

SEBASTIAN RASCHKA

GETTING STARTED WITH DATA SCIENCE



MICHIGAN STATE
DATA SCIENCE

Speaker Series
September 27, 2016

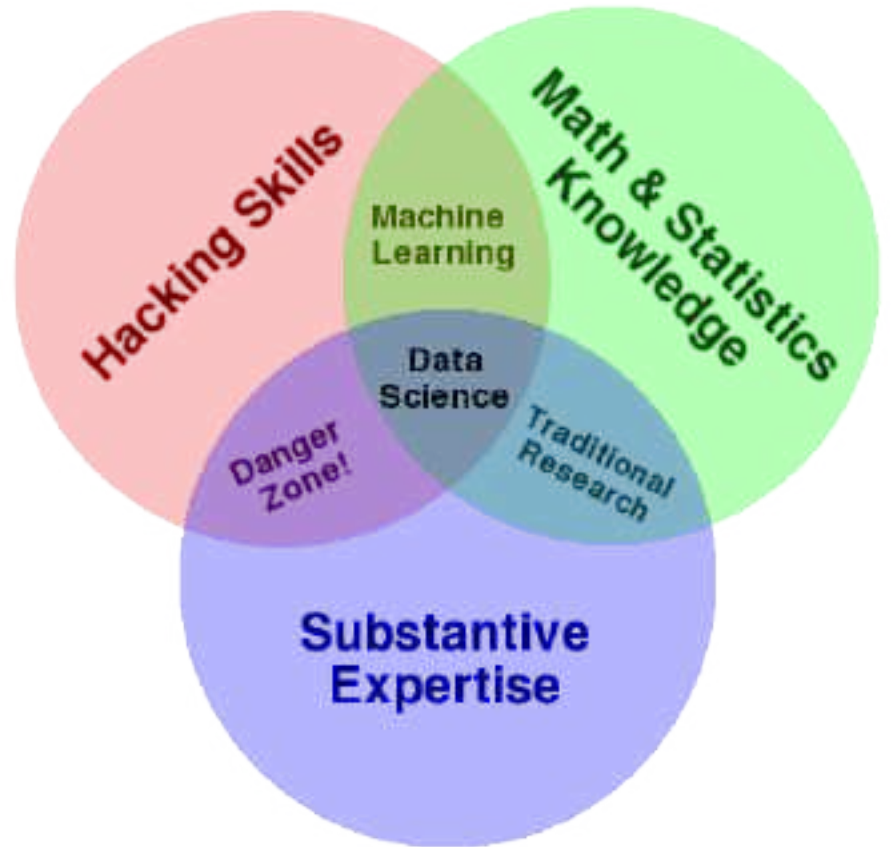
DATA SCIENCE?

"Data Scientist" is a Data Analyst
who lives in California.
– @nivertech

Data Scientist (n.):
Person who is better at
statistics than any
software engineer and
better at software
engineering than any
statistician.

– Josh Wills (Cloudera)

DREW CONWAY'S CLASSIC



How did the term "Data Science" come about?



Jeff Hammerbacher, Professor at Hammer Lab, founder at Cloudera, investor at Techammer

Written Feb 25 · Upvoted by William Chen, [Data Scientist at Quora](#), Mahesh Srinivasan, [Data Scientist at Facebook](#), and Marc Bodnick

I told this story at my presentation at Interface 2013 [1]. After a team offsite in February 2008, I decided that we needed to combine the "Data Analyst" and "Research Scientist" job titles in our team into a single job title. I proposed "Data Applications Scientist" initially; after some discussion with the team, we settled on "Data Scientist" in early March 2008.

Later in 2008 I wrote a book chapter [2] for "Beautiful Data", a book I helped put together and edit for O'Reilly.

Finally, I put together a course for Berkeley called "Introduction to Data Science" and taught it in 2011 and 2012.

[1] [Designing the Data Science Curriculum](#)

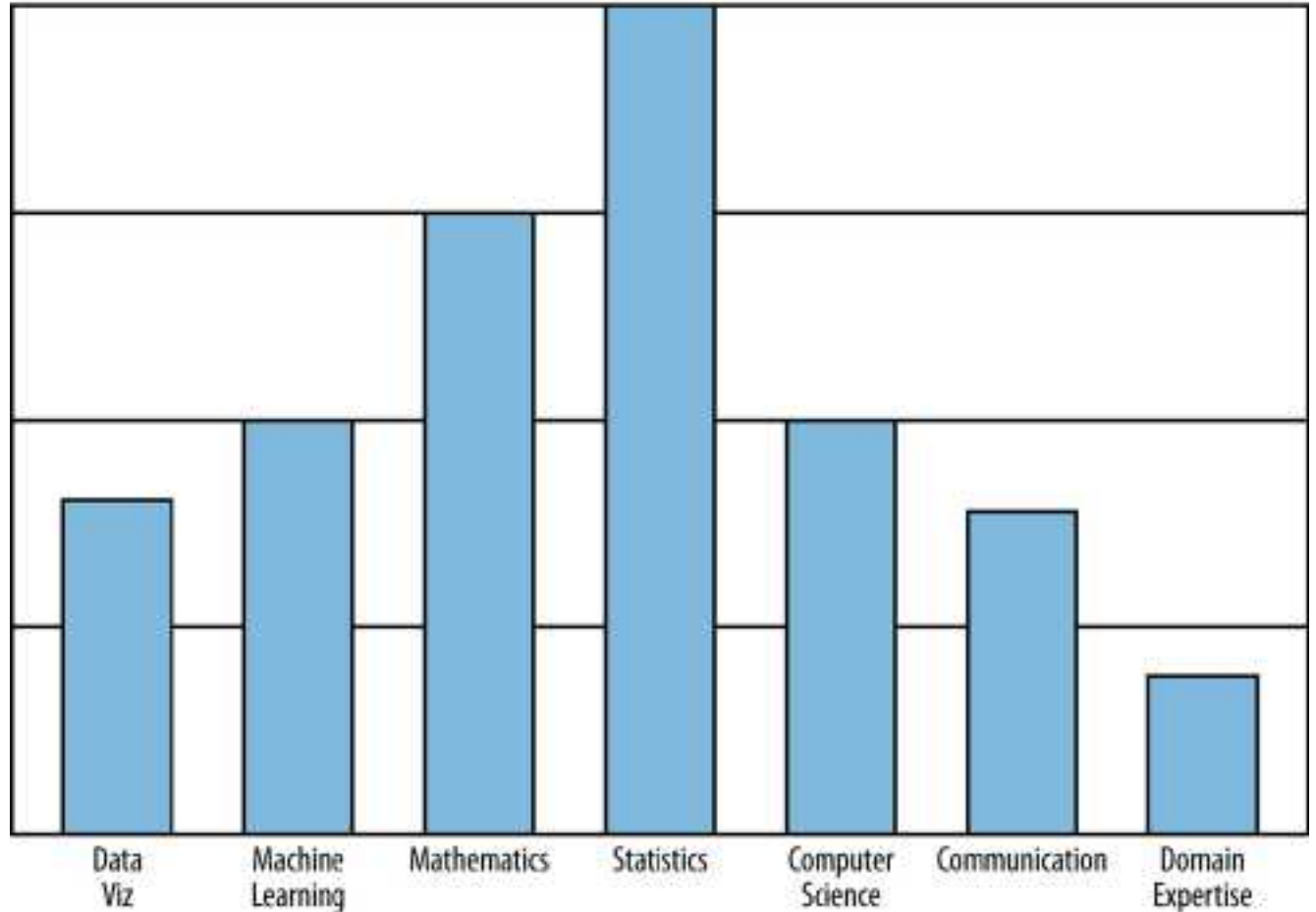
[2] [Information Platforms and the Rise of the Data Scientist](#)

