



APPLICATIONS & USE CASES

Professional

Delivery mode: self-paced, onsite, live online

Course length: 1 day

Target Audience: Executive, Business Analyst, Data Scientist, Domain Expert

Prerequisite courses: none



Data Engineer



Business Analyst



Domain Expert



Data Scientist



Executive



Administrator

Learn to match real-world problems with relevant machine learning techniques. Develop perspective on how machine learning can deliver value to the enterprise.

Overview

This course focuses on the concepts and knowledge that an organization needs to create an environment where machine learning can be used to provide business value. It provides context like how to organize and select projects, as well as how to measure success. The focus is on core concepts that every team-member should understand.

This is a good course to take first.

Course Objectives

- Review the concepts of machine learning and data science
- Investigate methodologies including CRISP-DM
- Discuss common business use cases and machine learning problems
- View data visualization tools in RapidMiner
- Learn how to understand machine learning models, how to evaluate them and how to leverage them



Data Engineer



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Domain Expert



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Applications and Use Cases Professional

Learn the Basics of Data Science (DS) and Machine Learning (ML).

Learn common terminology and the basic types of DS and ML. This is so you have the context to understand the rest of this course and the other courses. These topics include: Data Science, Artificial Intelligence, Machine Learning, Supervised Learning, Unsupervised Learning, types of analytics, and Model Validation.

Investigate DS methodologies, particularly CRISP-DM.

Learn what types of program and project-level organization and structure have been successful at other organizations so you can take advantage of successful methodologies.

Discuss common ML Use Cases.

Learn about types of business opportunities that have been successfully solved with ML, and how to recognize them.

View common Graphics and Visualizations.

See how to leverage powerful visual tools to help human understanding of data. Graphs can help summarize vast amounts of data and can also be an effective way to communicate results and reasonings.

Learn basics of model selection, evaluation, and uses of ML models.

Review some of the simple and common evaluation metrics like accuracy and how it can be interpreted.

Discuss what it takes to get models into deployment, into production and how to drive value.

Learn about different techniques for explaining predictions. Approaches like simulation can help to explaining predictions which are based on complicated models.



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We designed our program with the most common user personas and the required areas of expertise for applied data science in mind:

