Big Data + ML/AI ≠ Sorceror's Stone
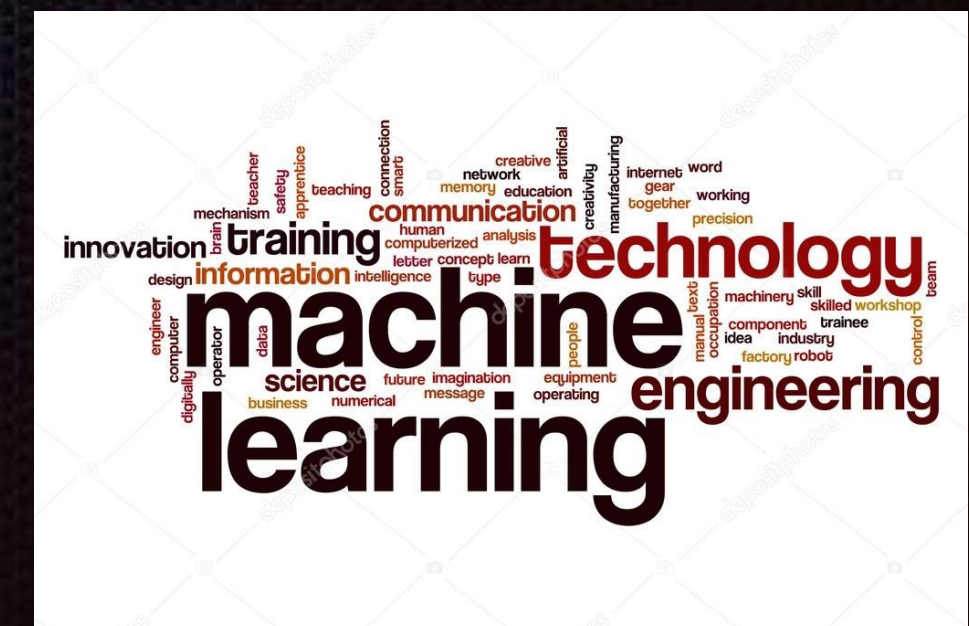
* Finding and assessing rare events is VERY HARD

* Suppose an event occurs in 1 out of 10,000 people

* You fit a ML model to this huge database (think Medicare)

* I use the amazing "Ostrich Method": Just say no

  * I'll have an accuracy of 99.99% in this scenario

  * Beat that, you fake intelligence.

The crystal ball

- Storage costs are a huge issue

- Analytic methods need progress

  - Still leveraging methods from 20 or more years ago

  - A fast moving area