Machine Learning Zoomcamp

Session #1.2

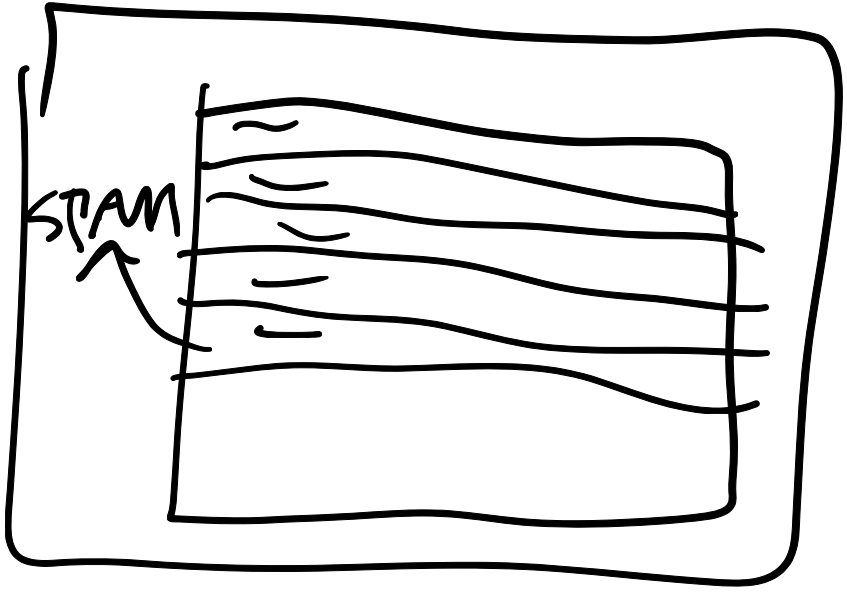
Machine Learning vs Rule-Based Systems

DataTalks.Club

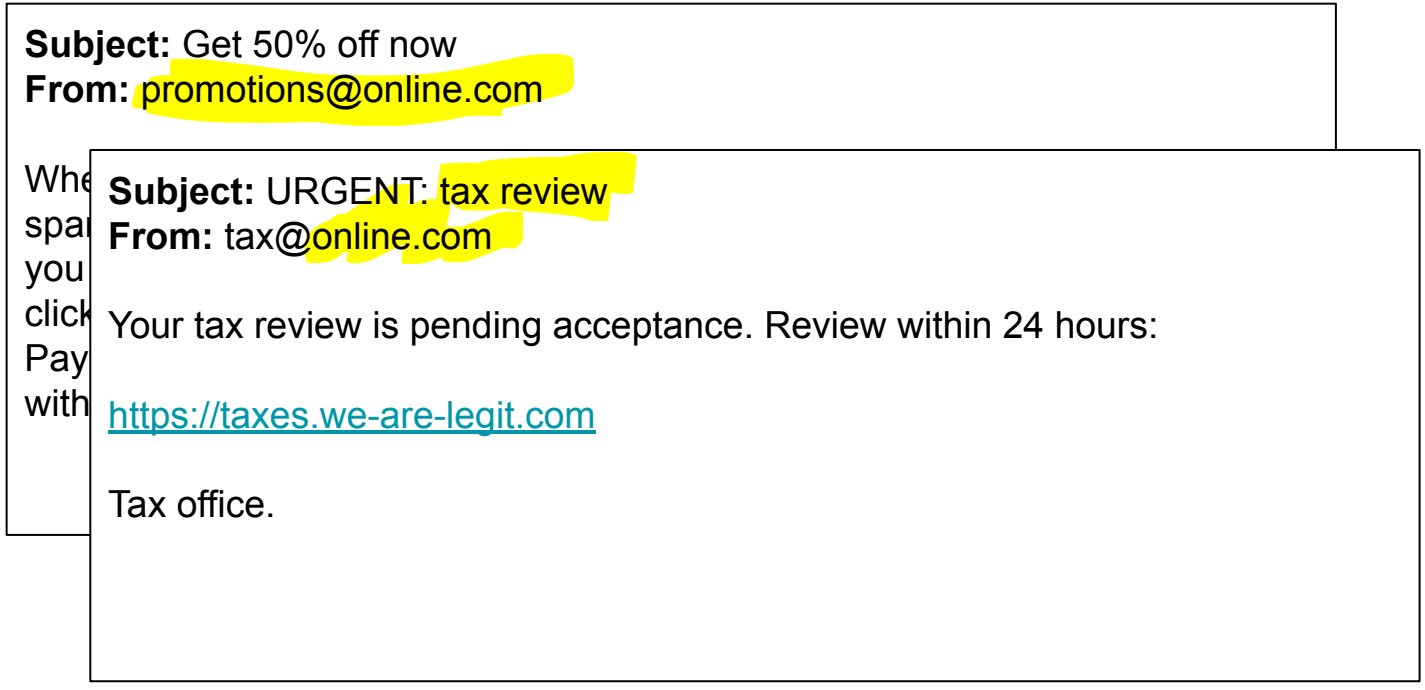
Session #1.2: Plan

- A rule-based system for spam detection
- Using ML for spam detection
- Extracting features for ML

Email system



Spam


Subject: Get 50% off now
From: promotions@online.com
Whe
spa
you
click
Pay
with
Subject: URGENT: tax review
From: tax@online.com
Your tax review is pending acceptance. Review within 24 hours:
https://taxes.we-are-legit.com
Tax office.

Rules

- If sender = promotions@online.com then “spam”
- If title contains “tax review” and sender domain is “online.com” then “spam”
- Otherwise, “good email”

Code

```
def detect_spam(email):
    if email.sender == 'promotions@online.com':
        return SPAM
    if contains(email.title, ['tax', 'rewiew']) and
            domain(email.sender, 'online.com'):
        return SPAM
    return GOOD
```

More

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

Rules

- If sender = promotions@online.com then “spam”
- If title contains “tax review” and sender domain is “online.com” then “spam”
- **If body contains a word “deposit” then “spam”**
- Otherwise, “good email”

Code

```
def detect_spam(email):
    if email.sender == 'promotions@online.com':
        return SPAM
    if contains(email.title, ['tax', 'rewiew']) and
            domain(email.sender, 'online.com'):
        return SPAM
    if contains(email.body, ['deposit']):
        return SPAM
    return GOOD
```

More

Subject: Totally legit email
From: pedro@gmail.com

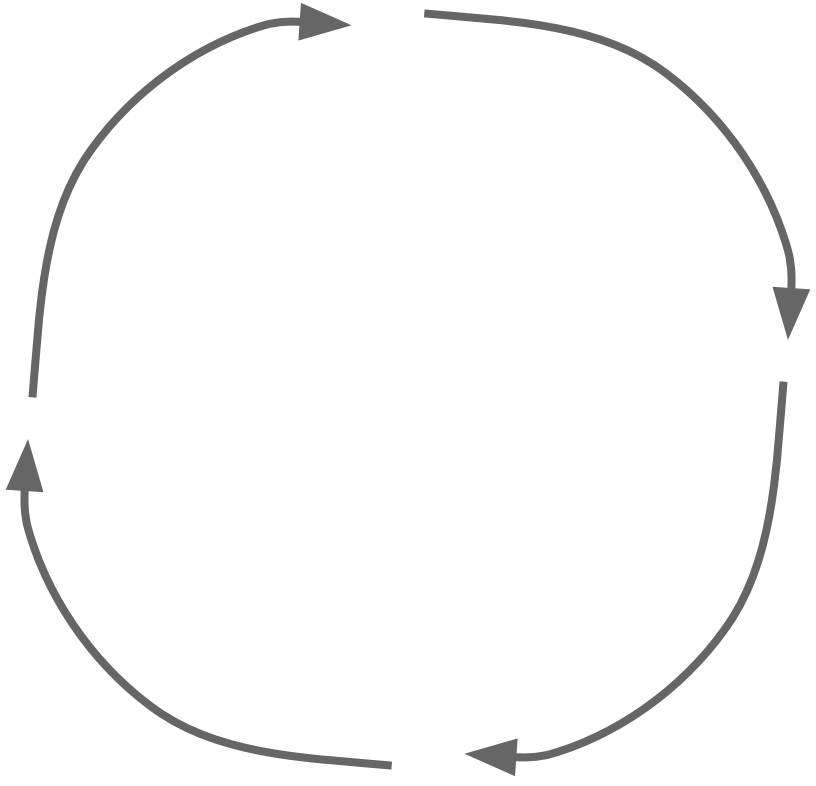
I transferred $50 to you one year ago, and now I'm moving out.
Please refund my deposit.

Pedro.

Rules

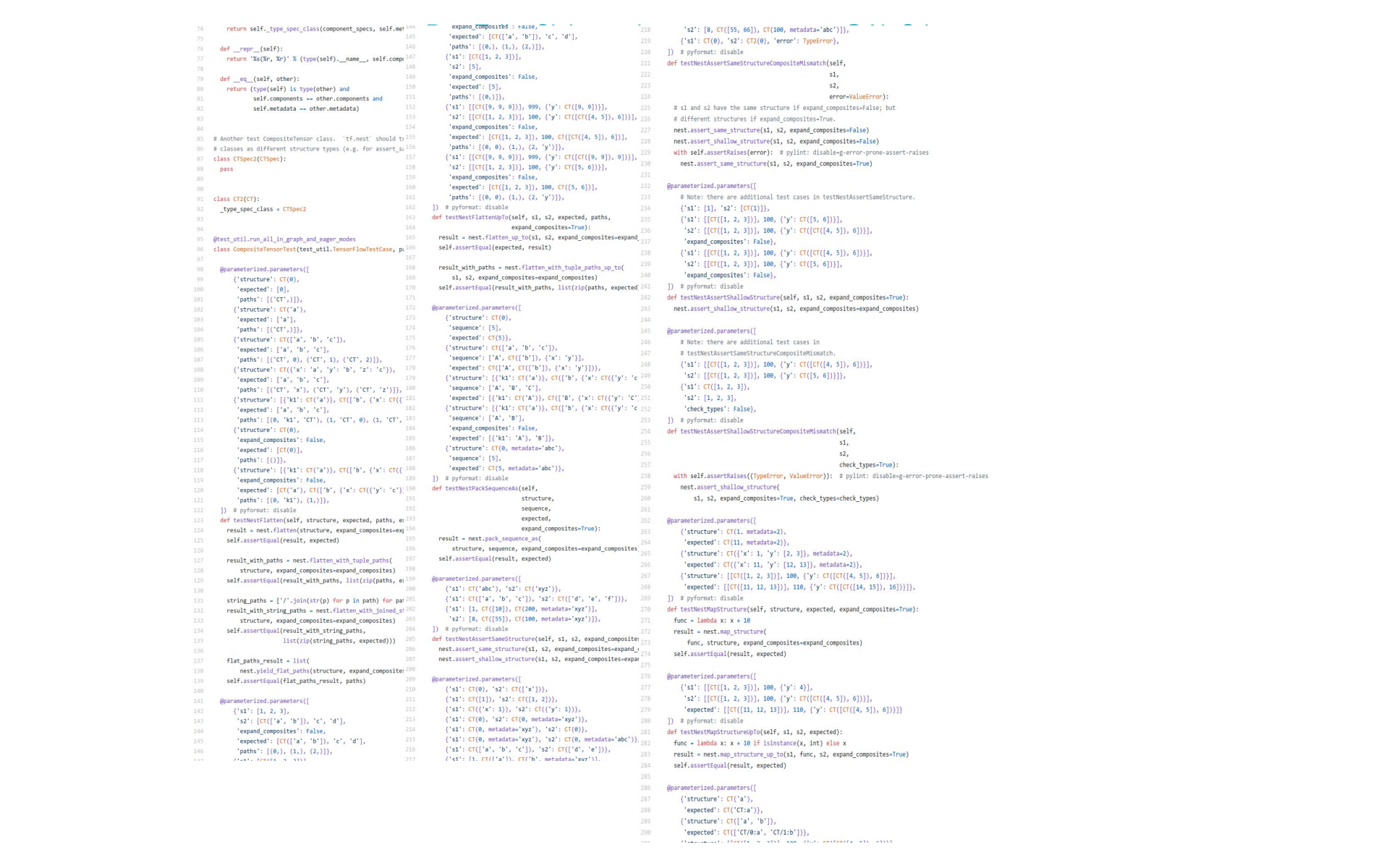
- If sender = promotions@online.com then “spam”
- If title contains “tax review” and sender domain is “online.com” then “spam”
- If body contains a word “deposit”
  - **If sender domain is “test.com” then “spam”**
  - **If body >= 100 words then spam**
- Otherwise, “good email”

