of optimism in the 1950s, smaller subsets of artificial intelligence – first machine learning, then deep learning, a subset of machine learning – have created ever larger disruptions.

Image taken from: [blogs.nvidia.com](https://blogs.nvidia.com)

## From Program To Machine/Deep Learning



[Honglak Lee]

## Learned Feature Hierarchy

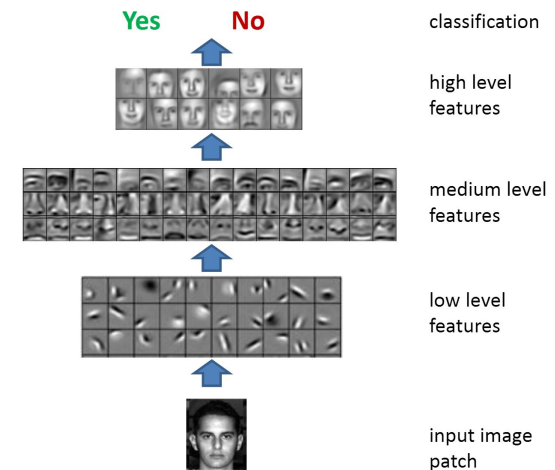


Image taken from the Internet

# Gartner Hype Cycle Emerging Technology 2015

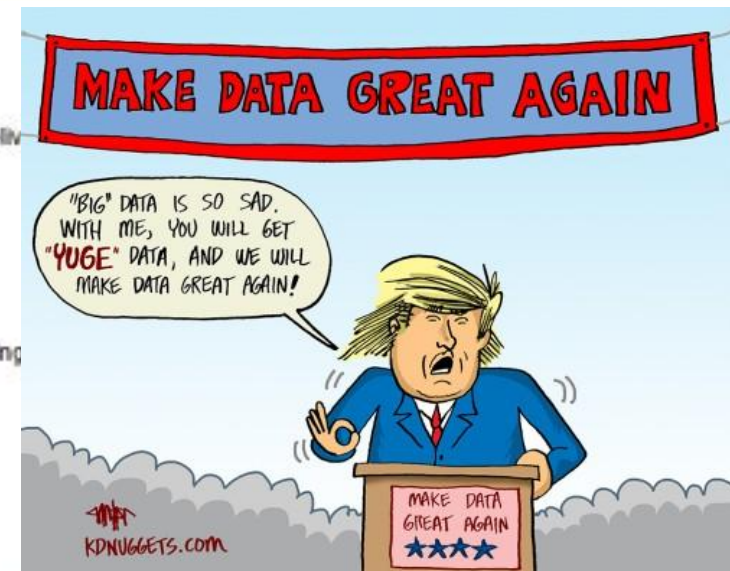
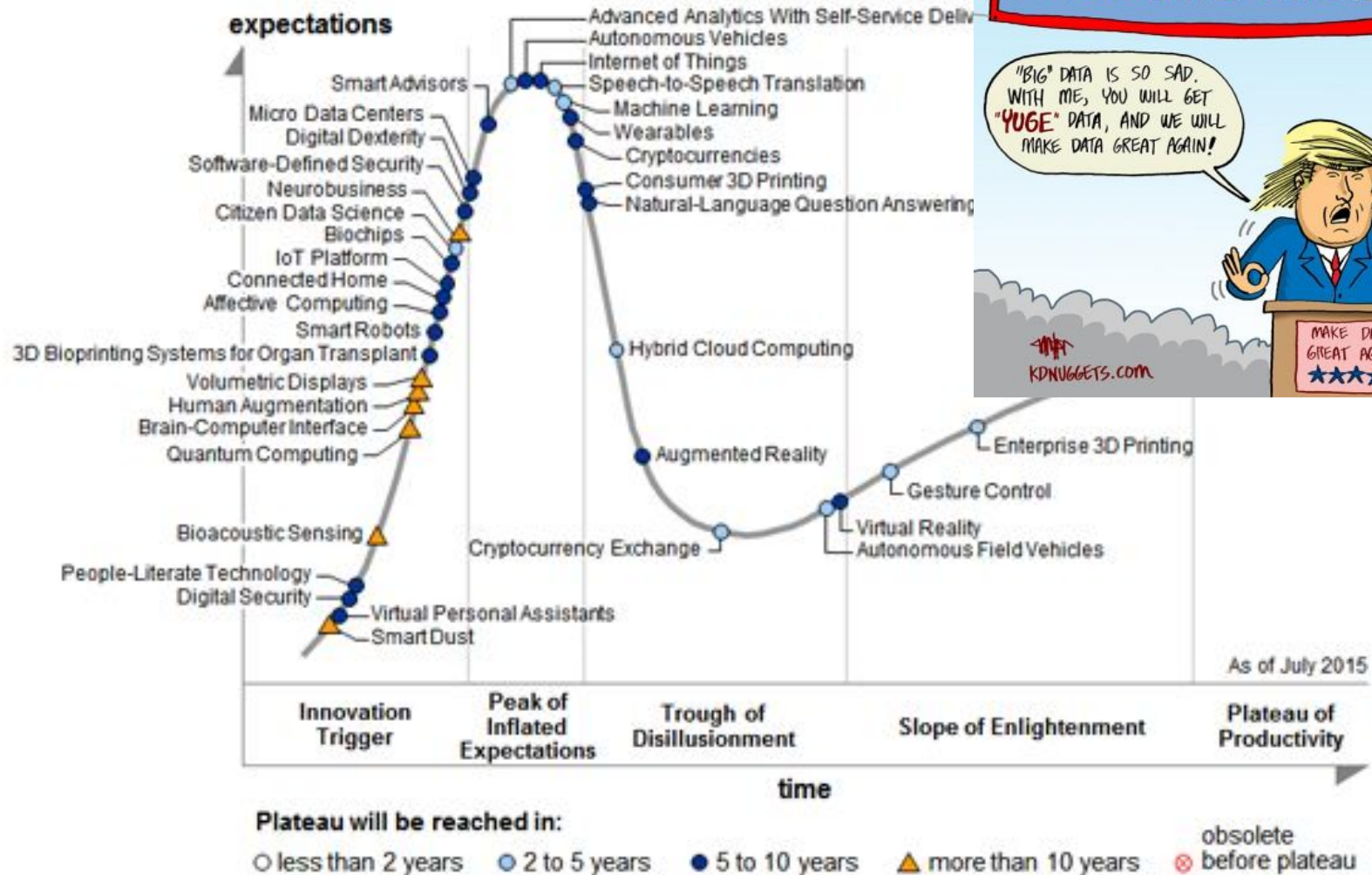


