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# What is AI

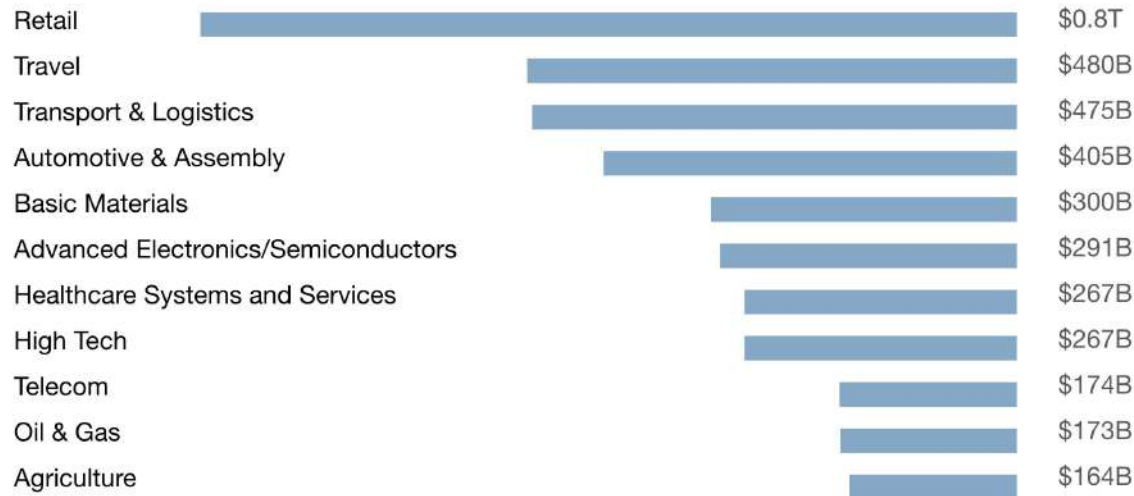
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Introduction

