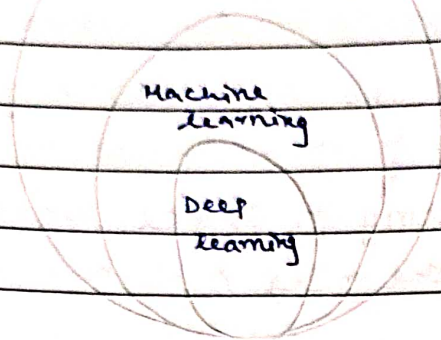


Artificial intelligence → mimics human behaviour.



Arthur Samuel: Gives computers the ability to learn without being explicitly programmed.

Input, Data



Intelligent System



Decisions, Output, Actions.

- Descriptive : explains what happened
- Predictive : predicts what could happen
- Prescriptive : use data, suggest further actions

Sometimes solution is not trivial. It may be dependent on other features (ie, it is not linear).

General Strategy: Given  $(x, y)$

Predict  $y$

⇒ Given a new  $x$ ,  $y = f(x)$

$x \rightarrow$  Features  $y \rightarrow$  Prediction.

- $x$  may be an  $N$ -dim vector
- can be entities other than numbers
- May be a collection of pictures.  
(Image classification  $x$ : images, where image is represented by features)
- Sound bytes: Distinguish sound tracks.  
How can we tackle the feature set for sounds and classified.

- when we get datasets, there are too many features in the dataset / raw data.

- we need to find relevant information that may be hidden.

Ex: Relevance of two images (are they similar).

- leads to feature extraction: Extracting useful info ( $x$ ) from raw data.

Representation: From Raw data to Features

Convert all data into a vector of real numbers:  $x$

\* Points in a feature space

No - 0      Yes - 1

Convert all predictions into an int / real number:  $y$

Ex: Suppose housing data has 'locations'.

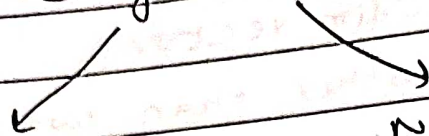
how do we deal with categorical data?

Colours

how to represent in integers.



## Categorical data



### Nominal Data

### Ordinal Data

- Meaningful order/rank

- Ex: Satisfaction Rating

|      |   |
|------|---|
| Poor | 0 |
| Fair | 1 |
| Good | 2 |

- categories are names/labels with no inherent data.

| Colors | Pets |
|--------|------|
| Red    | Dogs |
| Blue   | Cats |
| Green  | Fish |

- Integer encoding

low - 0  
medium - 1  
high - 2

- One-hot encoding

- for no order data  
or to prevent data <sup>algor</sup> to think data is order

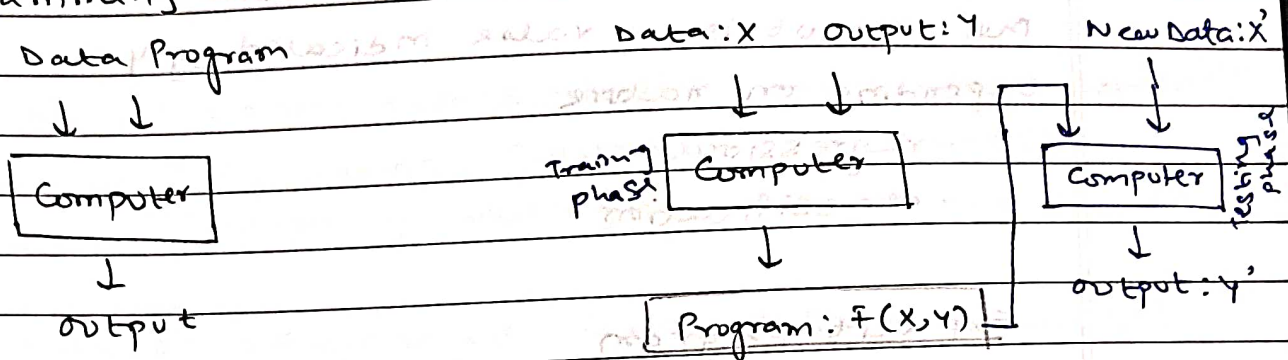
### one hot encoding.