POPULARIZED
THE TERM
~2008

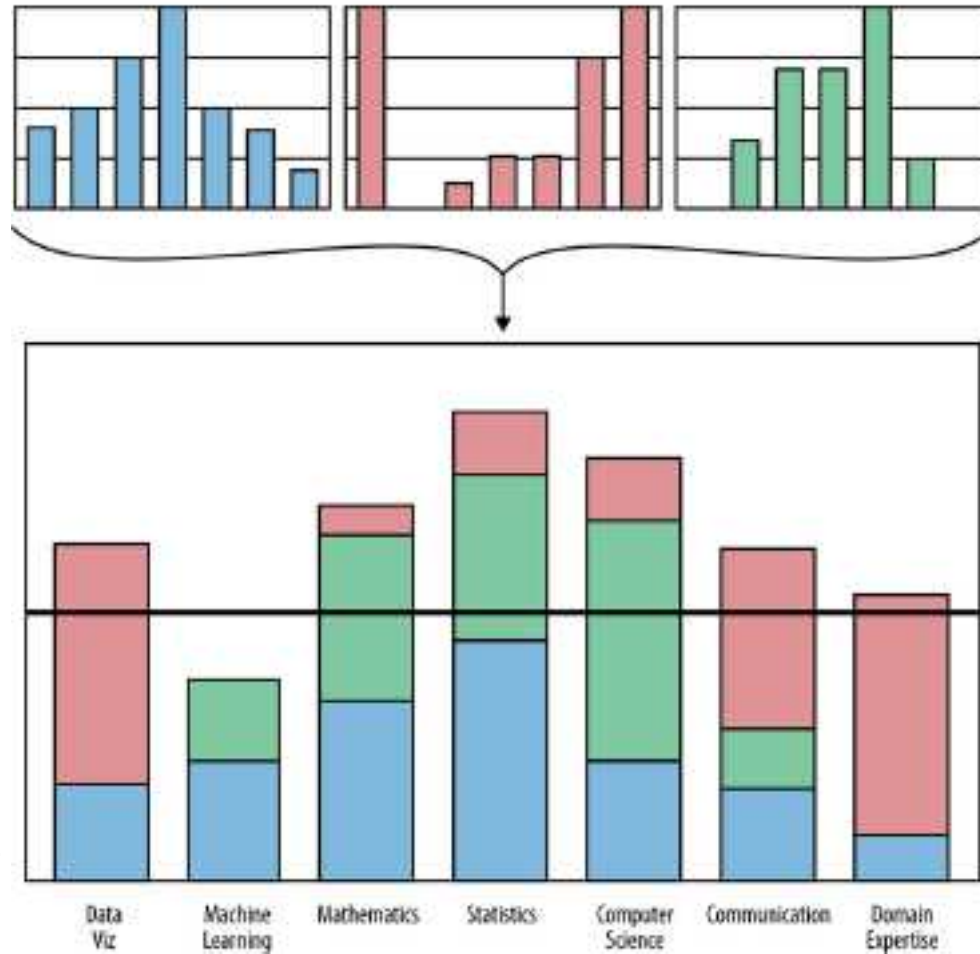
Data Scientist Profile

“Rachel’s data science profile, which she created to illustrate trying to visualize oneself as a data scientist;”

From: Cathy O’Neil & Rachel Schutt.
“Doing Data Science



No one person can be the perfect data scientist, so **we need teams.**

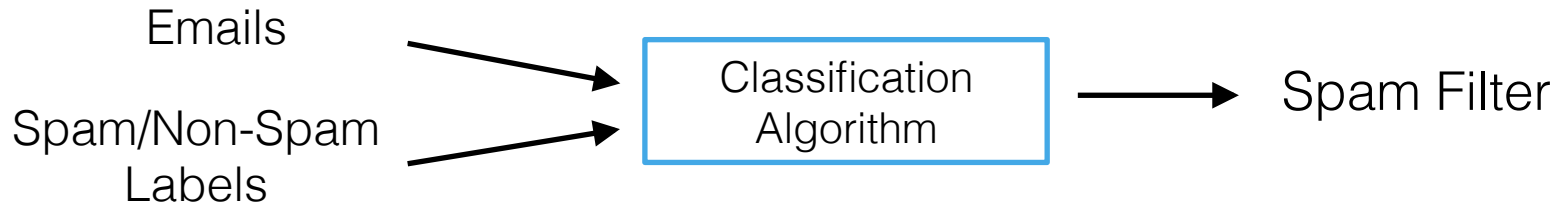
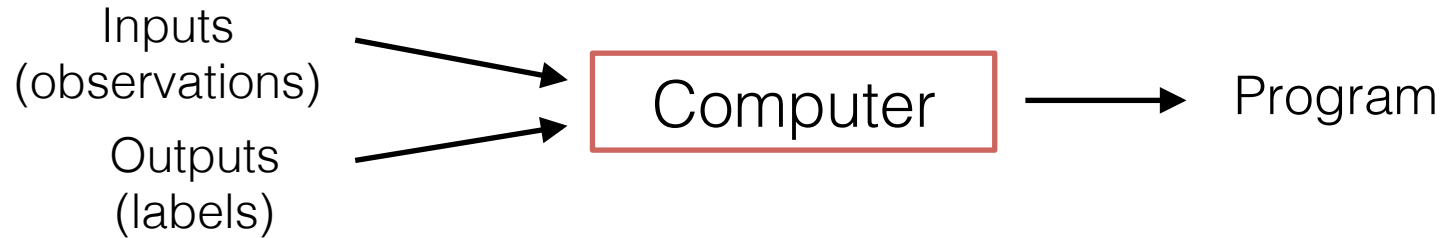


From: Cathy O'Neil & Rachel Schutt.
"Doing Data Science"

Machine

learning?

What is Machine Learning?



What can Machine Learning do for us?



<https://flic.kr/p/5BLW6G> [CC BY 2.0]



https://commons.wikimedia.org/wiki/File:Google_self_driving_car_at_the_Googleplex.jpg
Photo by Michael Shick, CC BY-SA 4.0



3 Types of Learning



Supervised

Unsupervised

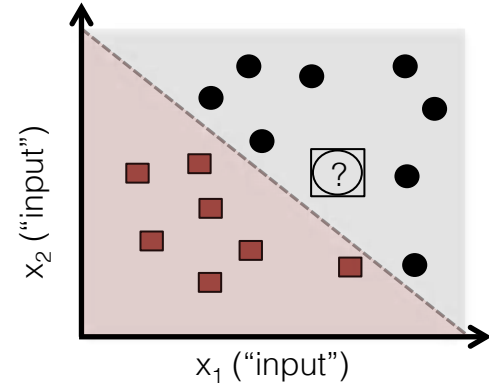
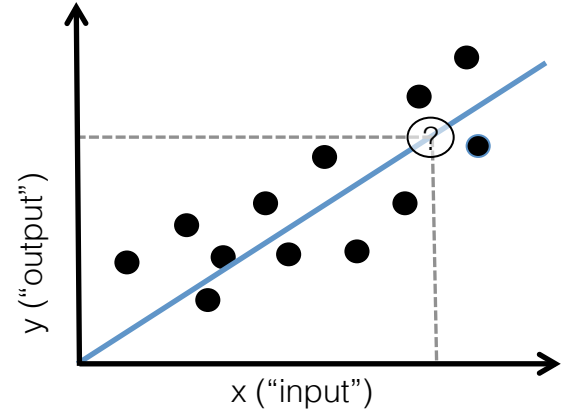
Reinforcement