# Introduction

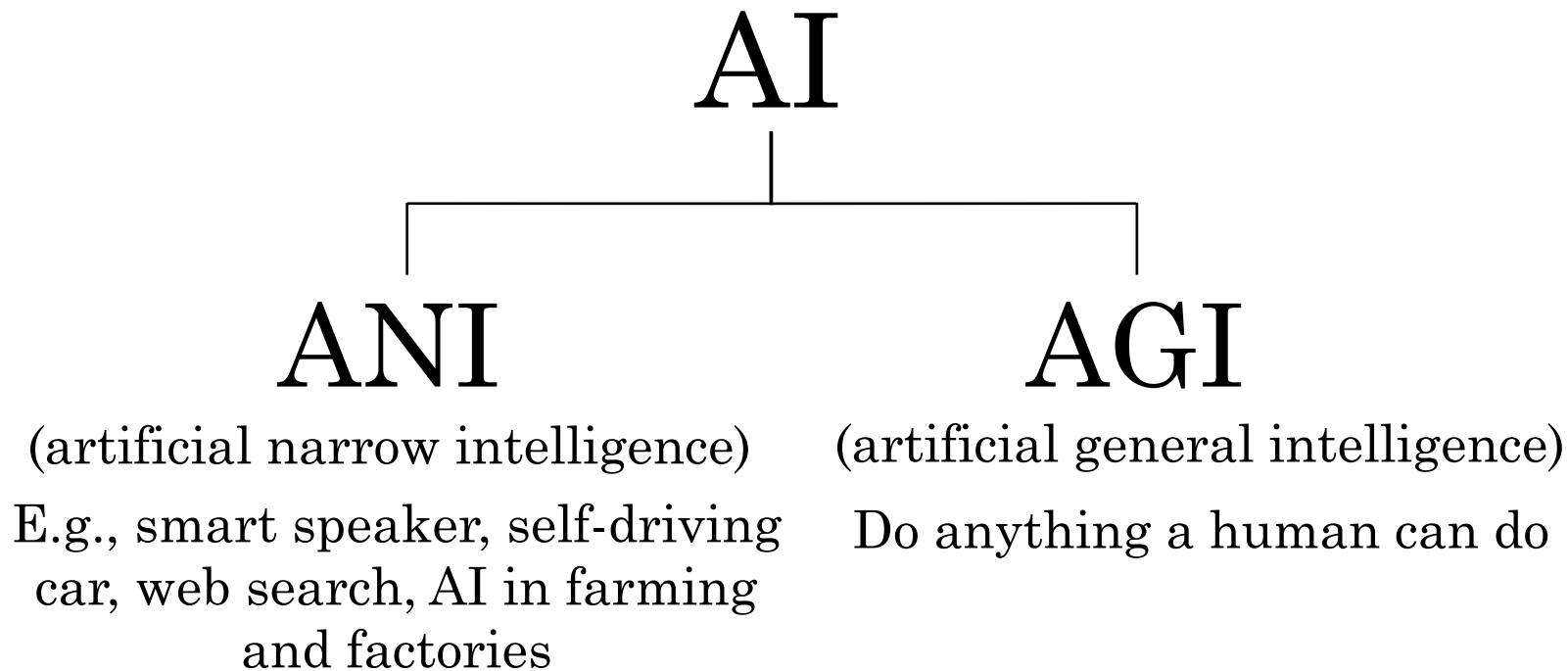
AI value creation  
by 2030

**\$13  
trillion**



[Source: McKinsey Global Institute.]

# Demystifying AI



# What you'll learn

- What is AI?
  - Machine Learning
  - Data
  - What makes an AI company
  - What machine learning can and cannot do
  - Optional: Intuitive explanation of Deep Learning
- Building AI projects
- Building AI in your company
- AI and society