Image taken from: <http://bit.ly/1i4e8oL>, kd nuggets.com

# In 2016, is Big Data still a “thing”?

- Enterprise Technology = building a data-driven culture, where Big Data is not “a” thing, but “the” thing
- The Ecosystem is Maturing (let see the picture)
- Big Data infrastructure: Still Plenty of Innovation
- Big Data Analytics: Now with AI

Credited by <http://bit.ly/1UlgzeJ>



# Big Data Landscape 2016 (Version 2.0)

## Infrastructure

**Hadoop On-Premise**  
cloudera, Hadoop, MAPR, Pivotal, IBM InfoSphere, bluedata, jethro

**Hadoop in the Cloud**  
amazon, Microsoft Azure, Google Cloud Platform, IBM InfoSphere, CA ZEN, TERRASANT DATA, attiscale, Doble

**Spark**  
databricks, GridGain, TACHYON, NEXUS

**Cluster Services**  
amazon, docker, MESOSPHERE, Core OS, suspenddata, StackIQ

## Analytics

**Analyst Platforms**  
Palantir, AYASDI, Quid, enigma, Digital Reasoning, CRITICAL INSIGHT

**Analytics Platforms**  
Microsoft, GUAVUS, Datameer, Bottlenose, interana

**Data Science Platforms**  
context relevant, CONTINUUM, DataRobot, Alpine, plotly, ADATAO, MAGE, dataiku, tonian, DOMINO, sense, yhat, ALGORITHMIA

**Visualization**  
+ o b l e o u, Google Cloud Platform, Qlik, looker, Roambi, Databra, CHARTIO

## Applications

**Sales & Marketing**  
RADIUS, Gainsight, bloomreach, Zeta, EVERSTING, livefyre, blueyonder, Lattice, kahuna, infer, SAILTHRU, persado, AVISO, onsense, QUANTIFIND, ACTIONIQ, fuselabs, ENGAGIO

**Customer Service**  
MEDALLIA, ATENTIV, CLARABIDGE, CLICKFOX, STELLASERVICE, NGDATA, Freed, DigitalGenius, appur, wisio

**Human Capital**  
gild, Connectifier, textic, entelo, hiQ, Everlist, Brevia, DEEPBRIGHT

**Legal**  
RAVEL, RUDICATA, Everlist, Brevia, DEEPBRIGHT

**NoSQL Databases**  
amazon, DynamoDB, Google Cloud Platform, ORACLE, Microsoft Azure, MarkLogic, mongoDB, KERO SPIKE, Couchbase, SequoiaDB, redislabs, influxdata

**NewSQL Databases**  
SAP, Clustrix, Pivotal, paradigm4, nuodb, memsql, splice, MariaDB, VOLTDB, citusdata, deepdb, Trafalgar, Cockroach LABS

**BI Platforms**  
Power BI, amazon, wave analytics, Domo, GoodData, platform, atscale, Alteryx, Qlik, SAP, SPSS, SAS, MATLAB

**Statistical Computing**  
sas

**Log Analytics**  
splunk, sumologic, kibana, cloud physics, loggly

**Social Analytics**  
Hootsuite, NETBASE, DATA SIFT, track, billy, synthosia, simple reach

**Ad Optimization**  
AppNexus, critico, OpenX, Integral, Adform, Livestorm, DataXu, Clippier, TAPD

**Security**  
CYCLANCE, CounterTack, cybereason, AREA 1 SECURITY, Recorded Future, FORTSCALE, sift science, Keybase, feedzai, SCIFIDY

**Vertical AI Applications**  
facebook, Clara, KASIST, lumila

**Graph Databases**  
neo4j, OrientDB, InfoGrid

**MPP Databases**  
TERADATA, VERTICA, Netezza, Qubicon, Kognitio, SAS, dremio

**Cloud EDW**  
amazon, Google Cloud Platform, Microsoft Azure, Pivotal, snowflake, Informatica

**Data Transformation**  
alteryx, talend, TRIFACTA, tamr, StreamSets, Alation

**Data Integration**  
informatica, MuleSoft, snapLogic, Bedrock Data, xplenty

**Real-Time**  
amazon, METAMARKETS, stream, confluent, dataArtisans

**Machine Learning**  
Amazon Machine Learning, H2O, DataRobot, rapidminer, DATA24X7, cloudango, VIZIER, PredictIO, growful

**Speech & NLP**  
NarrativeScience, ARRIA, Nuance, semantic machines, aptal, contextual, IBM Watson, Cortana, Viv, HCL, Numenta, Clarifai