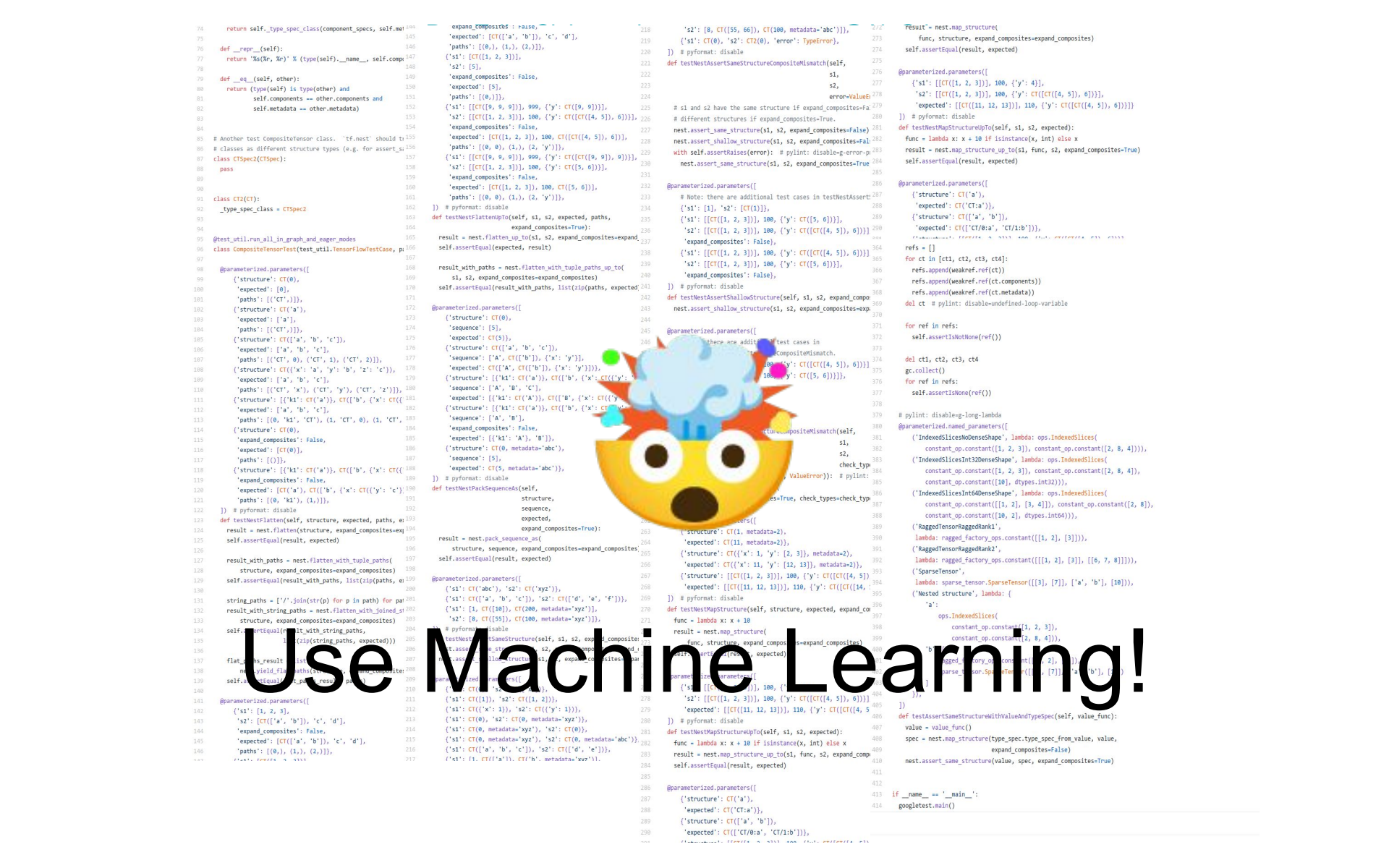
Repeat



```
    return self._type_spec_class(component_specs, self.metadata)

  def __repr__(self):
    return '%s(%r, %r)' % (type(self).__name__, self.components, self.metadata)

  def __eq__(self, other):
    return (type(self) is type(other) and
            self.components == other.components and
            self.metadata == other.metadata)


# Another test CompositeTensor class.  `tf.nest` should treat different CT
# classes as different structure types (e.g. for assert_same_structure).
class CTSpec2(CTSpec):
  pass


class CT2(CT):
  _type_spec_class = CTSpec2


@test_util.run_all_in_graph_and_eager_modes
class CompositeTensorTest(test_util.TensorFlowTestCase, parameterized.TestCase):

  @parameterized.parameters([
      {'structure': CT(0),
       'expected': [0],
       'paths': [('CT',)]},
      {'structure': CT('a'),
       'expected': ['a'],
       'paths': [('CT',)]},
      {'structure': CT(['a', 'b', 'c']),
       'expected': ['a', 'b', 'c'],
       'paths': [('CT', 0), ('CT', 1), ('CT', 2)]},
      {'structure': CT({'x': 'a', 'y': 'b', 'z': 'c'}),
       'expected': ['a', 'b', 'c'],
       'paths': [('CT', 'x'), ('CT', 'y'), ('CT', 'z')]},
      {'structure': [{'k1': CT('a')}, CT({'b', {'x': CT({'y': 'c'})})})],
       'expected': ['a', 'b', 'c'],
       'paths': [(0, 'k1', 'CT'), (1, 'CT', 0), (1, 'CT', 1, 'x', 'CT', 'y')]},
      {'structure': CT(0),
       'expand_composites': False,
       'expected': [CT(0)],
       'paths': [()]},
      {'structure': [{'k1': CT('a')}, CT({'b', {'x': CT({'y': 'c'})})})],
       'expand_composites': False,
       'expected': [CT('a'), CT({'b', {'x': CT({'y': 'c'})})})],
       'paths': [(0, 'k1'), (1,)]},
  ])  # pyformat: disable
  def testNestFlatten(self, structure, expected, paths, expand_composites=True):
    result = nest.flatten(structure, expand_composites=expand_composites)
    self.assertEqual(result, expected)

    result_with_paths = nest.flatten_with_tuple_paths(
        structure, expand_composites=expand_composites)
    self.assertEqual(result_with_paths, list(zip(paths, expected)))

    string_paths = ['/'.join(str(p) for p in path) for path in paths]  # pylint: disable=g-complex-comprehension
    result_with_string_paths = nest.flatten_with_joined_string_paths(
        structure, expand_composites=expand_composites)
    self.assertEqual(result_with_string_paths,
                     list(zip(string_paths, expected)))

    flat_paths_result = list(
        nest.yield_flat_paths(structure, expand_composites=expand_composites))
    self.assertEqual(flat_paths_result, paths)

  @parameterized.parameters([
      {'s1': [1, 2, 3],
       's2': [CT(['a', 'b']), 'c', 'd'],
       'expand_composites': False,
       'expected': [CT(['a', 'b']), 'c', 'd'],
       'paths': [(0,), (1,), (2,)]},
      {'s1': [1, 2, 3],
```

```
    return self._type_spec_class(component_specs, self.me

  def __repr__(self):
    return '%s(%r, %r)' % (type(self).__name__, self.compo

  def __eq__(self, other):
    return (type(self) is type(other) and
            self.components == other.components and
            self.metadata == other.metadata)


# Another test CompositeTensor class.  `tf.nest` should t
# classes as different structure types (e.g. for assert_s
class CTSpec2(CTSpec):
  pass


class CT2(CT):
  _type_spec_class = CTSpec2


@test_util.run_all_in_graph_and_eager_modes
class CompositeTensorTest(test_util.TensorFlowTestCase, pa

  @parameterized.parameters([
      {'structure': CT(0),
       'expected': [0],
       'paths': [('CT',)]},
      {'structure': CT('a'),
       'expected': ['a'],
       'paths': [('CT',)]},
      {'structure': CT(['a', 'b', 'c']),
       'expected': ['a', 'b', 'c'],
       'paths': [('CT', 0), ('CT', 1), ('CT', 2)]},
      {'structure': CT({'x': 'a', 'y': 'b', 'z': 'c'}),
       'expected': ['a', 'b', 'c'],
       'paths': [('CT', 'x'), ('CT', 'y'), ('CT', 'z')]},
      {'structure': [{'k1': CT('a')}, CT({'b': {'x': CT({
       'expected': ['a', 'b', 'c'],
       'paths': [(0, 'k1', 'CT'), (1, 'CT', 0), (1, 'CT',
      {'structure': CT(0),
       'expand_composites': False,
       'expected': [CT(0)],
