

# Machine Learning: Executive Briefing

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## 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

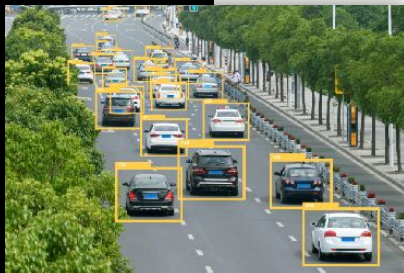
**HYPE**

**HAND-WRINGING**

HYPE



# MACHINE LEARNING



**HAND-WRINGING**

YES

GOOD

WONDERFUL

WILL HELP  
EVERYONE!

NO

BAD

CREEPY

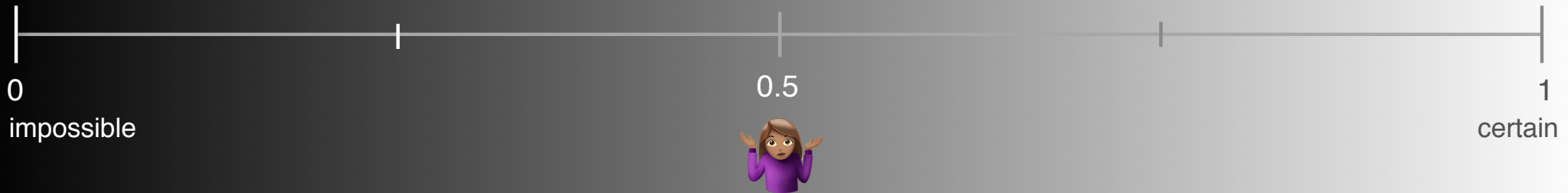
WILL KILL  
EVERYONE!



IS IT  
TRUE?

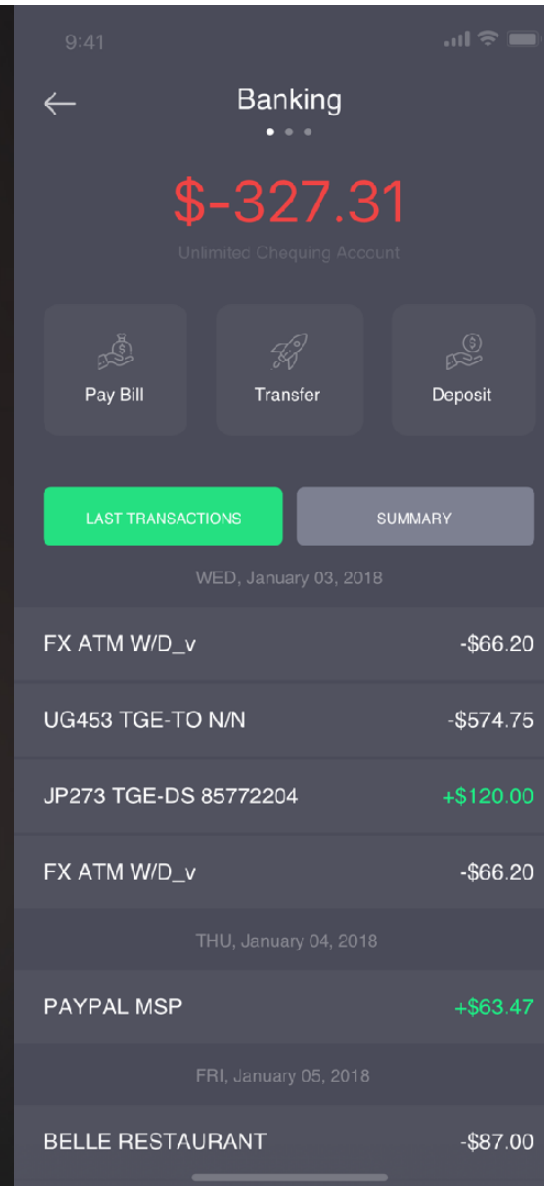
IS IT  
FALSE?

# PROBABILITY



# PROGRAMMING

WITHOUT MACHINE LEARNING

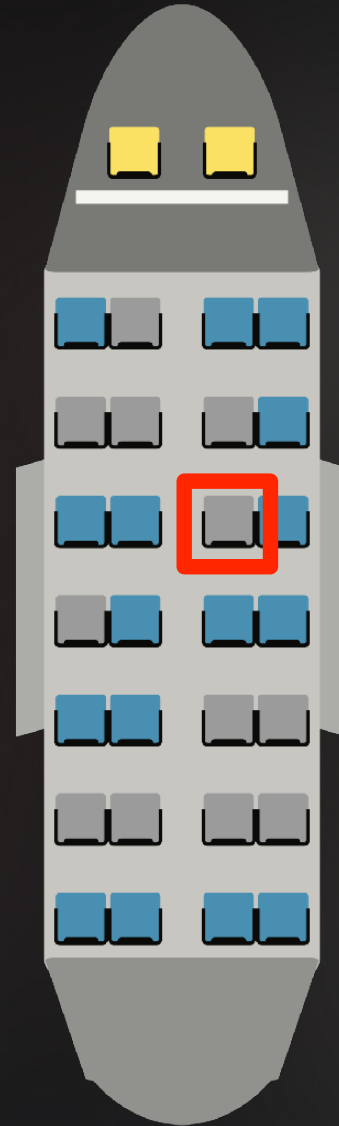


The image shows a mobile banking app interface. At the top, the status bar displays the time 9:41 and signal/battery icons. The app header includes a back arrow, the title 'Banking', and a balance of '\$-327.31' in red. Below the balance is the text 'Unlimited Chequing Account'. Three main action buttons are visible: 'Pay Bill' (with a money bag icon), 'Transfer' (with a rocket icon), and 'Deposit' (with a coin icon). Below these are two tabs: 'LAST TRANSACTIONS' (highlighted in green) and 'SUMMARY'. The date 'WED, January 03, 2018' is shown above a list of transactions. The transactions are: 'FX ATM W/D\_v' (-\$66.20), 'UG453 TGE-TO N/N' (-\$574.75), 'JP273 TGE-DS 85772204' (+\$120.00 in green), and 'FX ATM W/D\_v' (-\$66.20). The date 'THU, January 04, 2018' is shown above the next transaction: 'PAYPAL MSP' (+\$63.47 in green). The date 'FRI, January 05, 2018' is shown above the final transaction: 'BELLE RESTAURANT' (-\$87.00).

WED, January 03, 2018	
FX ATM W/D_v	-\$66.20
UG453 TGE-TO N/N	-\$574.75
JP273 TGE-DS 85772204	+\$120.00
FX ATM W/D_v	-\$66.20
THU, January 04, 2018	
PAYPAL MSP	+\$63.47
FRI, January 05, 2018	
BELLE RESTAURANT	-\$87.00

# PROGRAMMING

WITHOUT MACHINE LEARNING



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?**

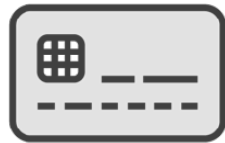
We must **build our ability**  
to **recognize** these situations



# 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?