Working with Labeled Data

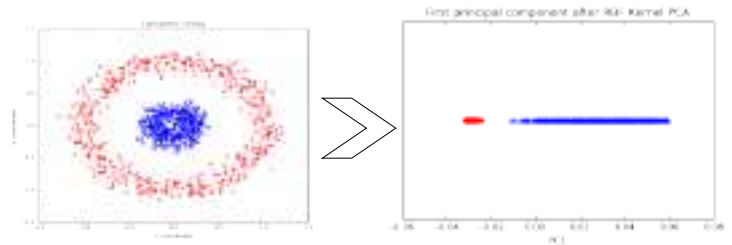
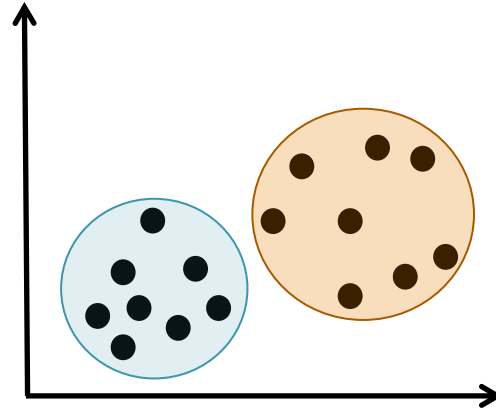
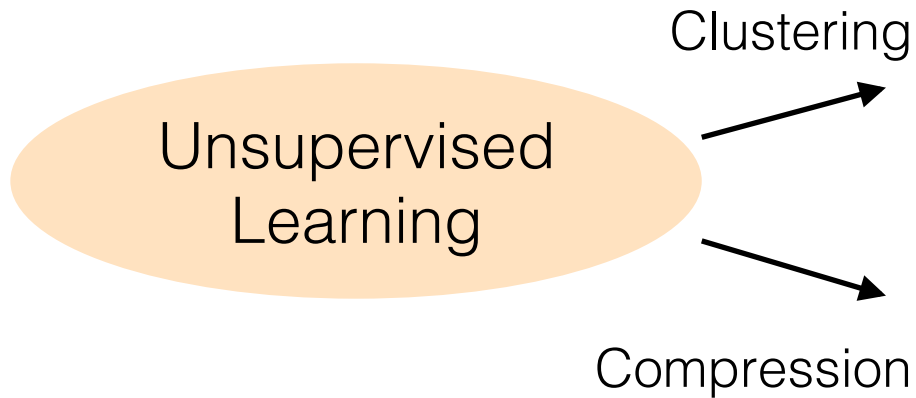
Supervised Learning

Regression

Classification



Working with Unabeled Data



GETTING STARTED WITH DATA SCIENCE

☑ READING (/ CLASSES)!

☑ DOING!

☑ COMMUNICATING!

```
graph LR; A([New Concept/  
Technique/  
Algorithm]) --- B([Apply/  
Implement/]); B --- C([Write/  
Share/  
Get Feedback]);
```

New Concept/
Technique/
Algorithm

Apply/
Implement/

Write/
Share/
Get Feedback

```
graph LR; A([New Concept/  
Technique/  
Algorithm]) --- B([Apply/  
Implement/]); B --- C([Write/  
Share/  
Get Feedback]);
```

New Concept/
Technique/
Algorithm

Apply/
Implement/

Write/
Share/
Get Feedback


```
graph LR; A("Curiosity/  
Interesting  
datasets") --- B("Exploration/  
Insights"); B --- C("Write/  
Share/  
Get Feedback");
```