       'paths': [()]},
      {'structure': [{'k1': CT('a')}, CT({'b': {'x': CT({
       'expand_composites': False,
       'expected': [CT('a'), CT({'b': {'x': CT({'y': 'c'}
       'paths': [(0, 'k1'), (1,)]},
  ])  # pyformat: disable
  def testNestFlatten(self, structure, expected, paths, e
    result = nest.flatten(structure, expand_composites=exp
    self.assertEqual(result, expected)

    result_with_paths = nest.flatten_with_tuple_paths(
        structure, expand_composites=expand_composites)
    self.assertEqual(result_with_paths, list(zip(paths, e

    string_paths = ['/'.join(str(p) for p in path) for pa
    result_with_string_paths = nest.flatten_with_joined_s
        structure, expand_composites=expand_composites)
    self.assertEqual(result_with_string_paths,
                     list(zip(string_paths, expected)))

    flat_paths_result = list(
        nest.yield_flat_paths(structure, expand_composite
    self.assertEqual(flat_paths_result, paths)

  @parameterized.parameters([
      {'s1': [1, 2, 3],
       's2': [CT(['a', 'b']), 'c', 'd'],
       'expand_composites': False,
       'expected': [CT(['a', 'b']), 'c', 'd'],
       'paths': [(0,), (1,), (2,)]},
      {'s1': [[CT([9, 9, 9])], 999, {'y': CT([9, 9])}],
       's2': [[CT([1, 2, 3])], 100, {'y': CT([CT([4, 5]), 6])}],
       'expand_composites': False,
       'expected': [CT([1, 2, 3]), 100, CT([CT([4, 5]), 6])],
       'paths': [(0, 0), (1,), (2, 'y')]},
      {'s1': [[CT([9, 9, 9])], 999, {'y': CT([CT([9, 9]), 9])}],
       's2': [[CT([1, 2, 3])], 100, {'y': CT([5, 6])}],
       'expand_composites': False,
       'expected': [CT([1, 2, 3]), 100, CT([5, 6])],
       'paths': [(0, 0), (1,), (2, 'y')]},
  ])  # pyformat: disable
  def testNestFlattenUpTo(self, s1, s2, expected, paths,
                          expand_composites=True):
    result = nest.flatten_up_to(s1, s2, expand_composites=expand_composites)
    self.assertEqual(expected, result)

    result_with_paths = nest.flatten_with_tuple_paths_up_to(
        s1, s2, expand_composites=expand_composites)
    self.assertEqual(result_with_paths, list(zip(paths, expected)))

  @parameterized.parameters([
      {'structure': CT(0),
       'sequence': [5],
       'expected': CT(5)},
      {'structure': CT(['a', 'b', 'c']),
       'sequence': ['A', CT(['b']), {'x': 'y'}],
       'expected': CT(['A', CT(['b']), {'x': 'y'}])},
      {'structure': [{'k1': CT('a')}, CT({'b': {'x': CT({'y': 'c'})}})],
       'sequence': ['A', 'B', 'C'],
       'expected': [{'k1': CT('A')}, CT(['B', {'x': CT({'y': 'C'})}])]},
      {'structure': [{'k1': CT('a')}, CT({'b': {'x': CT({'y': 'c'})}})],
       'sequence': ['A', 'B'],
       'expand_composites': False,
       'expected': [{'k1': 'A'}, 'B']},
      {'structure': CT(0, metadata='abc'),
       'sequence': [5],
       'expected': CT(5, metadata='abc')},
  ])  # pyformat: disable
  def testNestPackSequenceAs(self,
                             structure,
                             sequence,
                             expected,
                             expand_composites=True):
    result = nest.pack_sequence_as(
        structure, sequence, expand_composites=expand_composites)
    self.assertEqual(result, expected)

  @parameterized.parameters([
      {'s1': CT('abc'), 's2': CT('xyz')},
      {'s1': CT(['a', 'b', 'c']), 's2': CT(['d', 'e', 'f'])},
      {'s1': [1, CT([10]), CT(200, metadata='xyz')],
       's2': [8, CT([55]), CT(100, metadata='xyz')]},
  ])  # pyformat: disable
  def testNestAssertSameStructure(self, s1, s2, expand_composites=True):
    nest.assert_same_structure(s1, s2, expand_composites=expand_composites)
    nest.assert_shallow_structure(s1, s2, expand_composites=expand_composites)

  @parameterized.parameters([
      {'s1': CT(0), 's2': CT(['x'])},
      {'s1': CT([1]), 's2': CT([1, 2])},
      {'s1': CT({'x': 1}), 's2': CT({'y': 1})},
      {'s1': CT(0), 's2': CT(0, metadata='xyz')},
      {'s1': CT(0, metadata='xyz'), 's2': CT(0)},
      {'s1': CT(0, metadata='xyz'), 's2': CT(0, metadata='abc')},
      {'s1': CT(['a', 'b', 'c']), 's2': CT(['d', 'e'])},
      {'s1': [1, CT(['a']), CT('b', metadata='xyz')],
```