**Horizontal AI**  
IBM Watson, Cortana, Viv, HCL, Numenta, Clarifai

**Publisher Tools**  
Outbrain, Taboola, quantcast, Chartbeat, yieldbot, Yieldmo

**Govt / Regulation**  
Socrata, OPENGOV, EN, FiscalNote, enigma, PROSPOL, mark43, OpenDataSoft

**Finance**  
Affirm, LendingClub, OnDeck, Kreditech, LendUp, Kabbage, tudemark, INSIST, uora, Datamint, Lendio, KENSHC, AIDYA, ISENTIUM, Quantopian, sentient

**Management / Monitoring**  
New Relic, APPDYNAMICS, amazon, octilio, Numerify, splunk, DATAGONG, Trecoona, Anodot

**Security**  
TANUM, illumio, CODE42, DataGravity, OpenCloud, VECTRA, sqirl, BlueTalon

**Storage**  
amazon, Google Cloud Platform, Microsoft Azure, panteras, nimblestorage, COHO, Quimulo

**App Dev**  
apigee, CASK, Typesafe, DRIVEN

**Crowd-sourcing**  
amazon, Amazon Mechanical Turk, CrowdPower, WorkFusion

**Search**  
hp, Oracle, EXPLORA, Ludicworks, elastic, Thoughtspot, MAANA, swifttype, Algolia, Sinequa

**Data Services**  
LUC, OPERA, DataKind

**For Business Analysts**  
Origami, logic, ClearStory, CIRRO, Import IO

**Web / Mobile / Commerce**  
Google Analytics, mixpanel, RJMetrics, BLUECORE, AMPITUDE, granify, sumall, retention, custora

**Education / Learning**  
KNEWTON, Clever, eclar, PANORAMA, knowit

**Life Sciences**  
23andMe, Counsyl, Recombine, KYRUS, FLATIRON, oregonz, ZEPHYR, HEALTH, Ovia, Gingerio, transcriptic, Glow, enlth, AICure, Atomix

**Industries**  
OPower, eHarmony, RetailNext, STITCH FIX, WorkFusion, BLUE DRIVER, TACHYUS, Seeq, FarmLogs, SwiftKey, HowGood, select, BEXVER

## Cross-Infrastructure/Analytics

amazon, Google, Microsoft, IBM, SAP, SAS, data, hp, Vertica, vmware, TIBCO, TERADATA, ORACLE, NetApp

## Open Source

**Framework**  
Hadoop, YARN, Spark, MESOS, TEZ, Flink, CDAP

**Query / Data Flow**  
SLAMDATA, Amazon EMR, Google Cloud Dataflow

**Data Access**  
cassandra, HBASE, mongoDB, PSciDB, kafka, CouchDB, riak, CERN, TDSO, nifi

**Coordination**  
talend, Apache Zookeeper, Apache Ambari

**Real-Time**  
STORM, Spark, Flink, TACHYON, druid

**Stat Tools**  
R, Scala, Numpy, SciPy

**Machine Learning**  
mlib, Apache, SINGA, MA lib, Aerosolve, Caffe, FeatureFu, DIMSUM, VELES, WEKA, Jupyter, DL4J

**Search**  
elasticsearch, Solr

**Security**  
Apache Ranger, Visualization, Zepher

## Data Sources & APIs

**Health**  
JAWBONE, GARMIN, practicefusion, fitbit, Withings, VALIDIC, metalm, kinsa, Human API

**IOT**  
UPTAKE, ThingWorx, helium, somasara

**Financial & Economic Data**  
Bloomberg, DOW JONES, THOMSON REUTERS, S&P CAPITAL IQ, YDLEE, PREMISE, CBINSIGHTS, Quandl, xignite, marketmakers, Optimizely, PLAID

**Air / Space / Sea**  
PLANET, spire, CRUISE, SKYWATCH, Airware, DroneDeploy

**Location / People / Entities**  
axiom, Experian, EPSILON, GARMIN, foursquare, InsideView, esri, STREETLINE, CRIBDR, factial, PlaceIQ, Criminal Mapping, placemeter, BASIS, Sense

**Other**  
qualtrics, panjiva, DATA.GOV

**Incubators & Schools**  
DataCamp, INSIGHT, DataElite, The Data Incubator

Last Updated 2/12/2016

© Matt Turck (@mattturck), Jim Hao (@jimrhao), & FirstMark Capital (@firstmarkcap)

