



# FROM MACHINE LEARNING, TO DEEP LEARNING

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@jeremyphoward

From machine  
learning...



...





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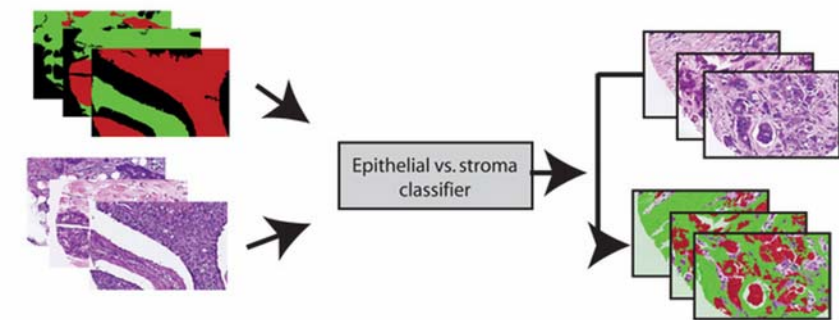
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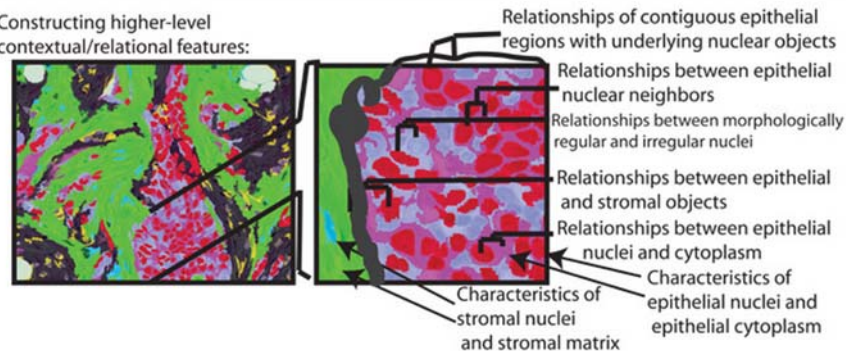
**A** Basic image processing and feature construction:



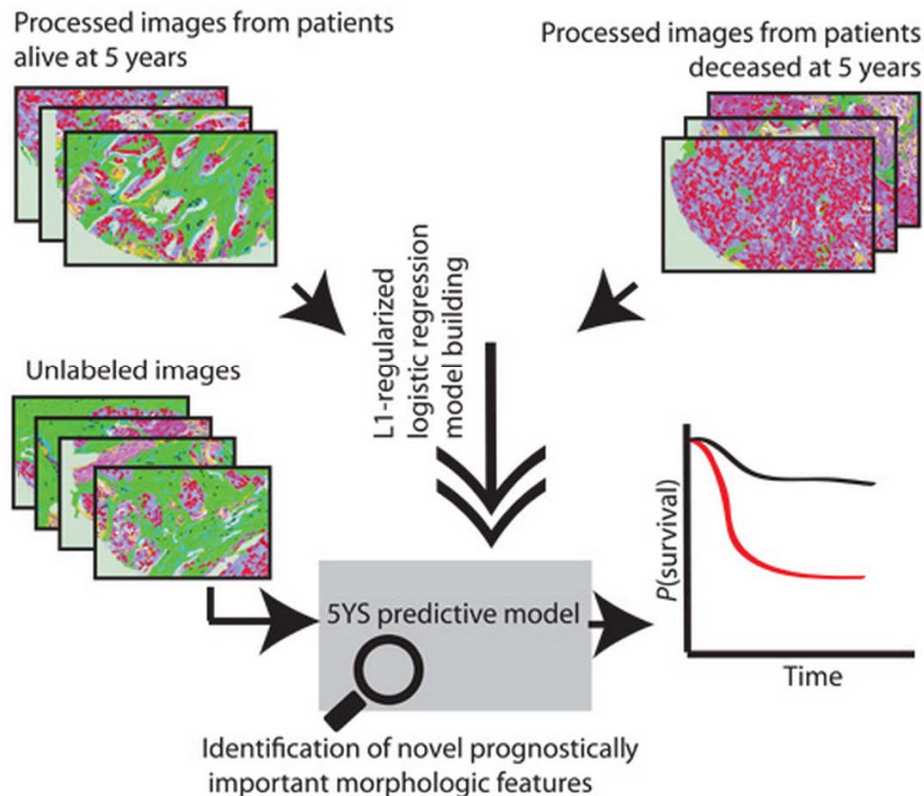
**B** Building an epithelial/stromal classifier:



**C** Constructing higher-level contextual/relational features:



**D** Learning an image-based model to predict survival



# *HORIZONTAL APPLICATIONS*

Machine Learning

# MARKETING APPLICATIONS

Predicting  
Lifetime Value  
(LTV)

Wallet share  
estimation

Churn

Customer  
segmentation

Product mix

Cross selling

Recommendation  
algorithms

Up-selling

Channel  
optimization

Discount  
targeting

Reactivation  
likelihood

Adwords  
optimization and  
ad buying



## RISK APPLICATIONS

Credit risk

Treasury or  
currency risk

Fraud  
detection

Accounts  
Payable  
Recovery

Anti-money  
laundering

# HUMAN RESOURCES APPLICATIONS

Resume  
screening

Employee churn

Training  
recommendation

Talent  
management

## MORE HORIZONTAL APPLICATIONS...

### Sales

- Lead prioritization

### Customer support

- Call routing
- Call center message optimization
- Call center volume forecasting

### Logistics

- Demand forecasting

# *VERTICAL APPLICATIONS*

Machine Learning

# HEALTHCARE APPLICATIONS

Claims review  
prioritization

Medicare/medicaid  
fraud

Medical resources  
allocation

Alerting and  
diagnostics from  
real-time patient  
data

Prescription  
compliance

Physician attrition

Survival analysis

Medication  
(dosage)  
effectiveness

Readmission risk

# RETAIL APPLICATIONS

Price  
optimization

Location of new  
stores

Product layout in  
stores

Merchandizing

Inventory  
Management  
(how many units)