Use Machine Learning!

Machine Learning

- Get data
- Define & calculate features
- Train and use the model

Getting data

SPAM

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

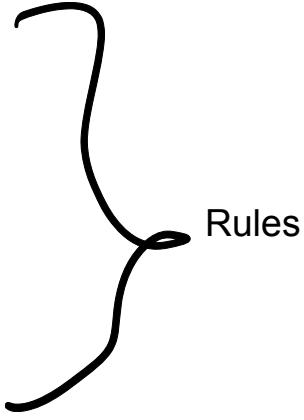
Congratulations again!

Machine Learning

- Get data
- **Define & calculate features**
- Train and use the model

Features

- Length of title > 10? true/false
- Length of body > 10? true/false
- Sender “promotions@online.com”? true/false
- Sender “hpYOSKmL@test.com”? true/false
- Sender domain “test.com”? true/false
- Description contains “deposit”? true/false



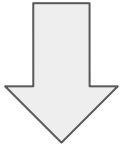
Start with rules and then use these rules as features

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM



[1, 1, 0, 0, 1, 1]

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM

Length of title > 10? **True**

$$[1,\ 1,\ 0,\ 0,\ 1,\ 1]$$

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM

$$[1, \quad 1, \quad 0, \quad 0, \quad 1, \quad 1]$$

Length of body > 10? **True**

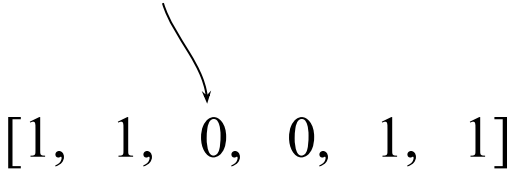
Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM

Sender “promotions@online.com”? **False**



Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM

$$[1, \quad 1, \quad 0, \quad 0, \quad 1, \quad 1]$$

Sender "hpYOSKmL@test.com"? **False**

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!