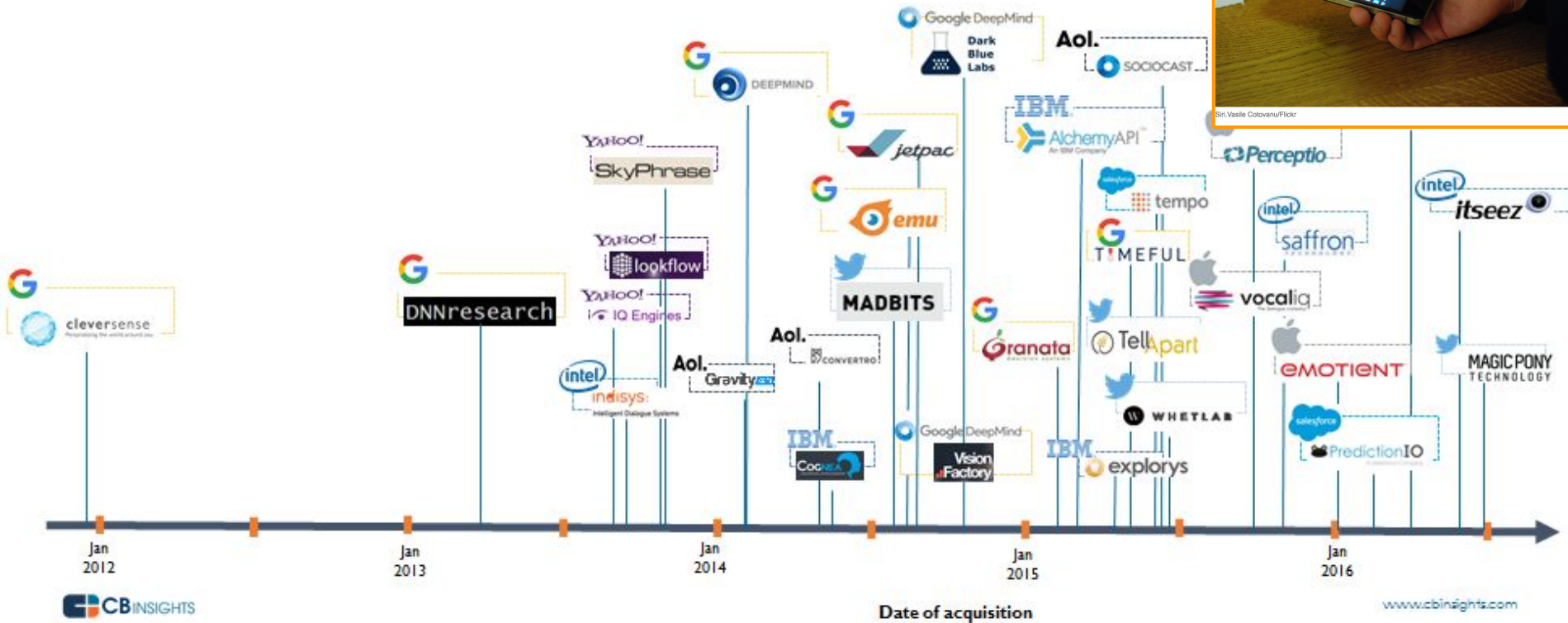
FIRSTMARK

# AI: Artificial Intelligence → Applications and Innovations



## Top acquirers AI startups MA Timeline

### Race For AI: Most Active Acquirers In Artificial Intelligence



Apple Adds Startup 'Turi' To AI Arsenal, Pays \$200M Sources Say

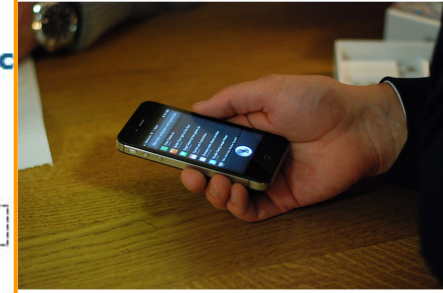


Image taken from: cbinsights.com, econotimes.com

# Tech giants(FAGA) embracing AI

Google	Facebook	Microsoft	Other
<ul style="list-style-type: none"> <li>- <b>TensorFlow</b> DL framework and Tensor Processing Unit (TPU), a custom ASIC chip built specifically for machine learning</li> <li>- 100+ different teams working on Google Today, Street View, Inbox Smart Reply, voice search, Google Play, etc.</li> <li>- <b>Magenta</b> to play music</li> <li>- <b>DeepDream</b> for creative pictures</li> <li>- WaveNets: speech synthesis, music creator</li> </ul>	<ul style="list-style-type: none"> <li>- Fblearner <b>Flow</b> the tool, designed to help engineers build, test and execute machine learning assembly lines, is available to every engineer within the organisation like <b>Deep Text</b></li> <li>- Messenger platform, allowing businesses to create AI-powered chatbots to interact with their customers</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Tay</b>, an artificial intelligence Twitter chatterbot, released by Microsoft in March</li> <li>- <b>Cortana</b> – its equivalent to Apple's Siri and Android's Google Now – an artificial intelligence-powered personal assistant and knowledge navigator for Windows' Phones</li> <li>- London-based AI startup <b>Swiftkey</b> is acquired in February</li> </ul>	<p><b>Amazon:</b> unveiling DSSTNE, an open-source AI framework developed to run its recommendation system</p> <p><b>IBM:</b> Watson/Connie, IBM's AI computer system is able to answer questions posed in natural language, Bluemix apis.</p> <p><b>Sony:</b> undisclosed investment in Cogitai, a one year old California-based AI startup</p>

Info is curated from: [techcitynews.com](http://techcitynews.com)

# The pioneers of AI/ML/DL: (my bias)

**GodFather  
of DL, IEEE  
awarded  
2016**



Geoffrey Hinton -  
Google



Yann Lecun –  
FB



Bengio Yoshua -  
Montreal University



Xavier Amatriain –  
Quora/Netflix



Demis Hassabis  
– DeepMind



Andrew Ng-  
Baidu

# Real world AI/DL applications

Another 'Franchised' "TRANSLATE SERVER ERROR " Restaurant.



Image taken from: Luong's Machine Translation slide



# CÀM KỲ THI HOẠ

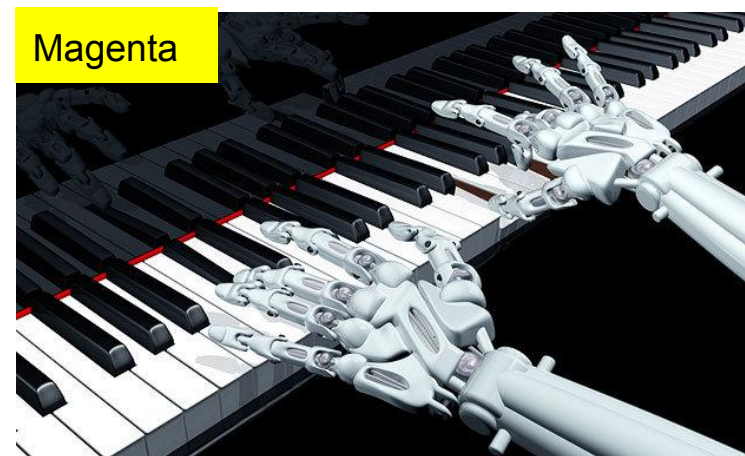
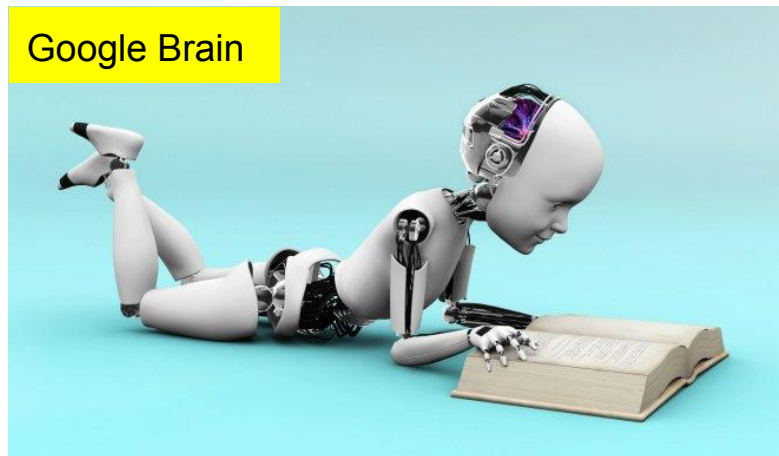


Image taken from: [tuoitre.com](http://tuoitre.com)

# Sample poetry

No.

he said.

“no,” he said.

“no,” i said.

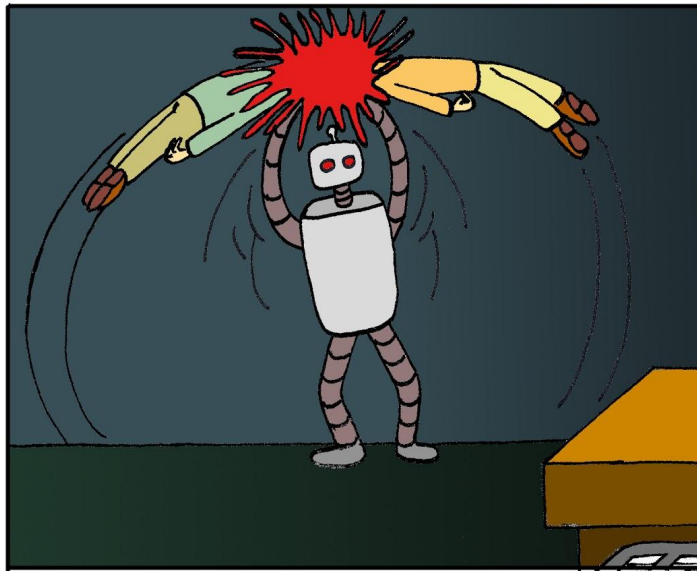
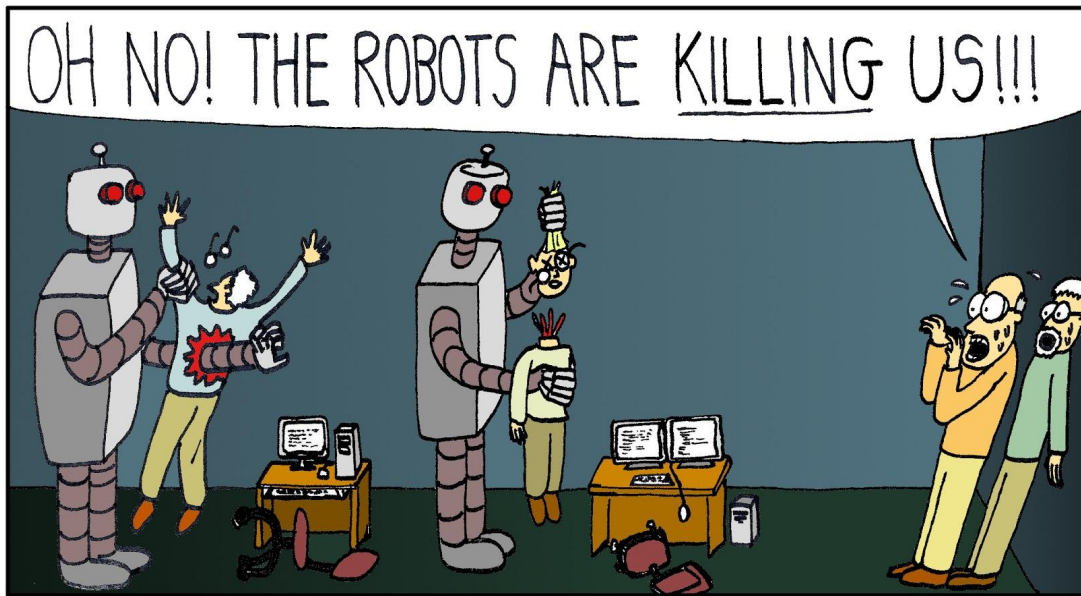
“i know,” she said.

“thank you,” she said.

“come with me,” she said.

“talk to me,” she said.

“don’t worry about it,” she said.