Shrinkage  
analytics

Warranty  
Analytics

Market Basket  
Analysis

Cannibalization  
Analysis

Next Best Offer  
Analysis

In store traffic  
patterns

# TRAVEL APPLICATIONS

Aircraft  
scheduling

Seat/gate  
management

Air crew  
scheduling

Dynamic  
pricing

Customer  
complaint  
resolution

Maintenance  
optimization

Tourism  
forecasting

## TELCO OPPORTUNITIES

Network  
optimization

Upgrade  
planning

Maintenance

Risk management

Fraud

Credit



## Life Sciences

Identifying biomarkers  
Drug/chemical discovery  
Analyzing study results  
Identifying negative responses  
Diagnostic test development  
Diagnostic targeting  
Predicting drug demand  
Prescription adherence  
Putative safety signals  
Social media marketing  
Image analysis  
Clinical trial design  
COGS optimization

## Insurance

Claims prediction  
Claims handling  
Price sensitivity  
Investments  
Agent & branch performance  
DM, product mix

## Hospitality

Dynamic pricing  
Promos/upgrades/offers  
Table management & reservations  
Workforce management

## Manufacturing

Failure analysis  
Quality management  
Inventory management  
Warranty/pricing

## Direct Marketing

Response rates  
Segmentations for mailings  
Reactivation likelihood  
RFM  
Discount targeting  
Phone marketing  
Email Marketing

## Construction

Contractor performance  
Design issue prediction

## Agriculture

Yield management  
Automation

## Mall Operators

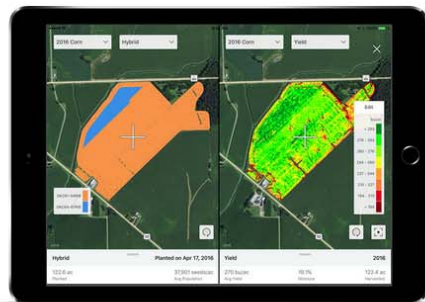
Tenant capacity to pay  
Tenant selection

## Education

Automated essay scoring  
Dynamic courses

## Utilities

Optimize Distribution Network  
Predict Commodity Requirements



## COMPARE MAPS SIDE-BY-SIDE

Use side-by-side maps to compare critical data layers in your field, including yield, soil maps, application rate, seed population rate and more.



## YIELD ANALYSIS

Easily analyze performance by hybrid, soil type, or by your customized regions, so you can make the best agronomic decisions year-round.



## FIELD REGION ANALYSIS

Use your data layers to identify and save field regions for deeper analysis. Then, measure the impact of your agronomic decisions on yield in each region after harvest.

From machine  
learning...

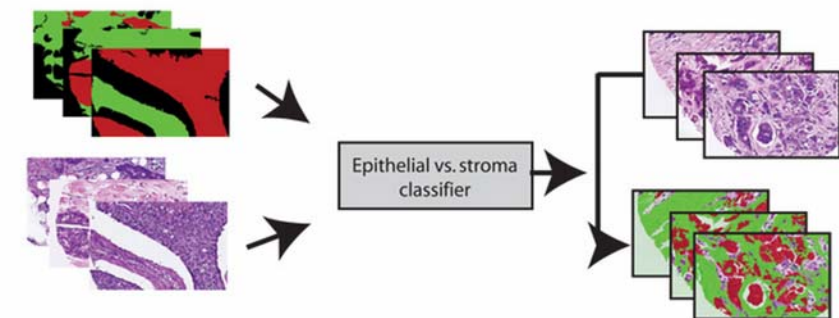


...to deep  
learning

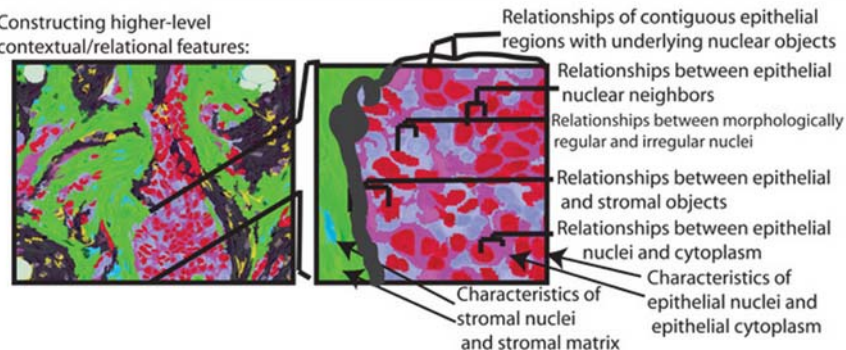
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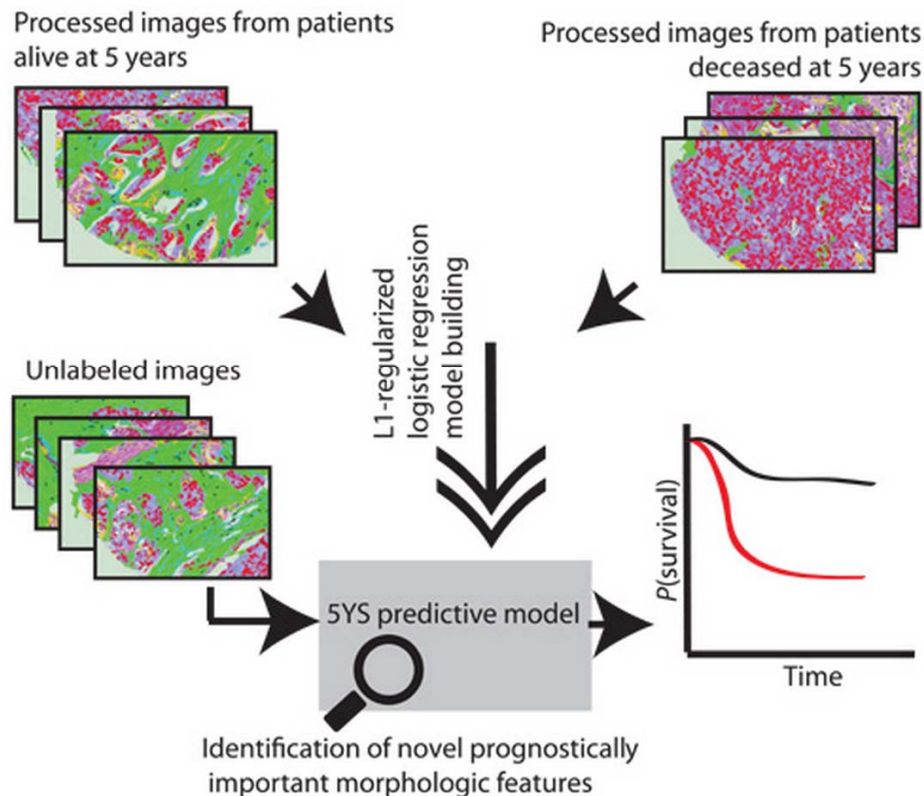
**B** Building an epithelial/stromal classifier:

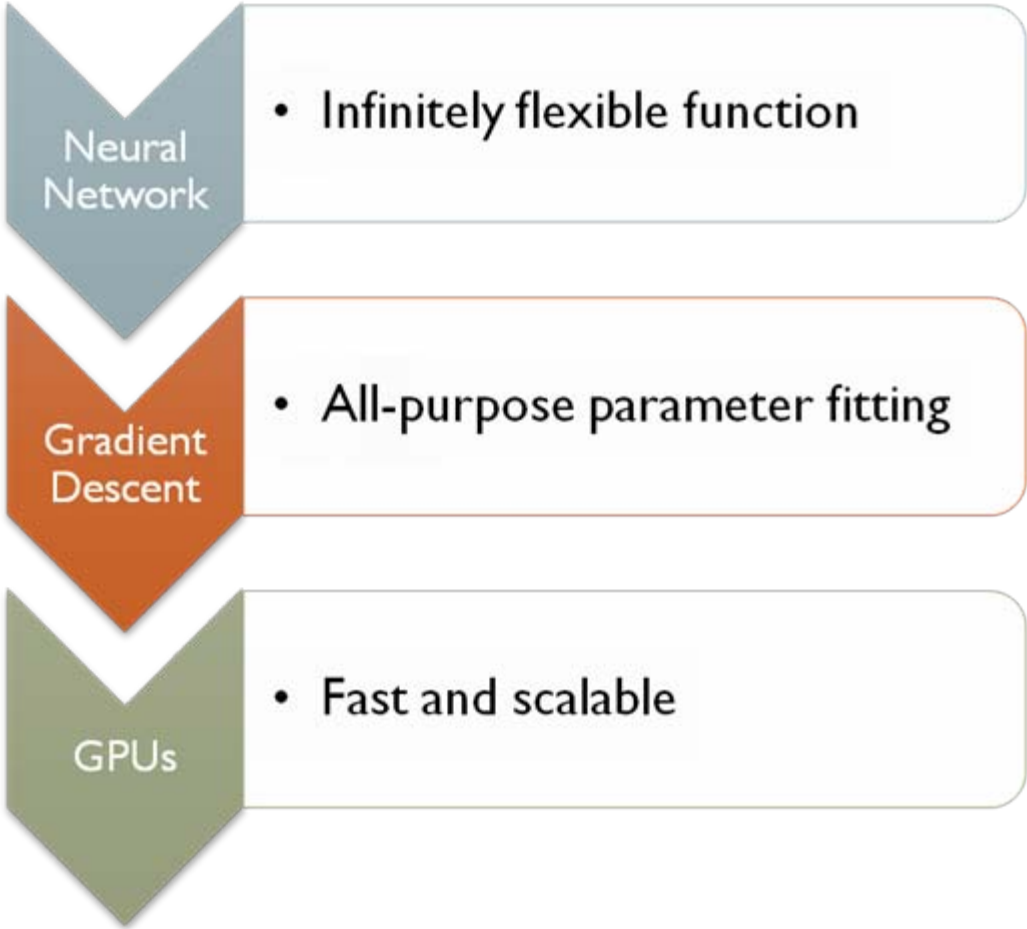


**C** Constructing higher-level contextual/relational features:



**D** Learning an image-based model to predict survival





Neural  
Network

- Infinitely flexible function

Gradient  
Descent

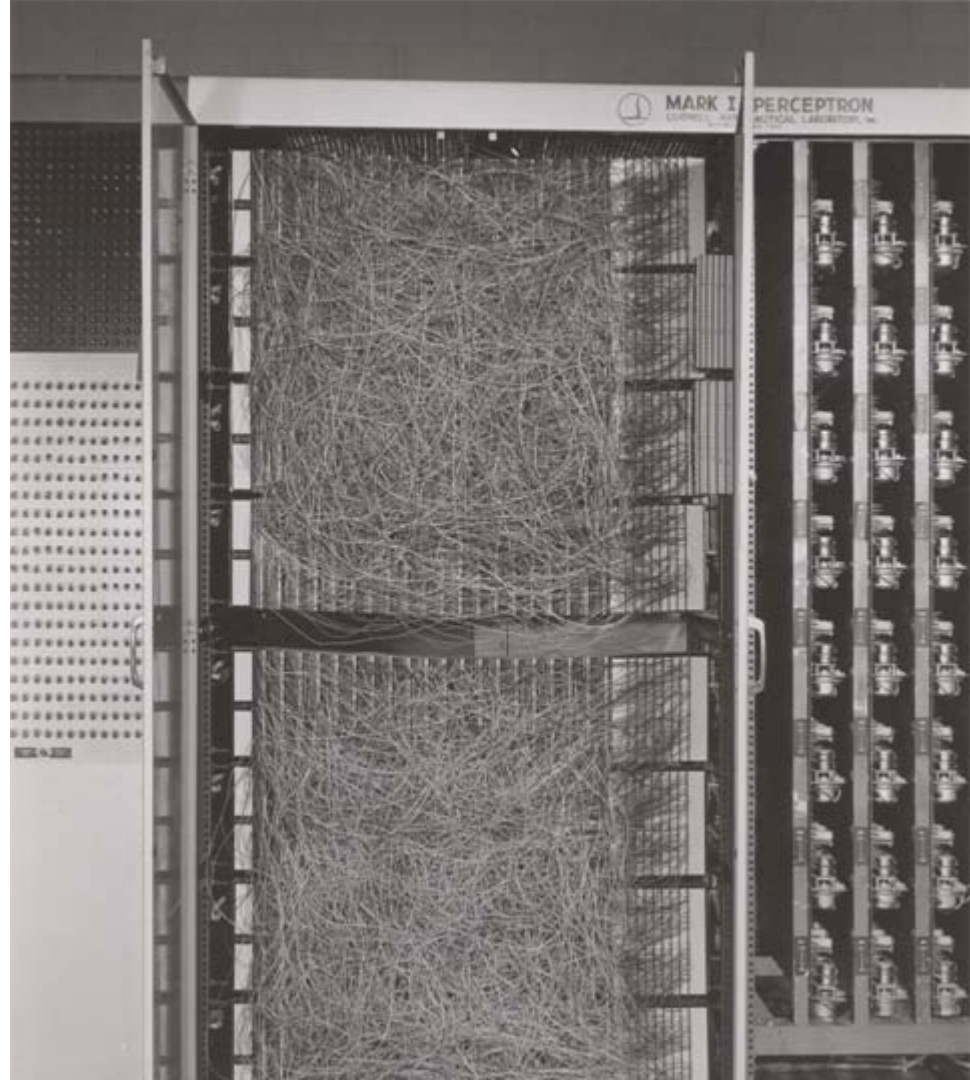
- All-purpose parameter fitting

GPUs

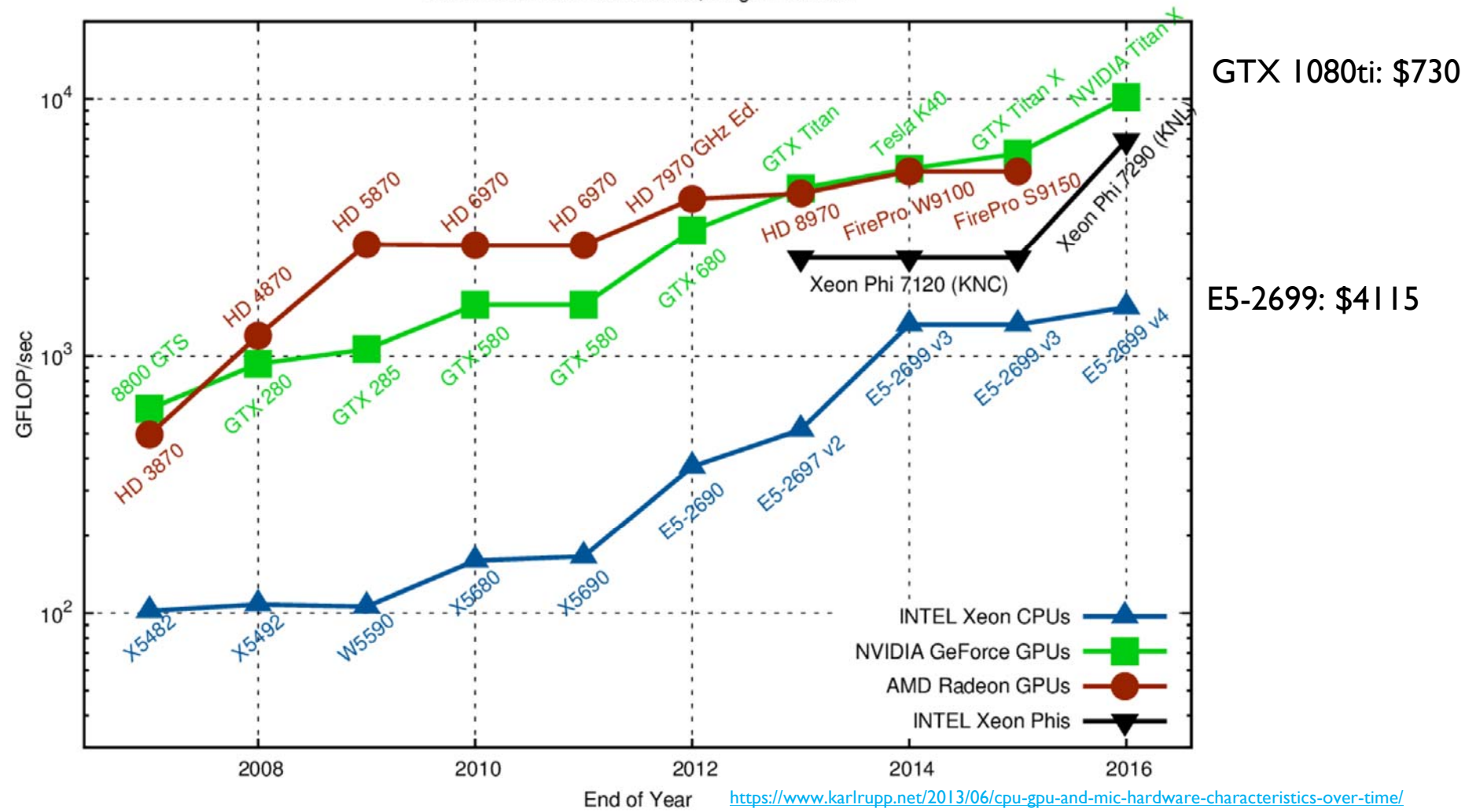
- Fast and scalable



MARK I PERCEPTRON AT THE  
CORNELL AERONAUTICAL  
LABORATORY (1957)



# Theoretical Peak Performance, Single Precision



“the team decided to enter the contest at the last minute and designed its software with *no specific knowledge* about how the molecules bind to their targets... working with a relatively *small set of data*”

← → ↻ www.nytimes.com/2012/11/24/science/scientists-see-advances-in-deep-learning-... ☆ 🔍

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## Scientists See Promise in Deep-Learning Programs



The image is a composite graphic. On the left, a world map titled 'Microsoft Research Global Presence' shows research locations with labels: AMSTERDAM, BOSTON, GENEVA, LONDON, NEW YORK, PARIS, and TEL AVIV. In the center, a portrait of a man in a suit is shown. On the right, another world map with the same title and labels is visible. Below these elements is a 3D diagram of a neural network with interconnected nodes and lines.