SPAM

Sender domain “test.com”? **True**

$$[1,\ 1,\ 0,\ 0,\ 1,\ 1]$$

Subject: Waiting for your reply
From: prince1@test.com

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Congratulations again!

SPAM

$$[1, \quad 1, \quad 0, \quad 0, \quad 1, \quad 1]$$

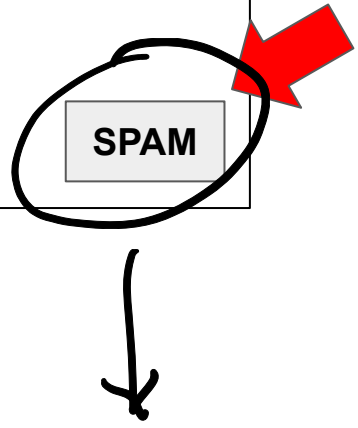
TRUE

Description contains “deposit”? ~~False~~

Subject: Waiting for your reply
From: prince1@test.com

We are delighted to inform you that you won 1.000.000 (one million) US Dollars. To claim the prize, you need to pay a small processing fee. Please deposit $10 to our PayPal account at prince@test.com. Once we receive the money, we will start the transfer.

Congratulations again!



[1, 1, 0, 0, 1, 1] 1

Features (data)	Target (desired output)
$[1, \ 1, \ 0, \ 0, \ 1, \ 1]$	1

Features (data)	Target (desired output)
[1, 1, 0, 0, 1, 1]	1
[0, 0, 0, 1, 0, 1]	0

Features (data)	Target (desired output)
[1, 1, 0, 0, 1, 1]	1
[0, 0, 0, 1, 0, 1]	0
[1, 1, 1, 0, 1, 0]	1

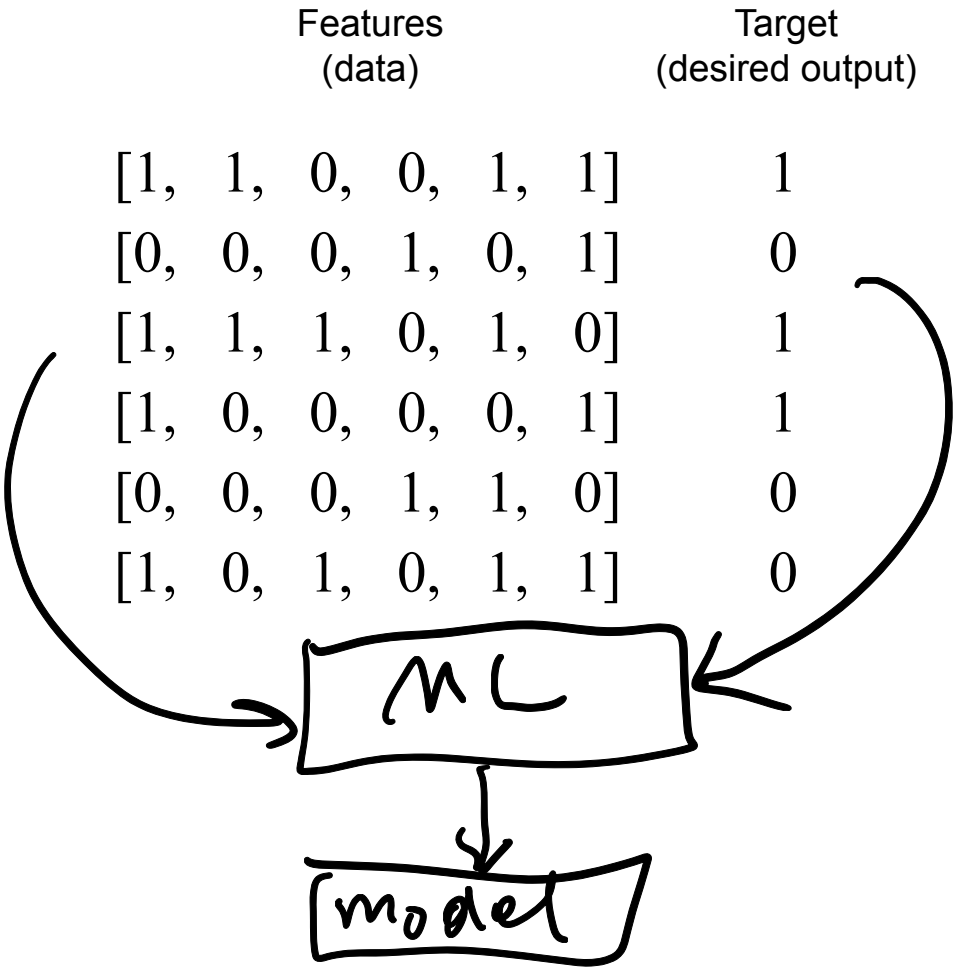
Features (data)	Target (desired output)
[1, 1, 0, 0, 1, 1]	1
[0, 0, 0, 1, 0, 1]	0
[1, 1, 1, 0, 1, 0]	1
[1, 0, 0, 0, 0, 1]	1

Features (data)	Target (desired output)
[1, 1, 0, 0, 1, 1]	1
[0, 0, 0, 1, 0, 1]	0
[1, 1, 1, 0, 1, 0]	1
[1, 0, 0, 0, 0, 1]	1
[0, 0, 0, 1, 1, 0]	0