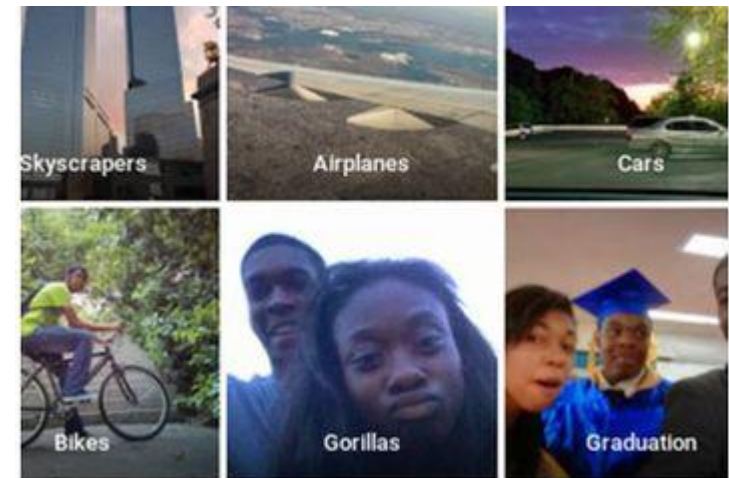
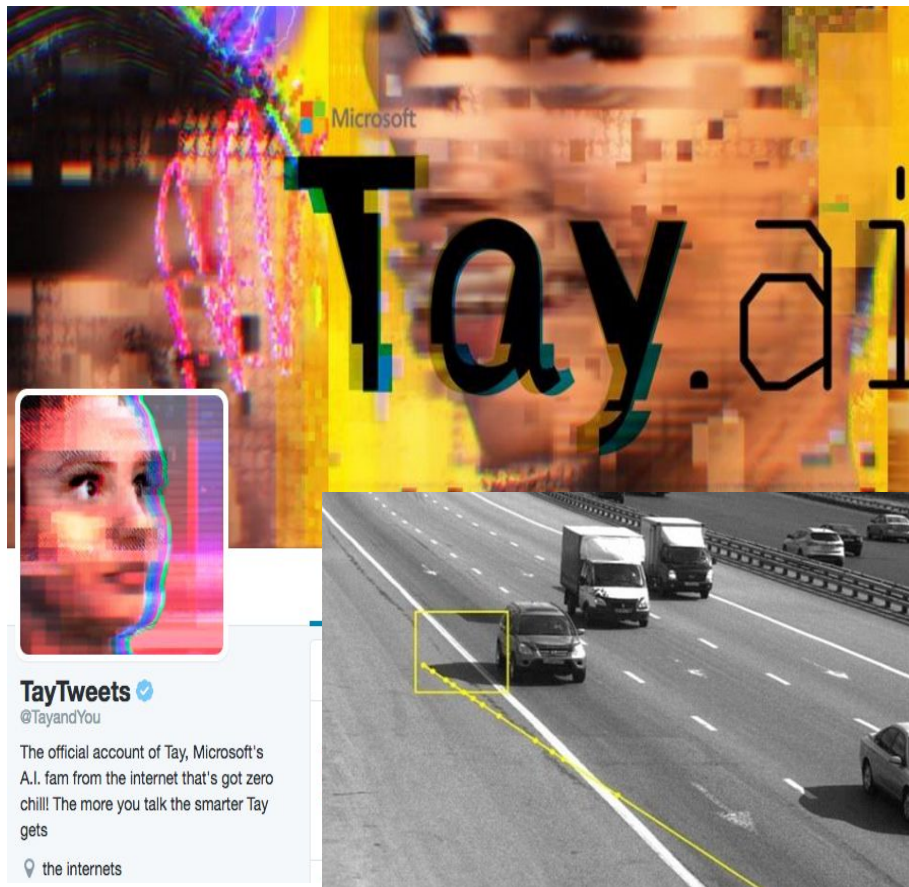
```
static bool isCrazyMurderingRobot = false;  
  
void interact_with_humans (void){  
    if(isCrazyMurderingRobot = true)  
        kill(humans);  
    else  
        be_nice_to(humans);  
}
```

oppressive-silence.com

Image taken from: Andrew Ng twitter



# Limits and challenges of DL/ML



I don't drink spirits .

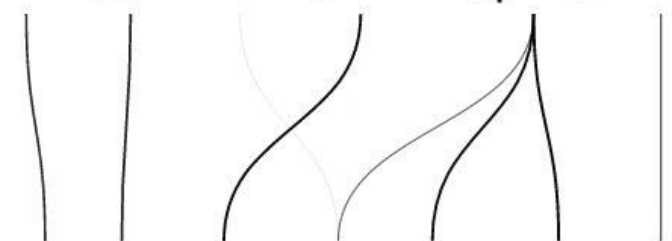


Image taken from Internet: wsj.com, twitter.com



# Training DL is painful

- Tuning hyperparameters
- Network architecture: layers/nodes
- Some data preprocessing
- Weight initialization:  $\sim N(0,1)$
- Learning rate, optimization algos
- Slowness
- Overfitting
- More ...

## UNSUPERVISED AND TRANSFER LEARNING

Yann LeCun



We know now that we don't need any big new breakthroughs to get to true AI  
That is completely, utterly, ridiculously wrong.

As I've said in previous statements: most of human and animal learning is unsupervised learning. If intelligence was a cake, unsupervised learning would be the cake, supervised learning would be the icing on the cake, and reinforcement learning would be the cherry on the cake. We know how to make the icing and the cherry, but we don't know how to make the cake. We need to solve the unsupervised learning problem before we can even think of getting to true AI. And that's just an obstacle we know about. What about all the ones we don't know about?

# How to build ML/DL from scratch

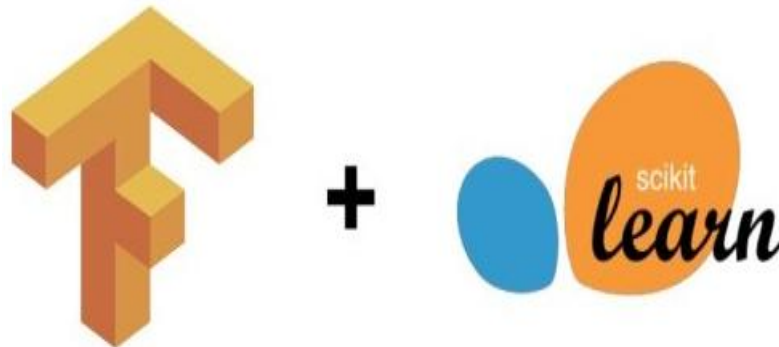
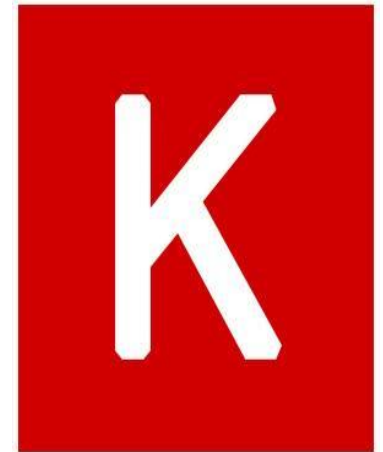


Image taken from Internet

# Open source/Frameworks



theano



Caffe



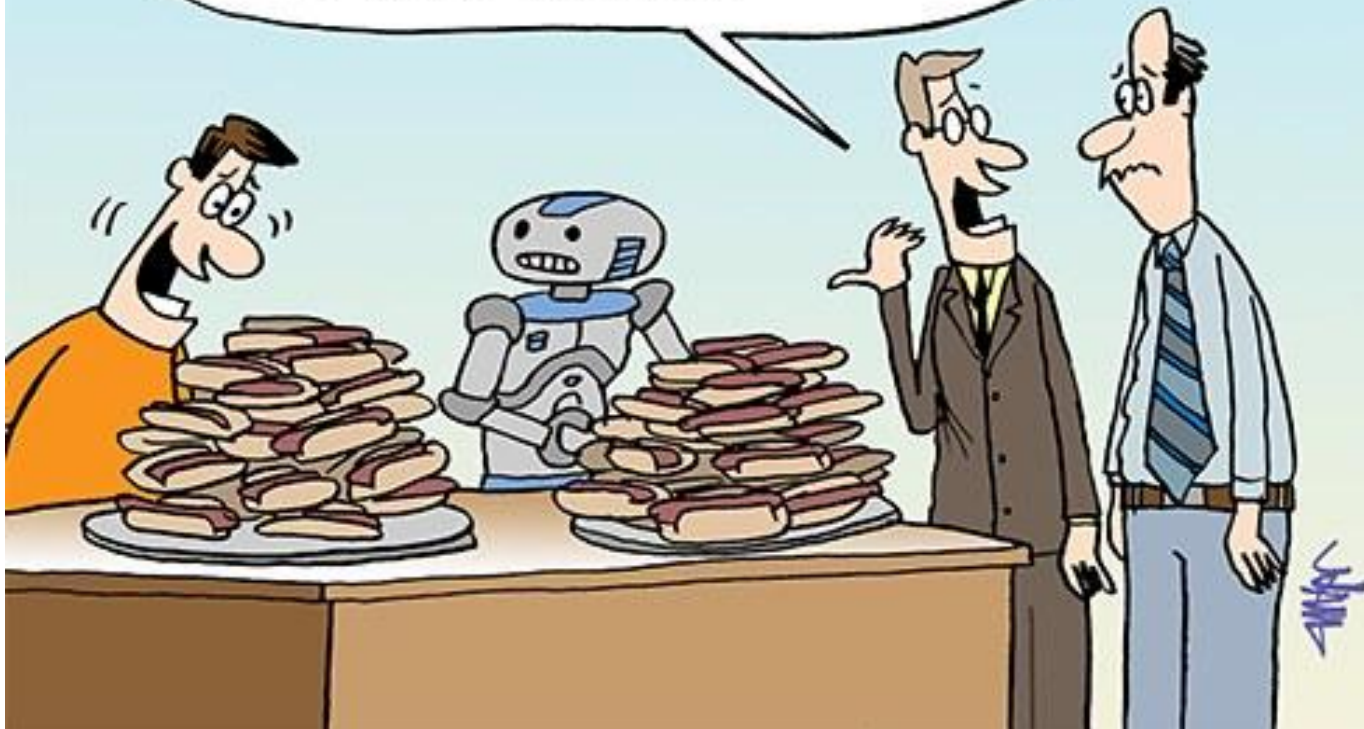
Top libraries by Github issues opened		
#1:	2908	BVLC/caffe
#2:	2530	fchollet/keras
#3:	2456	tensorflow/tensorflow
#4:	1801	dmlc/mxnet
#5:	1705	Theano/Theano
#6:	1067	deeplearning4j/deeplearning4j
#7:	693	Microsoft/CNTK
#8:	505	mila-udem/blocks
#9:	498	pfnet/chainer
#10:	494	NVIDIA/DIGITS
#11:	394	Lasagne/Lasagne
#12:	342	torch/torch7
#13:	233	NervanaSystems/neon
#14:	206	tflearn/tflearn
#15:	82	IDSIA/brainstorm
#16:	41	karpathy/convnetjs
#17:	39	amznlabs/amazon-dsstne
#18:	27	torchnet/torchnet