Curiosity/
Interesting
datasets

Exploration/
Insights

Write/
Share/
Get Feedback

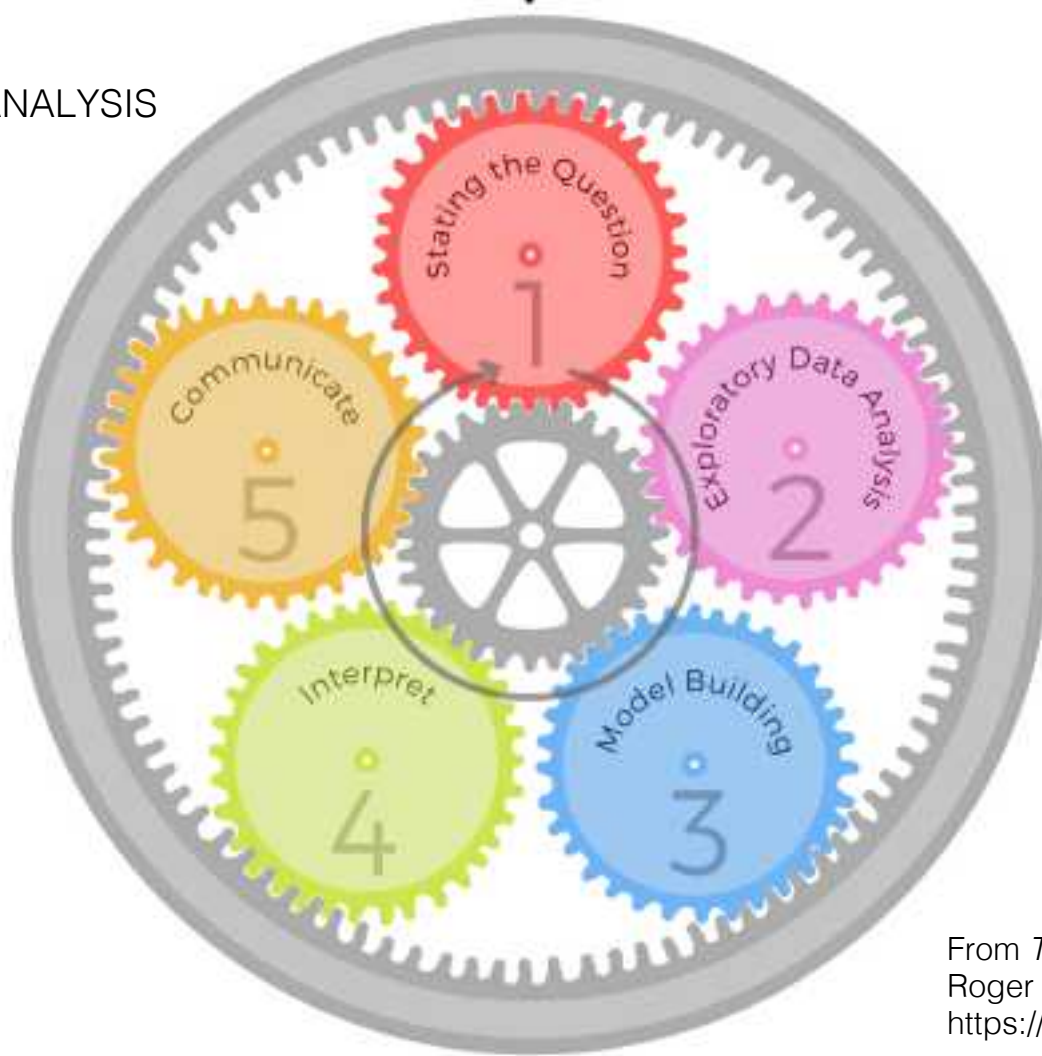
Curiosity/
Interesting
datasets

Exploration/
Insights

Write/
Share/
Get Feedback




EPICYCLES OF ANALYSIS

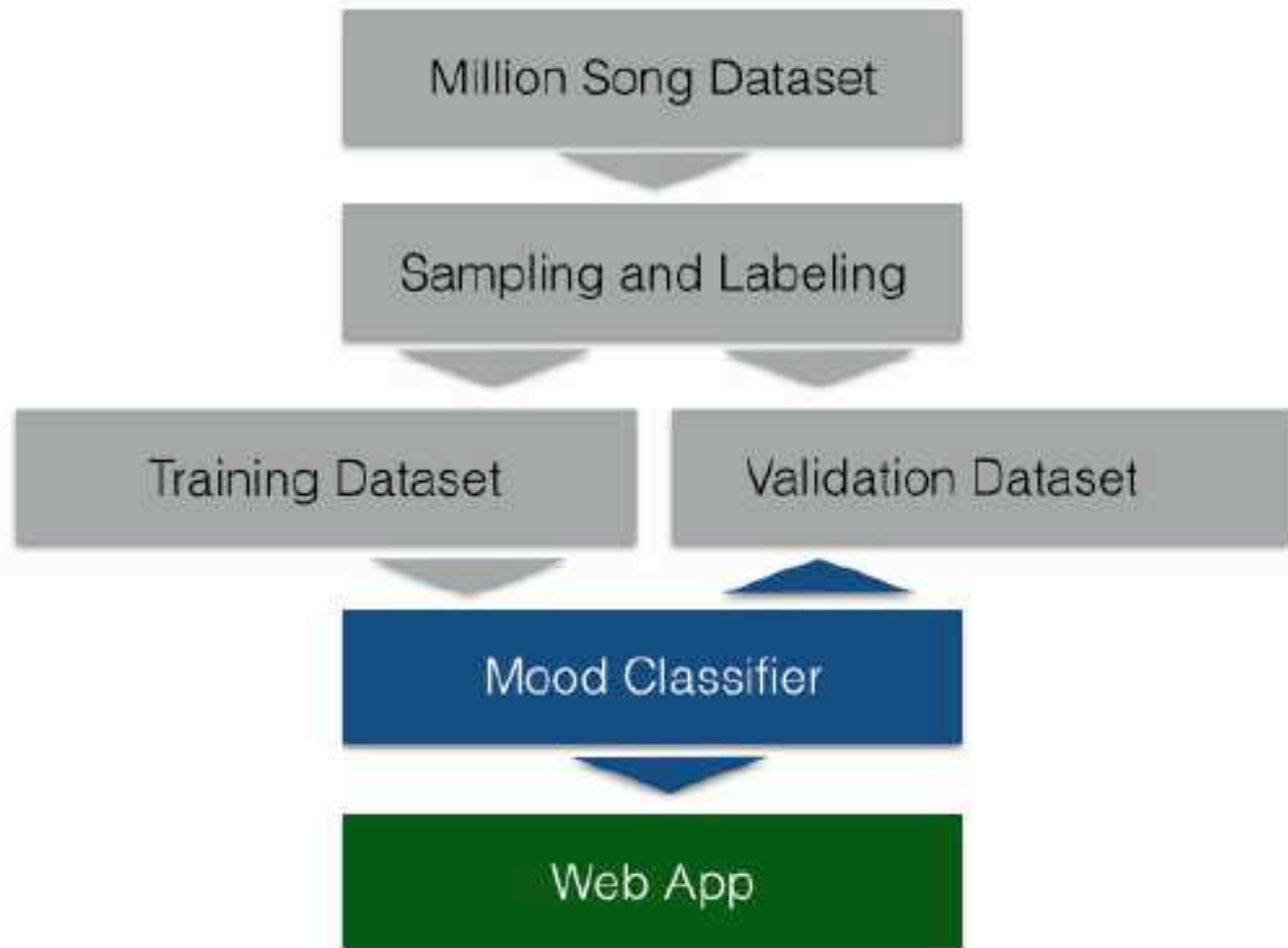


From *The Art of Data Science* by
Roger D. Peng and Elizabeth Matsui
<https://leanpub.com/artofdatascience>

A few years
back ...

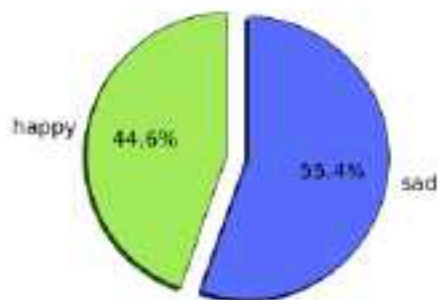