Keith Penner

student team led by the computer scientist Geoffrey E. Hinton used deep-learning technology to design software.

The technology, called deep learning, is used in services like Apple's Siri, which is based on Nuance's Dragon speech recognition service, and in Microsoft's machine vision to identify objects in photos.

But what is new in recent years is the accuracy of deep-learning neural networks or just "neural networks" to the neural connections in the brain.

"There has been a number of stunning new results with deep-learning methods," said Yann LeCun, a computer scientist at New York University who did pioneering research in handwriting recognition at Bell Laboratories. "The kind of jump we are seeing in the accuracy of these



# Deep Learning Framework for Recognition of Cattle using Muzzle Point Image Pattern

Article (PDF Available) in Measurement 116 · October 2017 with 68 Reads

[Cite this publication](#)

DOI: 10.1016/j.measurement.2017.10.064



**Santosh Kumar**

14.65 · IIIT Naya Raipur, Chhattisgarh



**Amit Pandey**

2.28 · Indian Institute of Technology (...)



**Satwik Kondamudi**

2.28 · Banaras Hindu University

+ 3



**Anand Mohan**

20.91 · Indian Institute of Technology (...)

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## Abstract

Animal biometrics is a frontier area of computer vision, pattern recognition and cognitive science to plays the vital role for the registration, unique identification, and verification of livestock (cattle). The existing handcrafted texture feature extraction and appearance based feature representation techniques are unable to perform the animal recognition in the unconstrained environment. Recently deep learning approaches have achieved more accurate recognition of species or individual animal using visual features. In this research, we propose the deep learning based approach for identification of individual cattle based on their primary muzzle point (nose pattern) image pattern characteristics to addressing the problem of missed or swapped animals and false insurance claim. The major contributions of the work as follows: (1) preparation of muzzle point image database, which are not available, (2) extraction of the salient set of texture features and representation of muzzle point image of cattle using the deep learning based convolution neural network, deep belief neural network proposed approaches. The stacked denoising auto-encoder technique is applied to encode the extracted feature of muzzle point images and (3) experimental results and analysis of proposed approach. Extensive experimental results illustrate that the proposed deep learning approach outperforms state-of-the-art methods for recognition of cattle on muzzle point image database. The efficacy of the proposed deep learning approach is computed under different identification settings.

efficacy of the proposed deep learning approach is computed under different identification settings. With multiple test galleries, rank-1 identification accuracy of 98.99% is achieved.



Computers and Electronics in  
Agriculture

Volume 93, April 2013, Pages 111-120



## Automatic identification of marked pigs in a pen using image pattern recognition

Mohammadamin Kashiha<sup>a</sup>, Claudia Bahr<sup>a</sup>, Sanne Ott<sup>b, c</sup>, Christel P.H. Moons<sup>b</sup>, Theo A. Niewold<sup>c</sup>, F.O. Ödberg<sup>b</sup>, Daniel Berckmans<sup>a</sup>

[Person](#) [Email](#) [ORCID](#)

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<https://doi.org/10.1016/j.compag.2013.01.013>

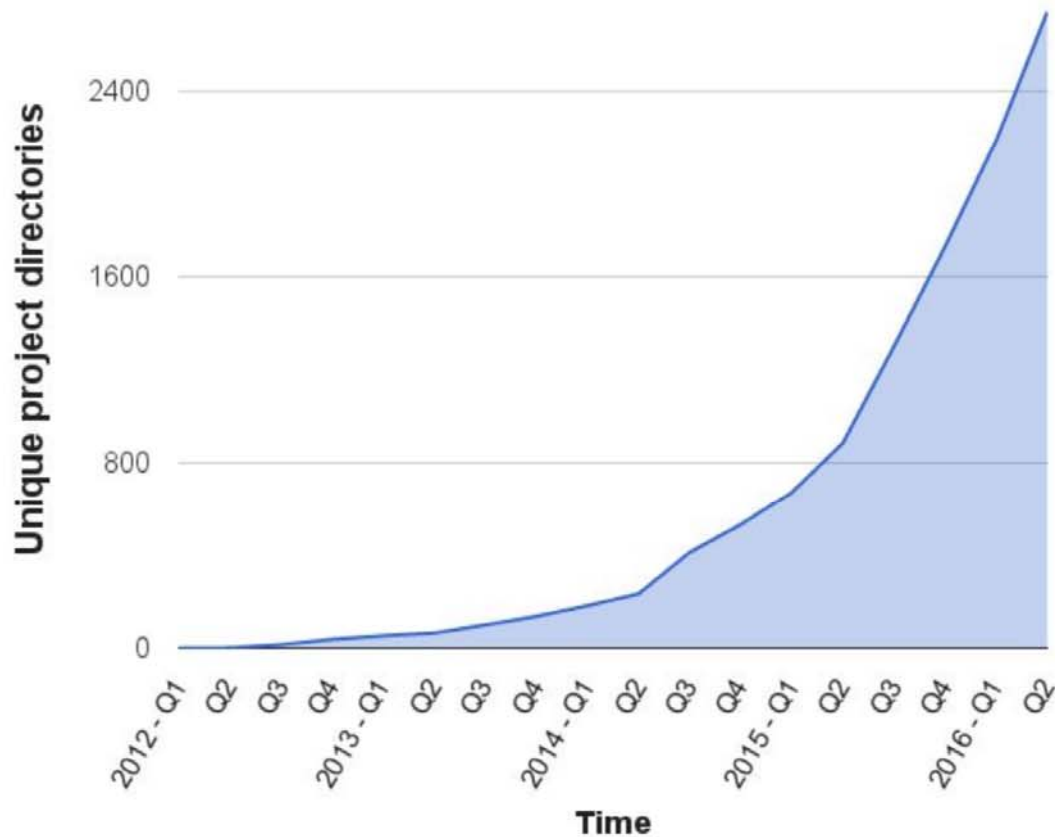
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## Abstract