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# What is AI

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Machine Learning

# Supervised Learning

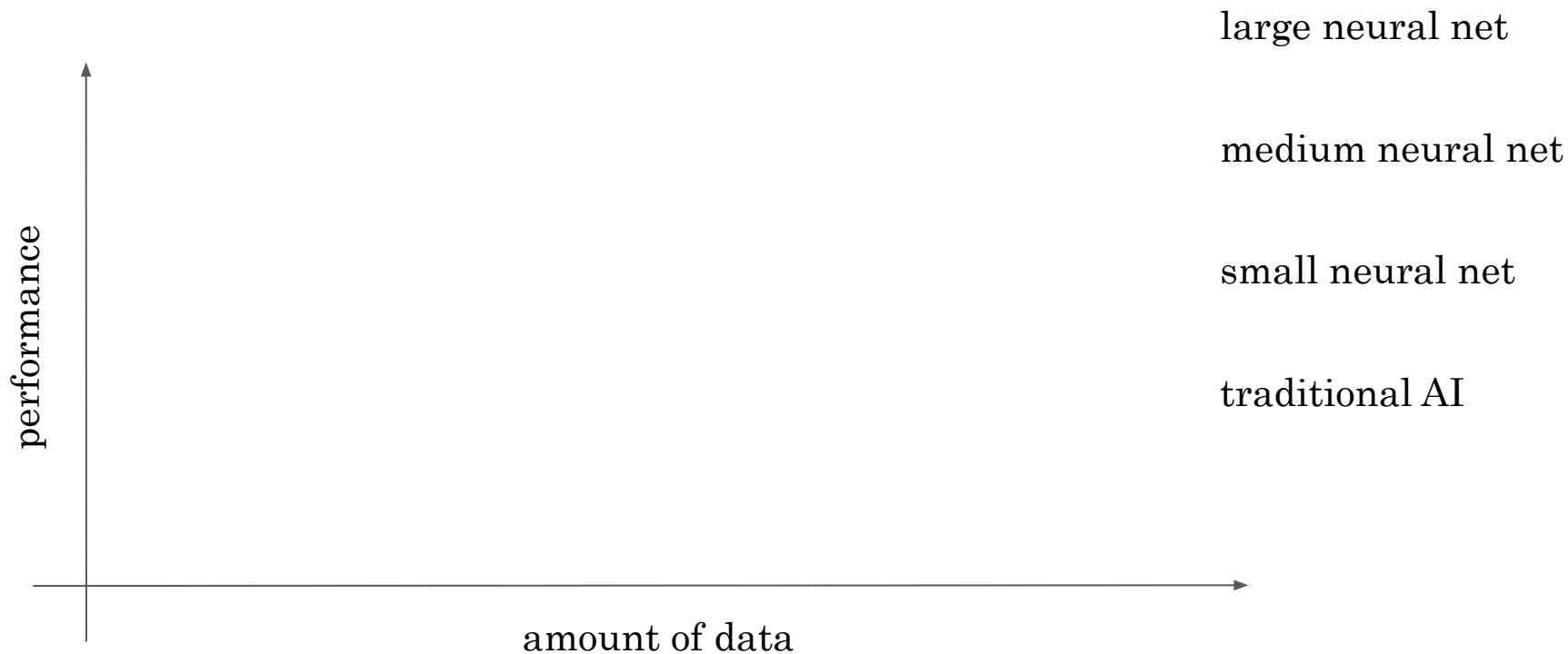
Input

Output

Input (A)	Output (B)	Application
email	spam? (0/1)	spam filtering
audio	text transcripts	speech recognition
English	Chinese	machine translation
ad, user info	click? (0/1)	online advertising
image, radar info	position of other cars	Self-driving car
image of phone	defect? (0/1)	visual inspection



# Why Now?





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# What is AI

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What is data

# Example of a table of data (dataset)

house (square feet)	# of bedrooms	price (1000\$)
523	1	100
645	1	150
708	2	200
1034	3	300
2290	4	350
2545	4	440

image	label
	cat
	not cat
	cat
	not cat

“Google cat”

# Acquiring data

- Manual labeling



cat



not  
cat



cat



not  
cat

- From observing user behaviors

user ID	time	price (\$)	purchased
4783	Jan 21 08:15.20	7.95	yes
3893	March 3 11:30.15	10.00	yes
8384	June 11 14:15.05	9.50	no
0931	Aug 2 20:30.55	12.90	yes

machine	temperature (°C)	pressure (psi)	machine fault
17987	60	7.65	N
34672	100	25.50	N
08542	140	75.50	Y
98536	165	125.00	Y

- Download from websites / partnerships

# Use and mis-use of data

Don't throw data  
at an AI team and  
assume it will be  
valuable.



# Data is messy

- Garbage in, garbage out

- Data problems

  - Incorrect labels

  - Missing values

- Multiple types of data

images, audio, text

house (square feet)	# of bedrooms	price (1000\$)
523	1	100
645	1	0.001
708	unknown	200
1034	3	unknown
unknown	4	350
2545	unknown	440





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# What is AI

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The terminology of AI

# Machine learning vs. data science

Home  
prices

size (square feet)	# of bedrooms	# of bathrooms	newly renovated	price (1000\$)
523	1	2	N	100
645	1	3	N	150
708	2	1	N	200
1034	3	3	Y	300
2290	4	4	N	350
2545	4	5	Y	440

Homes with 3 bedrooms are more expensive than homes with 2 bedrooms of a similar size.

Newly renovated homes have a 15% premium.

Running AI system  
(e.g., websites / mobile app)