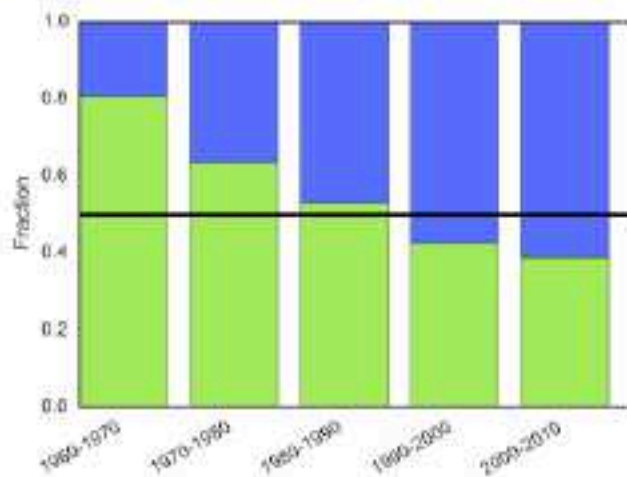
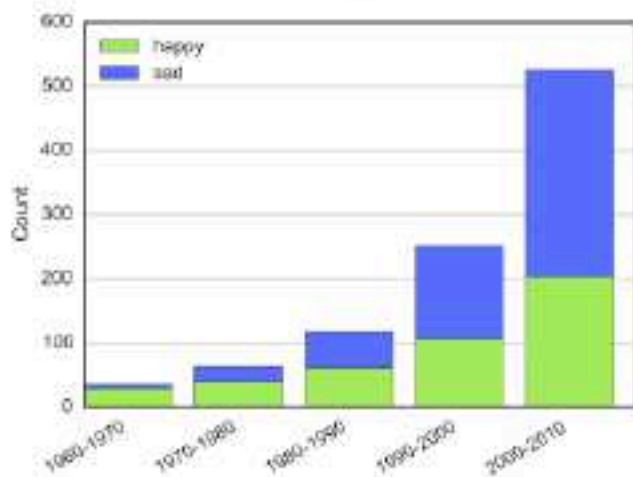


Position	gameday		Name	Salary	GameInfo		
478	GK	1	Adrian	4900	WHU@SUN	10:00AM	ET
280	M	1	Wes Hoolahan	4400	LEI@NOR	10:00AM	ET
309	D	1	Cedric	4200	SOU@CHE	12:30PM	ET
480	M	1	Cheikhou Kouyate	5300	WHU@SUN	10:00AM	ET
25	D	1	Jordan Amavi	4500	STK@AVL	10:00AM	ET
142	M	1	Riyad Mahrez	10100	LEI@NOR	10:00AM	ET
143	F	1	Jamie Vardy	9000	LEI@NOR	10:00AM	ET
334	F	1	Mame Diouf	6400	STK@AVL	10:00AM	ET



Why so sad?

The mood of music over the last 50 years



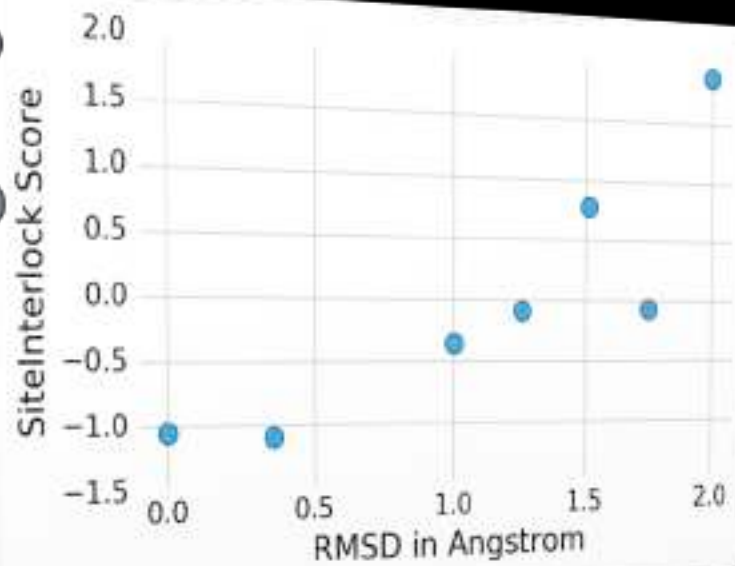
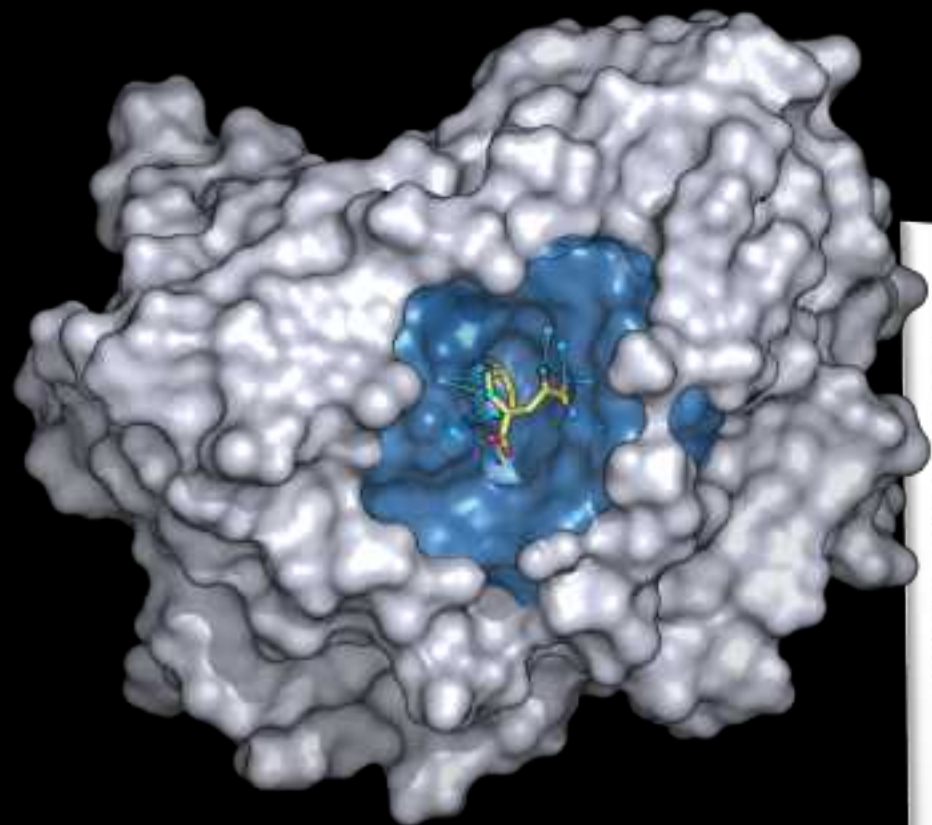
[based on the 1000-song training dataset]

<https://github.com/rasbt/musicmood>



Sebastian Raschka 2014

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RMSD in Angstrom

0.0 0.2 1.0 1.2 2.0

*Some Interesting
Project Ideas ...*



Michelle Gill
Trige!

