

What is ML?

- Process of using mathematical models of data to help a computer learn without direct instruction
- Subset of Artificial Intelligence (AI)

How does it work?

- Algorithms identify patterns within data, which are used to create a data model that can make predictions with new (related) data.
- Type of predictive analytics with real-time updates
- **Deep learning:** specialized ML train models to mimic human reasoning (such as a neural network, which is modelled after the human brain)

Benefits

- Uncover insights: ML identifies patterns (data story) in structured & unstructured data
- Enhance user experience: Adaptive interfaces, targeted content, voice-enabled virtual assistants help optimise customer experience
- Anticipate customer behaviour: Mining of customer-related data to identify patterns/behaviour and optimize product recommendations/experience
- Improve data integrity: ML improves over time with data mining
- Reduce risk: Fraud tactics change, ML keeps pace to monitor & ID new patterns & catch attempts
- Lower costs: Process automation frees up time and resources for human teams

ML as a Service

- Data scientists & developers build, train and deploy machine learning models
- Accelerated time to market with MLOps (DevOps for ML)
- All skill levels
- Responsible ML innovation (protect data)
- Cost management with resources