Top libraries by Github stars		
#1:	29967	tensorflow/tensorflow
#2:	11914	BVLC/caffe
#3:	7595	fchollet/keras
#4:	5985	Microsoft/CNTK
#5:	5263	karpathy/convnetjs
#6:	5160	torch/torch7
#7:	4740	dmlc/mxnet
#8:	4316	Theano/Theano
#9:	3723	deeplearning4j/deeplearning4j
#10:	3420	tflearn/tflearn
#11:	3162	amznlabs/amazon-dsstne
#12:	2372	Lasagne/Lasagne
#13:	2149	NervanaSystems/neon
#14:	1577	pfnet/chainer
#15:	1371	NVIDIA/DIGITS
#16:	1147	IDSIA/brainstorm
#17:	870	mila-udem/blocks
#18:	787	torchnet/torchnet

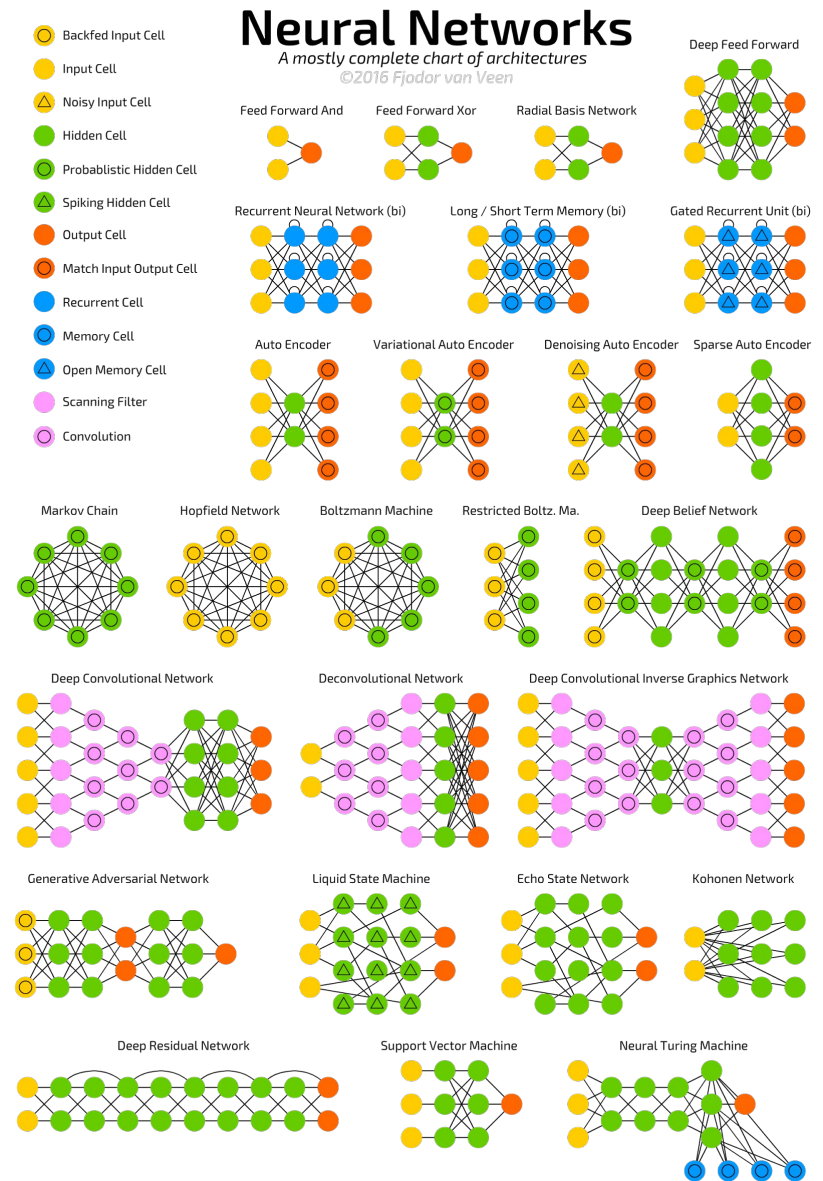
Top libraries by Github contributors		
#1:	348	tensorflow/tensorflow
#2:	244	Theano/Theano
#3:	234	fchollet/keras
#4:	202	BVLC/caffe
#5:	169	dmlc/mxnet
#6:	102	torch/torch7
#7:	84	deeplearning4j/deeplearning4j
#8:	75	Microsoft/CNTK
#9:	72	pfnet/chainer
#10:	50	Lasagne/Lasagne
#11:	48	mila-udem/blocks
#12:	42	NervanaSystems/neon
#13:	39	tflearn/tflearn
#14:	28	NVIDIA/DIGITS
#15:	16	amznlabs/amazon-dsstne
#16:	15	IDSIA/brainstorm
#17:	14	karpathy/convnetjs
#18:	10	torchnet/torchnet

Top libraries by Github forks		
#1:	12506	tensorflow/tensorflow
#2:	7194	BVLC/caffe
#3:	2275	fchollet/keras
#4:	1777	dmlc/mxnet
#5:	1540	Theano/Theano
#6:	1484	torch/torch7
#7:	1291	Microsoft/CNTK
#8:	1264	deeplearning4j/deeplearning4j
#9:	1024	karpathy/convnetjs
#10:	662	Lasagne/Lasagne
#11:	482	amznlabs/amazon-dsstne
#12:	450	NervanaSystems/neon
#13:	412	NVIDIA/DIGITS
#14:	377	pfnet/chainer
#15:	336	tflearn/tflearn
#16:	267	mila-udem/blocks
#17:	161	torchnet/torchnet
#18:	108	IDSIA/brainstorm

SURE, A DEEP LEARNING ROBOT CAN  
BEAT A MAN IN AN IQ TEST BUT LET'S  
SEE IF A ROBOT CAN BEAT A MAN  
IN EATING HOT DOGS!



# Some Demos





Find me: @laampt | Github: lampts

**THANK  
YOU!**