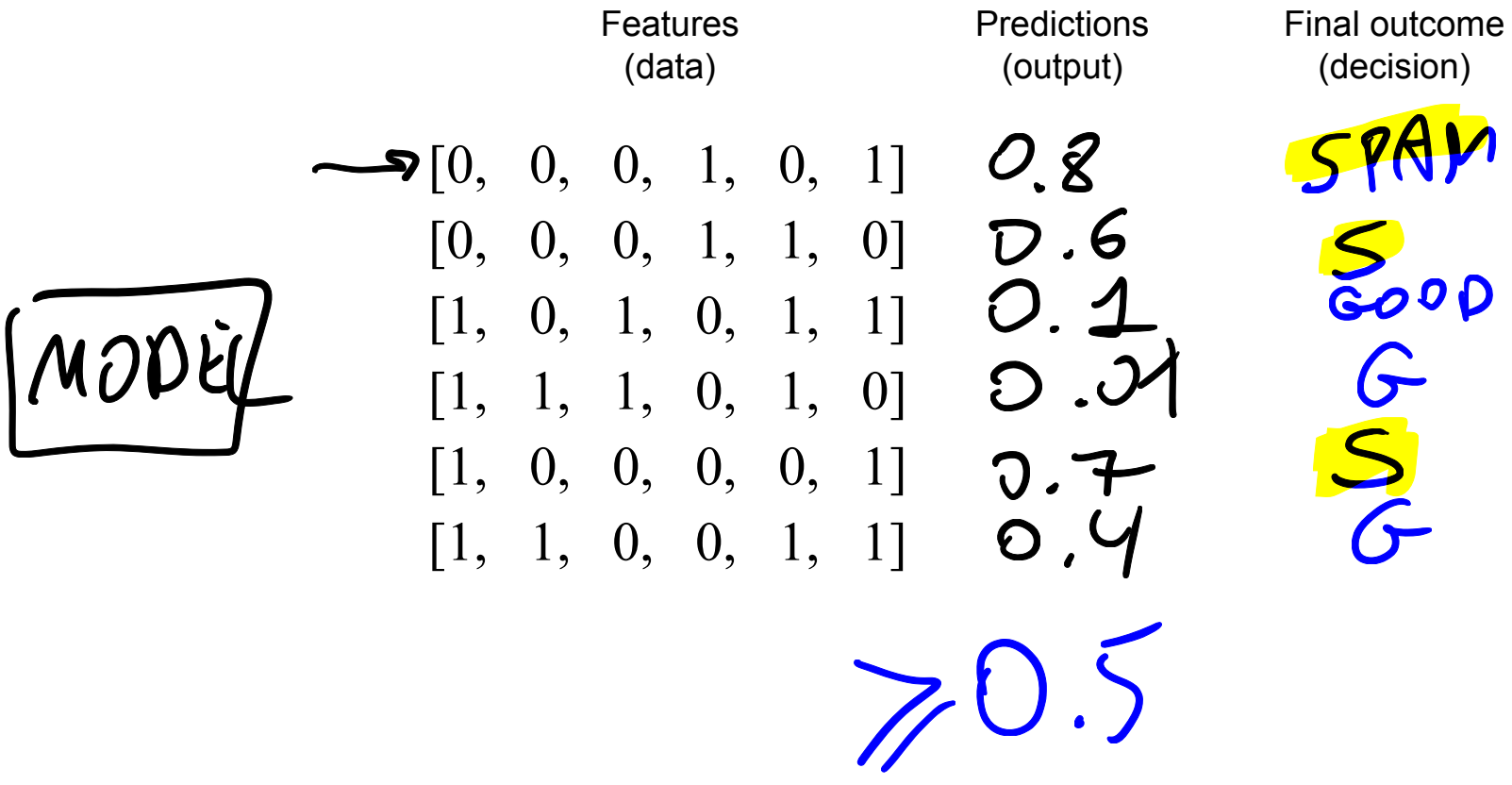
Features (data)	Target (desired output)
[1, 1, 0, 0, 1, 1]	1
[0, 0, 0, 1, 0, 1]	0
[1, 1, 1, 0, 1, 0]	1
[1, 0, 0, 0, 0, 1]	1
[0, 0, 0, 1, 1, 0]	0
[1, 0, 1, 0, 1, 1]	0