Taking visual labelling of videos by an experienced ethologist as the gold standard, pigs could be identified with an average accuracy of 88.7%. It was also shown that behaviours such

# Growing Use of Deep Learning at Google

# of directories containing model description files



**Across many products/areas:**

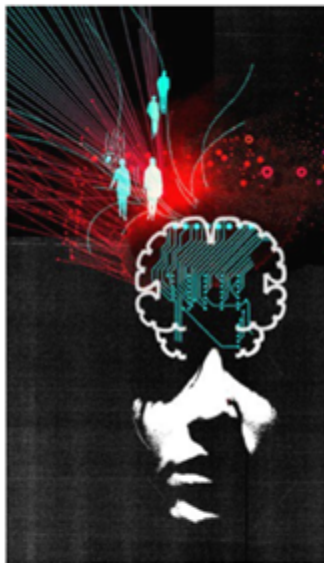
Android  
Apps  
drug discovery  
Gmail  
Image understanding  
Maps  
Natural language understanding  
Photos  
Robotics research  
Speech  
Translation  
YouTube  
... many others ...



## Deep Learning

With massive amounts of computational power, machines can now recognize objects and translate speech in real time. Artificial intelligence is finally getting smart.

by Robert D. Hof



W

When Ray Kurzweil met with Google CEO Larry Page last July, he wasn't looking for a job. A respected inventor who's become a machine-intelligence futurist, Kurzweil wanted to discuss his upcoming book *How to Create a Mind*. He told Page, who had read an

## Newsweek

# WHAT'S BIGGER THAN FIRE AND ELECTRICITY? ARTIFICIAL INTELLIGENCE, SAYS GOOGLE BOSS

BY ANTHONY CUTHBERTSON ON 1/22/18 AT 8:56 AM

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TECH &amp; SCIENCE

GOOGLE

ARTIFICIAL INTELLIGENCE

Google CEO Sundar Pichai believes artificial intelligence could have “more profound” implications for humanity than electricity or fire, according to recent comments.

Pichai also warned that the development of artificial intelligence could pose as much risk as that of fire if its potential is not harnessed correctly.

“AI is one of the most important things humanity is working on,” Pichai said in an interview with MSNBC and [Recode](#), set to air on Friday, January 26. “It’s more profound than, I don’t know, electricity or fire.”

*The Atlantic*

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Lee Jin-man / AP

# How Google's AlphaGo Beat a Go World Champion

Inside a man-versus-machine showdown





# GOOGLE DEEPMIND BLOG

## DEEPMIND AI REDUCES GOOGLE DATA CENTRE COOLING BILL BY 40%

WEDNESDAY, 20TH JULY, 2016

by Rich Evans, Research Engineer, DeepMind and Jim Gao, Data Centre Engineer,  
Google

# DeepFashion: Powering Robust Clothes Recognition and Retrieval with Rich Annotations

Ziwei Liu   Ping Luo   Shi Qiu   Xiaogang Wang   Xiaoou Tang

Multimedia Laboratory, The Chinese University of Hong Kong

IEEE Conference on Computer Vision and Pattern Recognition (CVPR) 2016



# Convolutional Radio Modulation Recognition Networks

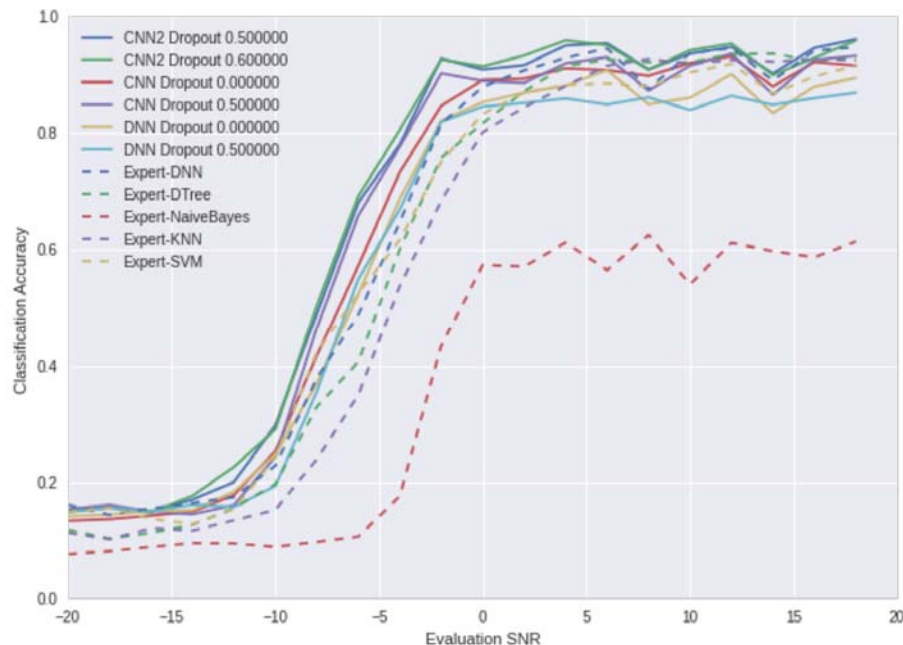
Timothy J. O'Shea<sup>1</sup>, Johnathan Corgan<sup>2</sup>, and T. Charles Clancy<sup>1</sup>

<sup>1</sup> Bradley Department of Electrical and Computer Engineering, Virginia Tech, 900 N Glebe Road, Arlington, VA 22203 USA [oshea@vt.edu](mailto:oshea@vt.edu)

<sup>2</sup> Corgan Labs, 6081 Meridian Ave., Suite 70-111, San Jose, CA 95120  
[johnathan@corganlabs.com](mailto:johnathan@corganlabs.com)

At low-SNR the best CNN model is outperforming expert feature based systems by 2.5-5dB of SNR...