|      | x <sub>6</sub> | x <sub>7</sub> | x <sub>8</sub> |
|------|----------------|----------------|----------------|
| Pets | Cat            | Dog            | Fish           |
| Cat  | 1              | 0              | 0              |
| Cat  |                |                |                |
| Dog  |                |                |                |
| Fish |                |                |                |

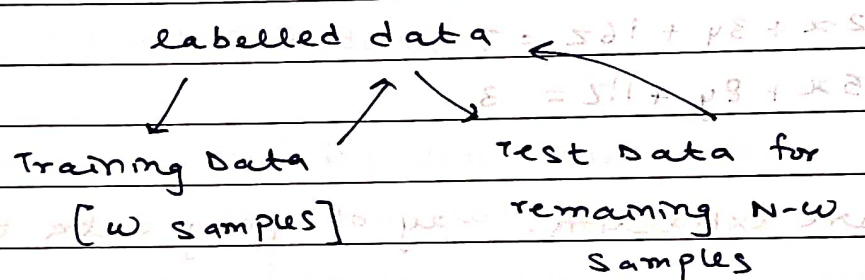
→ Can lead to a significant increase in feature column.

- Flow
- Identify features
  - Conv features to integral.
  - Chose ML algo to find relations/patterns
  - Now, it can predict new values

Programming: Machine learning



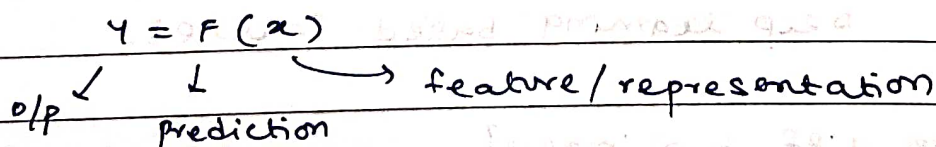
### ML Based Train-Test Data



\* Learning is concerned with accurate prediction of future data

Better Prediction - ML model strong  
learnt well.

### SUMMARY



NOTE: Training and Testing set comes from same distribution

(concept of iid)



- The input is converted to a vector  $x$ .
- The output is a value indicated by  $y$ .
- Depending on nature
  - regression
  - classification

Explicit program

| $x_1$ | $x_2$ | $x_3$ | $y$ |
|-------|-------|-------|-----|
| 2     | 3     | 16    | 7   |
| 5     | 8     | 11    | 3   |

$$2x + 3y + 16z = 7$$

$$5x + 8y + 11z = 3$$

Feature extraction: way of giving data to ML data.

\* Representations:

- In ML, it refers to the way data is transformed or encoded into a format that is suitable for a learning algo to process.
- Images: Raw Pixel Representation  
Deep learning based features.

How can we diff two images?

- they can be pixelized.
  - each pixel has a different <sup>number</sup> ~~color~~.
  - Each number has all the info carried by a number
- Sum of all pixels  
→ Number of boundary pixels  
→ Edge detection
- } Pixel Analysis

Instead of us to find best features to distinguish b/w 2 images, let ML model find out.  $\Rightarrow$  DEEP LEARNING

$\rightarrow$  SOUND : waveform representation, spectrogram represent<sup>n</sup>,  
Mel-frequency Cepstral Coeff. (MFCC)  
 $\hookrightarrow$  Technique by which given wavelength, wave frequency.

$\rightarrow$  Text data: Differentiate Regular & Spam messages

### Approaches

- N grams
- Bag of words
- Term Frequency - Inverse Doc Frequency
- Word Embeddings

Ex: N grams : one file/doc about happy  
one file/doc about sad

check frequency at which words are repeated  
or even synonyms.

or combination of words

helps distinguish b/w documents

Ex: Bag of words

S1: weather is sunny today

S2: weather was rainy today.

Represent these sentences in form of a vector  
and then distinguish.

Conv text data into numbers.



Why AI?

Now: very good, with highly quality datasets  
Proficient ML models, improved architectures

- Massive parallel computing

- software platforms, cloud compute, API's libs,

- New Regularization techniques, Robust optimizers.

- Identify features, without good features may lose out on imp relations.
- Data can be in form of image, Sound, data.
- Complex data - Numeric data