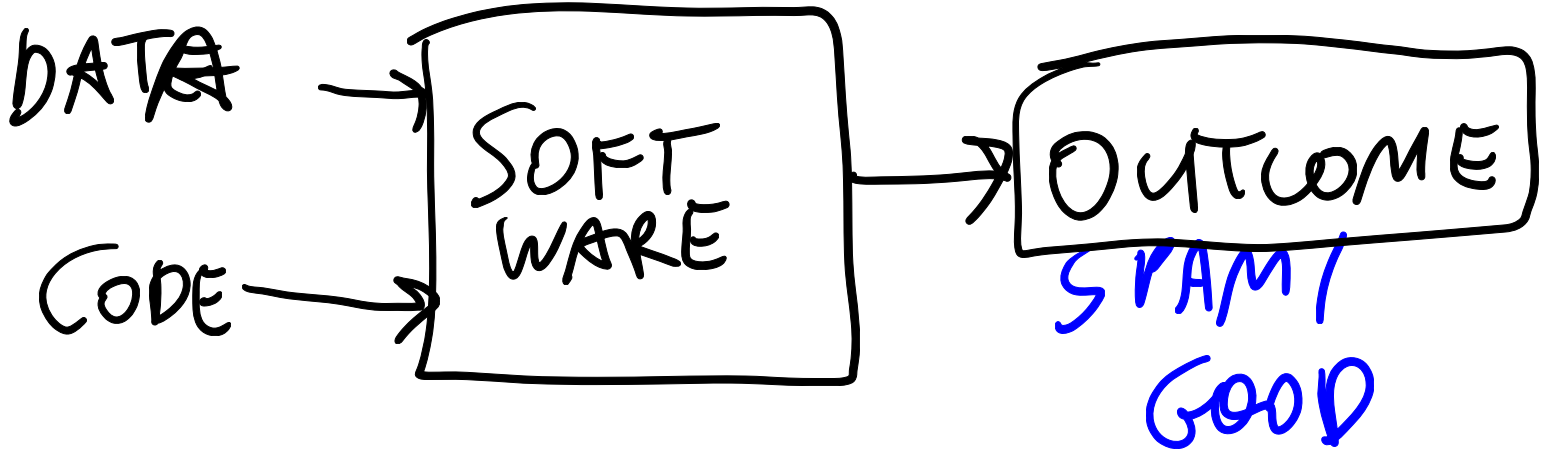
Machine Learning

- Get data
- Define & calculate features
- **Train and use the model**

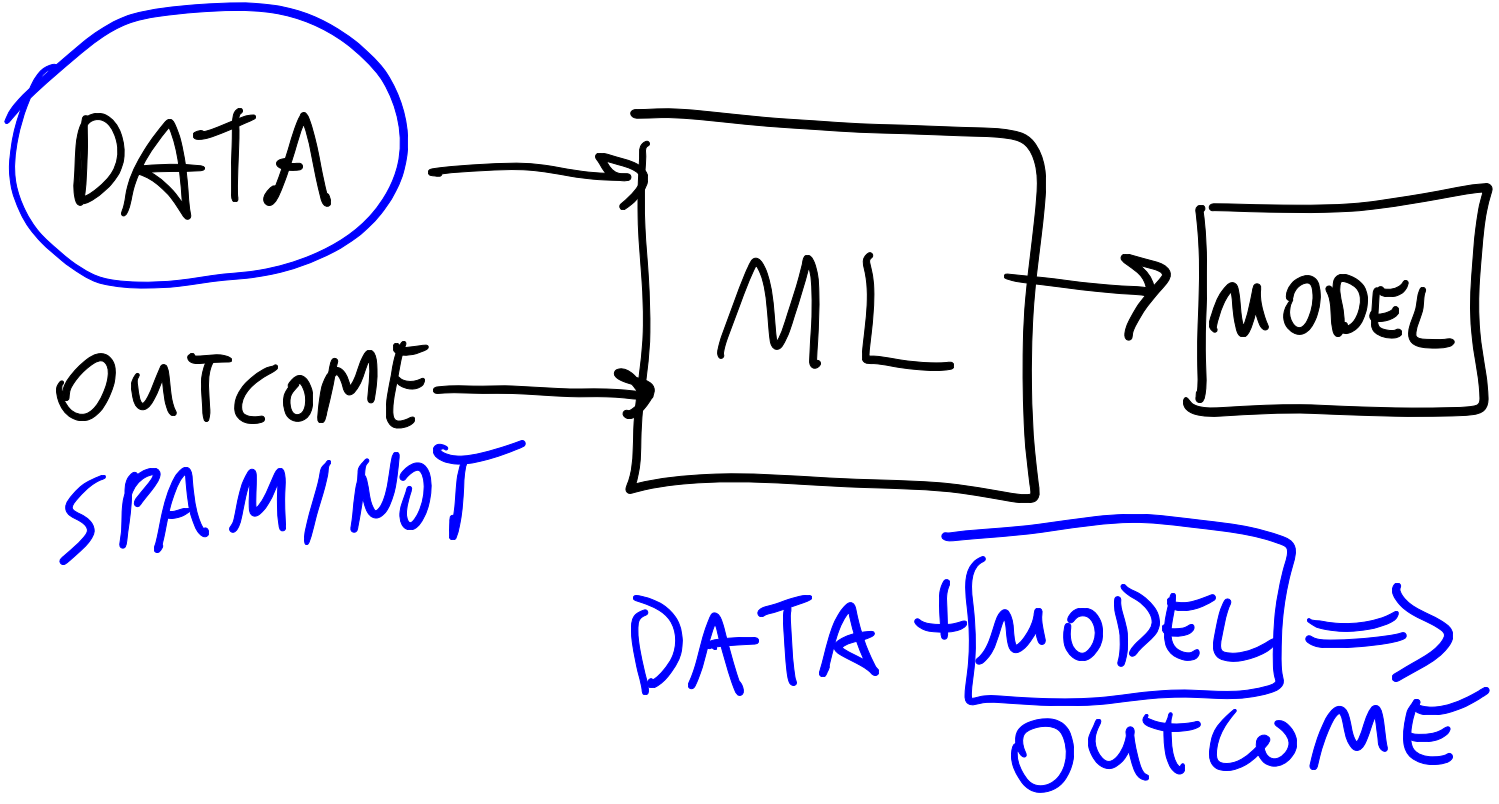

Features
(data)
Target
(desired output)
[1, 1, 0, 0, 1, 1] 1
[0, 0, 0, 1, 0, 1] 0
[1, 1, 1, 0, 1, 0] 1
[1, 0, 0, 0, 0, 1] 1
[0, 0, 0, 1, 1, 0] 0
[1, 0, 1, 0, 1, 1] 0
ML
model

Apply


Features
(data)
Predictions
(output)
Final outcome
(decision)
MODEL
[0, 0, 0, 1, 0, 1]
[0, 0, 0, 1, 1, 0]
[1, 0, 1, 0, 1, 1]
[1, 1, 1, 0, 1, 0]
[1, 0, 0, 0, 0, 1]
[1, 1, 0, 0, 1, 1]
0.8
0.6
0.1
0.31
0.7
0.4
SPAM
S
GOOD
G
S
G
>= 0.5



data + code => software => outcome



data + outcome => ML => model

Next

Supervised machine learning

- A bit more formal definition
- Examples: regression, classification, ranking