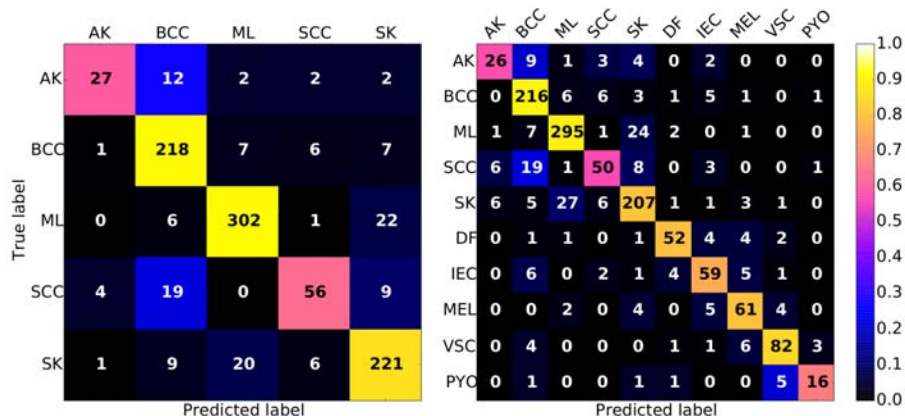
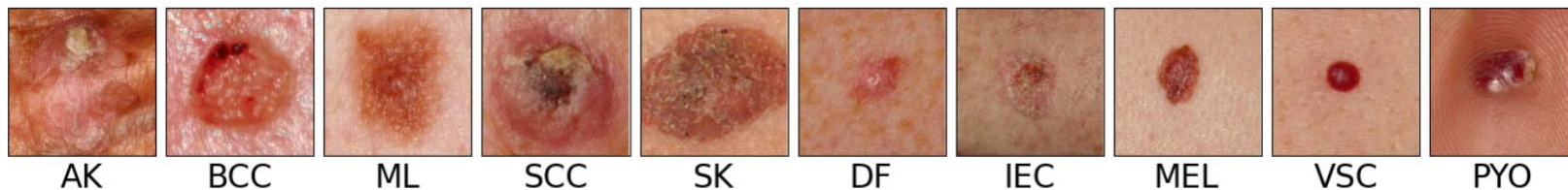
This is a significant performance improvement, and one that could potentially **at least double effective coverage area of a sensing system**



# Deep Features to Classify Skin Lesions

Jeremy Kawahara, Aïcha BenTaieb, and Ghassan Hamarneh

Medical Image Analysis Lab, School of Computing Science, Simon Fraser University, Canada



lesion seg.	10-class = 67%
per-image-mean	10-class = <b>81.8%</b>

“These experiments indicate that deep features do generalize well to these skin images and outperform competing approaches [4, 5], *despite our approach not using (nor requiring) any lesion segmentations....* previous work reported **15.6% accuracy** for [Actinic Keratosis] where here we improve it to **60%**”



---

# Massively Multitask Networks for Drug Discovery

---

Bharath Ramsundar<sup>\*,†,◊</sup>

Steven Kearnes<sup>\*,†</sup>

Patrick Riley<sup>◊</sup>

Dale Webster<sup>◊</sup>

David Konerding<sup>◊</sup>

Vijay Pande<sup>†</sup>

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DEK@GOOGLE.COM

PANDE@STANFORD.EDU

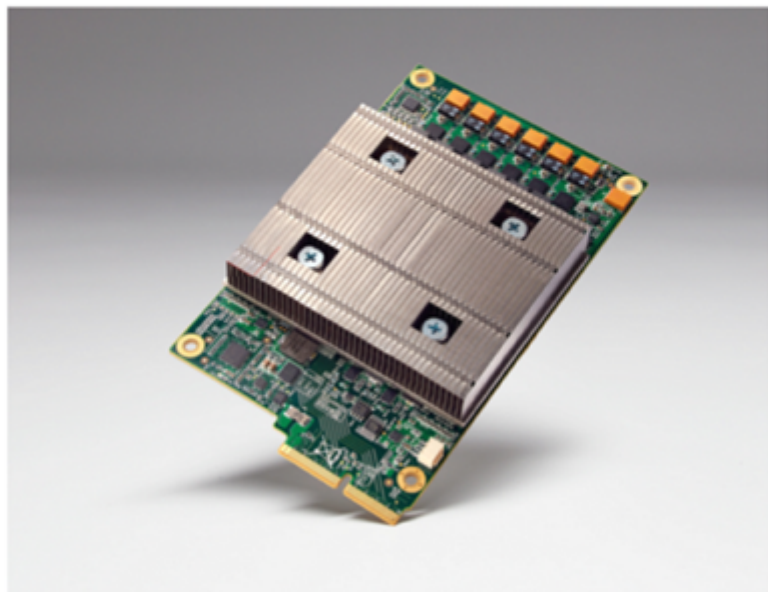
---

Model	PCBA ( $n = 128$ )	MUV ( $n = 17$ )	Tox21 ( $n = 12$ )	Sign Test CI
Logistic Regression (LR)	.801	.752	.738	[.04, .13]
Random Forest (RF)	.800	.774	.790	[.06, .16]
Single-Task Neural Net (STNN)	.795	.732	.714	[.04, .12]
Pyramidal (2000, 100) STNN (PSTNN)	.809	.745	.740	[.06, .16]
Max{LR, RF, STNN, PSTNN}	.824	.781	.790	[.12, .24]
1-Hidden (1200) Layer Multitask Neural Net (MTNN)	.842	.797	.785	[.08, .18]
Pyramidal (2000, 100) Multitask Neural Net (PMTNN)	<b>.873</b>	<b>.841</b>	<b>.818</b>	

---

# Google's Tensor Processing Unit could advance Moore's Law 7 years into the future

Google unveils a custom chip, which it says advances computing performance by three generations.