# Machine learning vs. data science

## Machine learning

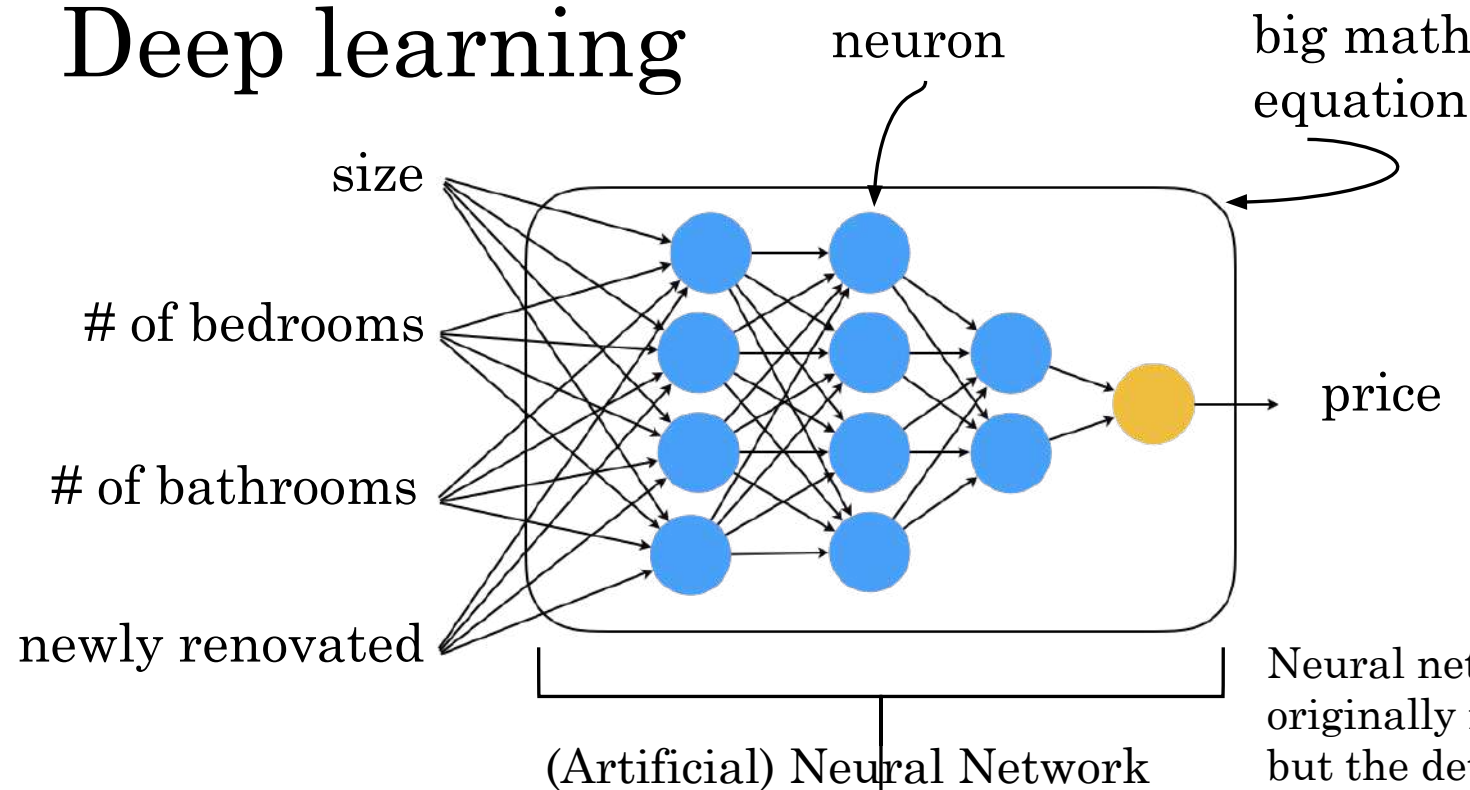
“Field of study that gives computers the ability to learn without being explicitly programmed.”

-Arthur Samuel (1959)

## Data science

Science of extracting knowledge and insights from data.

# Deep learning



Neural networks were originally inspired by the brain, but the details of how they work are almost completely unrelated to how biological brains work.

# AI has many tools

- Machine learning and data science
- Deep learning / neural network
- Other buzzwords: Unsupervised learning, graphical models, planning, knowledge graph, ...



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# What is AI

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What makes an AI company?

# A lesson from the rise of the Internet

## Internet Era

Shopping mall + website  
≠ Internet company

- A/B testing
- Short iteration time
- Decision making pushed down to engineers and other specialized roles

## AI era

Any company + deep learning  
≠ AI company

- Strategic data acquisition
- Unified data warehouse
- Pervasive automation
- New roles (e.g., MLE) and division of labor

# AI Transformation

1. Execute pilot projects to gain momentum
2. Build an in-house AI team
3. Provide broad AI training
4. Develop an AI strategy
5. Develop internal and external communication



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# What is AI

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What machine learning  
can and cannot do

# Supervised Learning

Input (A)	Output (B)	Application
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Anything you can do with 1 second of thought,  
we can probably now or soon automate.



# What machine learning today can and cannot do

The toy arrived two days late, so I wasn't able to give it to my niece for her birthday.

Can I return it?



“Refund request”



Oh, sorry to hear that.  
I hope your niece had a good birthday.  
Yes, we can help with....

Input text

Refund/ Support/ Shipping

# What happens if you try?

Input (A)

User email



Output (B)

2-3 paragraph response

1000 examples

“My box was damaged.”



Thank you for your email.

“Where do I write a review?”



Thank you for your email.

“What’s the return policy?”



Thank you for your email.

“When is my box arriving?”



Thank yes now your....

