Machine Learning: Executive Briefing

SOLVING NEW KINDS OF PROBLEMS

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HOW YOU CAN WRITE

AN INTRODUCTION TO MACHINE LEARNING

(WITHOUT KNOWING ANYTHING ABOUT IT)

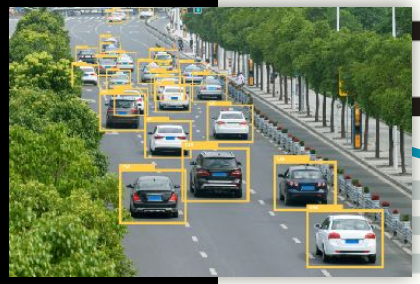
STEP 1: CHOOSE YOUR STYLE

HYPE

HAND-WRINGING

HYPE

MACHINE LEARNING



HAND-WRINGING

YES

GOOD

WONDERFUL

WILL HELP EVERYONE!

NO

BAD

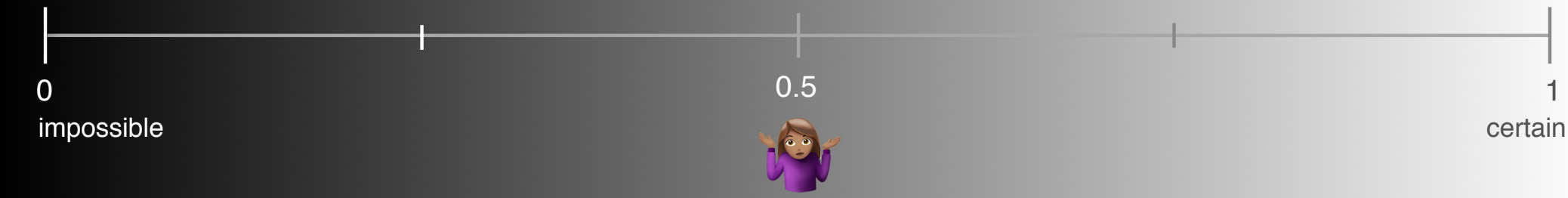
CREEPY

WILL KILL EVERYONE!

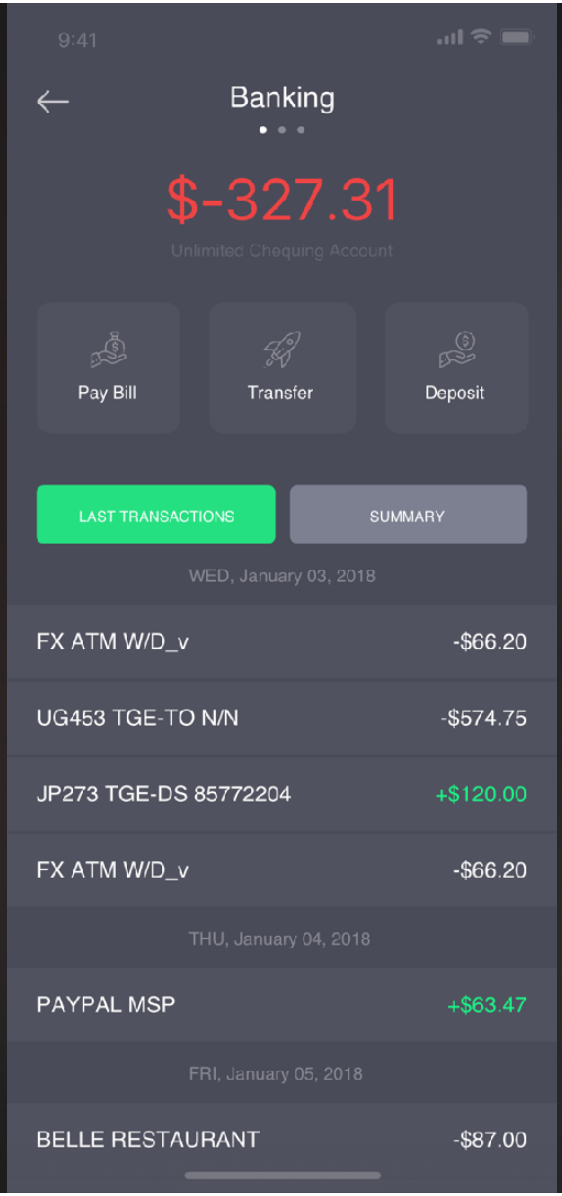
IS IT
TRUE?

IS IT
FALSE?

PROBABILITY



PROGRAMMING
WITHOUT MACHINE LEARNING



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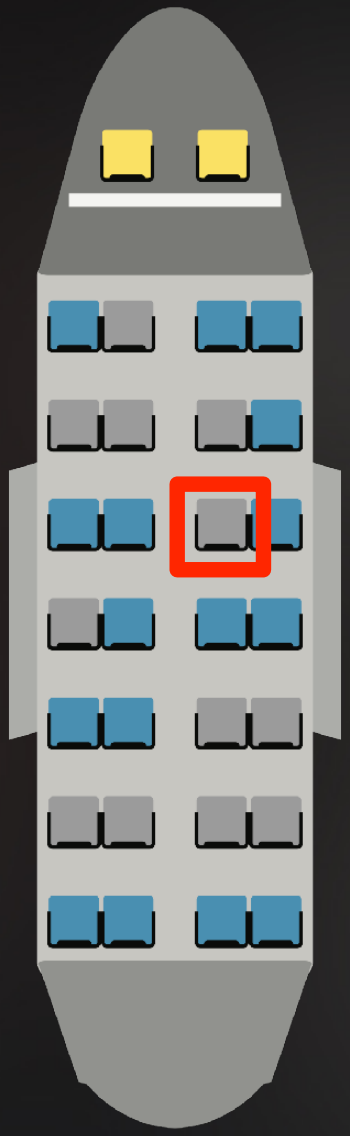


Machine Learning is ***not***
a new way to solve familiar problems

Machine Learning **is**
a way to solve **new kinds of problems**

How much is a good price for this new product?

How often should we send marketing emails?

How likely is it this customer will renew?

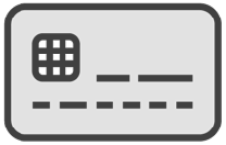
Is the **discussion positive or negative?**

Are there indications our website is about to be attacked?

We must **build our ability**
to **recognize** these situations

Embrace Machine Learning Clichés

Is this email
spam or not spam?



Is this purchase
fraudulent?

What product
to recommend?

Is there a flower
in that photo?