Credit: Google

3 COMMENTS



Google Pushes Into Machine Learning



What if Facebook Had an Opposing-Viewpoints Button?



The Polaroid-Style Instant Camera Is Back



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## Google Isn't Playing Games With New Chip

Built in secret, Tensor Processing Unit has strategic role in speeding up artificial intelli



Google CEO Sundar Pichai speaks Wednesday at the company's annual developers

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# HELPING PHYSICIANS HELP PATIENTS

A modern machine learning company  
dedicated to revolutionizing diagnostic healthcare



## Welcome To Enlitic



Enlitic uses recent advances in machine learning to make medical diagnostics faster, more accurate, and more accessible. The company's mission is to provide the tools that allow physicians to fully utilize the vast stores of medical data collected today, regardless of what form they are in - such as medical images, doctors' notes, and structured lab tests. To realize this vision, we are building on state-of-the-art deep learning algorithms and partnering with top research hospitals and medical device manufacturers.

*"Medical diagnostics is, at its heart, a data problem - turning images, lab tests, patient histories, and so forth into a diagnosis and proposed intervention. Recent applied machine learning breakthroughs, especially using deep learning, have shown that computers can rapidly turn large amounts of data of this kind into deep insights, and find subtle patterns. This is the biggest opportunity for positive impact using data that I've seen in my 20+ years in the field."*

— Founder and CEO, Jeremy Howard

	False Positive Rate	False Negative Rate
Panel of 4 Human Radiologists	66.3%	7.0%
Enlitic Algorithm	47.5%	0.0%

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# Could this computer save your life?

[Recommend](#) 399

By Jillian Eugenios @jillianeugenios

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**Hot List**

- Firefighter free falls into retirement

Meet the computer diagnosing cancer

Cancer is good at hiding.

It's so good that sometimes sick patients are sent home with a clean bill of health.

And screenings don't always help: A 2013 study by Oxford University found "no evidence" that screening programs are responsible for the decline in breast cancer, and a study by the Huntsman Cancer Institute last year found that colon cancer is missed in about 6% of colonoscopies.

A company is looking to change that margin of error by bringing a super-smart computer into the examination room.

"In one panel of scans that we looked at, when you look at the number of times that radiologists sent someone home with a clean bill of health, about 7% of the time that patient was ultimately found to have cancer," said John Zedlewski, a data scientist with Enlitic, a medical technology company.



# See & Spray for cotton weeding

Now introducing intelligent weeding in cotton



## Sense & Decide

Computer vision sees every plant and determines appropriate treatment for each

*Massive libraries of plant images enable our machine's unparalleled ability to distinguish subtle differences between cotton plants and weeds of many species and sizes*

*See & Spray does not rely on spacing or color to identify weeds - it intelligently and instantaneously recognizes the difference between plants even in conditions that would challenge the human eye*

AWS launched AWS DeepLens, a **deep-learning** enabled wireless video camera that pairs an HD camera developer kit with a set of sample projects to help developers learn machine learning concepts, including computer vision and **deep ...** Amazon will continue to build **logistics** capability all the way to end delivery.

# deeplearning-biology

This is a list of implementations of deep learning methods to biology, originally published on [Follow the Data](#). There is a slant towards genomics because that's the subfield that I follow most closely.

Please, contribute to this growing list, especially in categories that I haven't covered well! Also, do add your contributions to [GitXiv](#) as well if you can.

You might also want to refer to the [awesome deepbio](#) list.

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  - [Single-cell applications](#)
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  - [Population genetics](#)
- [Neuroscience](#)

## Reviews

These are not implementations as such, but contain useful pointers.

### Opportunities And Obstacles For Deep Learning In Biology And Medicine [\[bioRxiv preprint\]](#)

This impressive collaborative review was written completely in the open on [Github](#). It is focused on discussing how deep learning may be able to transform patient classification and treatment as well as fundamental biological research in the future, and what the main obstacles are that could prevent it from happening. A lot of interesting points are brought up here. Together with the review listed below, which has a more technical slant, you will get a good overview of how deep learning is used and can be used in biology and medicine.

### Deep learning for computational biology [\[open access paper\]](#)

### Opportunities And Obstacles For Deep Learning In Biology And Medicine [\[bioRxiv preprint\]](#)

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### Deep learning for computational biology [\[open access paper\]](#)

This is a very nice review of deep learning applications in biology. It primarily deals with convolutional networks and explains well why and how they are used for sequence (and image) classification.

### Deep learning for health informatics [\[open access paper\]](#)

An overview of several types of deep nets and their applications in translational bioinformatics, medical imaging, "pervasive sensing", medical data and public health.





Welcome to fast.ai's 7 week course, **Practical Deep Learning For Coders, Part 1**, taught by Jeremy Howard (*Kaggle's* #1 competitor 2 years running, and founder of *Enlitic*). Learn how to build state of the art models without needing graduate-level math—but also without dumbing anything down. Oh and one other thing... it's totally free!

"I highly recommend this course. Jeremy is an amazing teacher"



- **Erik Brynjolfsson**: Professor at MIT Sloan; Author of *The Second Machine Age*

## Reducing overfitting

[...]

### Resnet

```
In [4]: import resnet50; reload(resnet50)
        from resnet50 import Resnet50
```

```
In [5]: rn0 = Resnet50(include_top=False).model
```

```
In [7]: rn0.output_shape[1:]
```

I

Designed for coders

```
In [6]: batches = get_batches(path+'train', shuffle=False, batch_size=batch_size)
        val_batches = get_batches(path+'val', batch_size=batch_size)
        (val_classes, trn_classes, val_labels, trn_labels,
         val_filenames, filenames, test_filenames) = get_classes(path)
```

IF YOU CAN CODE, YOU CAN DO DEEP LEARNING