# What makes an ML problem easier

1. Learning a “simple” concept
2. Lots of data available



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# What is AI

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More examples of what machine learning can and cannot do

# Self-driving car

Can do



Cannot do



stop



hitchhiker



bike turn  
left signal

1. Data
2. Need high accuracy

# X-ray diagnosis



Can do

Diagnose pneumonia from  
~10,000 labeled images

Cannot do

Diagnose pneumonia from  
10 images of a medical textbook  
chapter explaining pneumonia

# Strengths and weaknesses of machine learning

ML tends to work well when:

1. Learning a “simple” function
2. There is lots of data available

ML tends to work poorly when:

1. Learning complex functions from small amounts of data
2. It is asked to perform on new types of data that it learned from





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# What is AI

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Non-technical explanation of  
deep learning I (optional)



# Demand prediction



price

demand

“neuron”

# Demand prediction

price

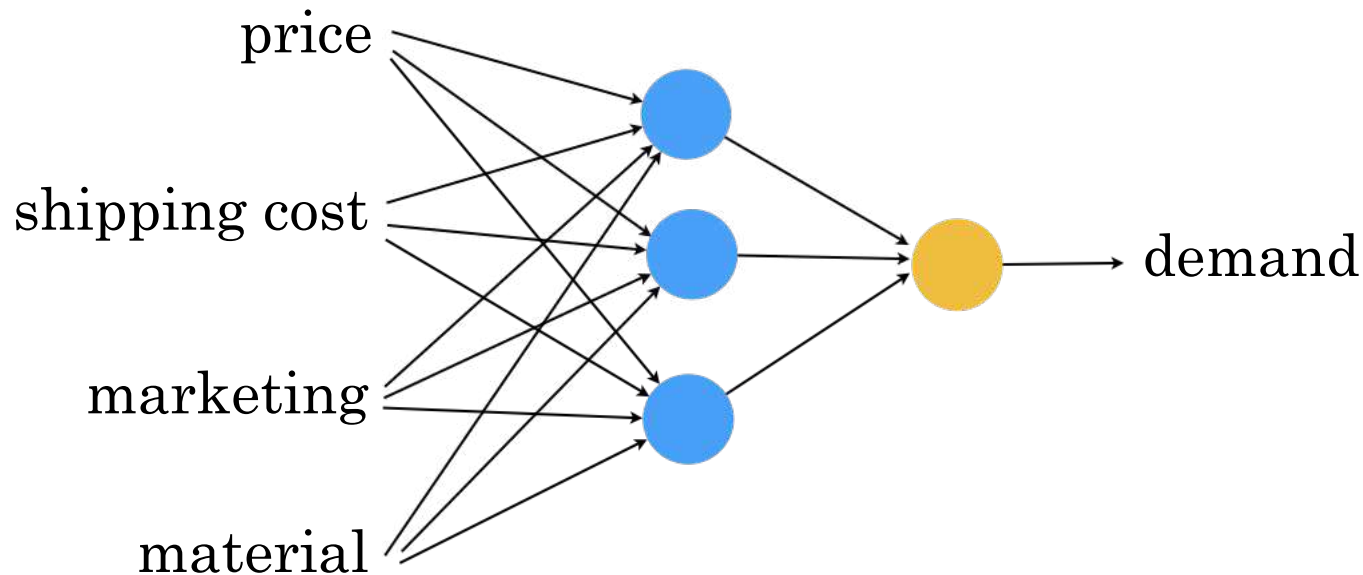
shipping cost

marketing

material

demand

# Demand prediction





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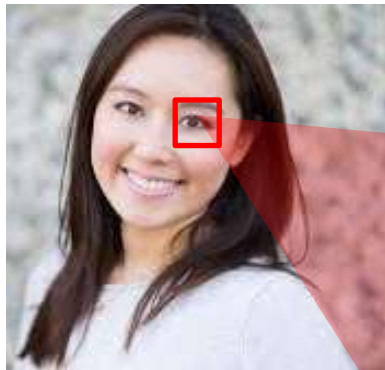
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# What is AI

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Non-technical explanation of  
deep learning II (optional)

# Face recognition



30	32	22	12	10	10	12	33	35	30
12	11	12	234	170	176	13	15	12	12
234	222	220	230	200	222	230	234	56	78
190	220	186	112	110	110	112	180	30	32
49	250	250	250	4	2	254	200	44	6
55	250	250	250	3	1	250	245	25	3
189	195	199	150	110	110	182	190	199	55
200	202	218	222	203	200	200	208	215	222
219	215	220	220	222	214	215	210	220	220
220	220	220	220	221	220	221	220	220	222

# Face recognition