Winey photo is a work in progress, account! Part of the Summer 2019 @Whisperer Data Science Bootcamp cohort. My DM: <https://www.instagram.com/michellegill/>

WINE-O.AI: Computer Vision Assisted Wine Recommendations



intelligently

Select or Drop Your Wine Label



Select Label Search



WINE-O.AI: Imbibe Intelligently Search

Wine Information

Educated Guess

Cabernet Sauvignon
2009
Rocks Hill Deep Wines
Hale Valley, CA

Rating

90% Wine Admirers

Wine Label



Winery Location



Reviews

This Heaps Cab will certainly delight a burgundy hunter, especially knowing a good portion of the fruit is sourced from a Beckstoffer vineyard. Surprising complexity for a bottle that costs \$25 or less—the hallmarks of high end Heaps fruit are here. Stonebriary envelops the palate with just a hint of oak. Dark forest, young farmers and well balanced.

Wines You May Love

- Swanson Ranch, 2009 Cabernet Sauvignon, Lovend Winery, Hale Valley, CA
- Gato et Al, 2011 Merlot, Terra Feudiguna, Spain
- Smith & Hood, 2013 Cabernet Sauvignon, Tain Family Wines, Solvang, CA

Purchase Nearby



Columbia Wine & Spirits
750 Columbus Avenue
New York, NY 10022

Fizz Buzz in Tensorflow



interviewer: Before you get *too far* astray, the problem you're *supposed to be* solving is to generate fizz buzz for the numbers from 1 to 100.

me: Oh, great point, the `predict_op` function will output a number from 0 to 3, but we want a "fizz buzz" output:

```
def fizz_buzz(i, prediction):  
    return [str(i), "fizz", "buzz", "fizzbuzz"][prediction]
```

interviewer: How far are you intending to take this?

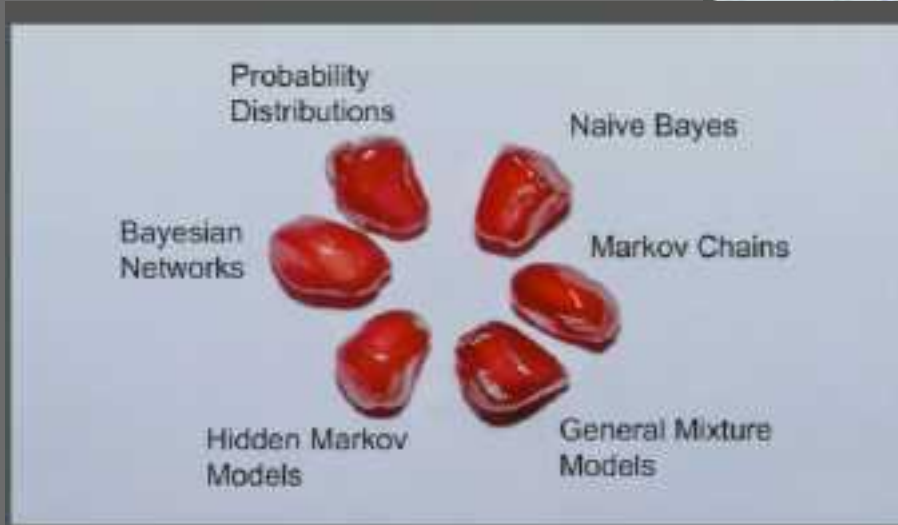
me: Oh, just two layers deep -- one hidden layer and one output layer. Let's use randomly-initialized weights for our neurons:

Pomegranate: fast and flexible probabilistic models in Python

example: gossip girl

The figure consists of several elements:

- Speaker:** A man in a dark shirt and glasses is speaking into a microphone.
- PyData Chicago 2016 Logo:** A logo with the text "PyData Chicago 2016" and a stylized cube icon.
- Probability Distributions:** Two plots showing probability density functions for five characters: Jenny, Serena, Blair, Dan, and Chuck. The top plot is labeled "After Season 7" and the bottom plot is labeled "After Season 4". The x-axis represents a probability value from 0.0 to 1.0. The plots show how the distributions for each character change over time.
- Table:** A small table with columns for characters and rows for data points, likely representing the underlying data used for the distributions.



**WHY
PROJECTS?**

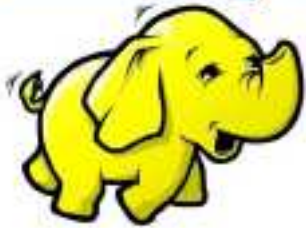
What are the
TOOLS?



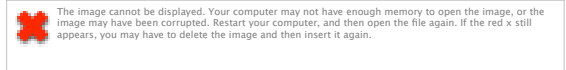
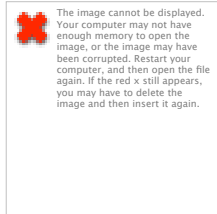
pythonTM

“R is a programming language developed by statisticians for statisticians; Python was developed by a computer scientist, and it can be used by programmers to apply statistical techniques.”

hadoop

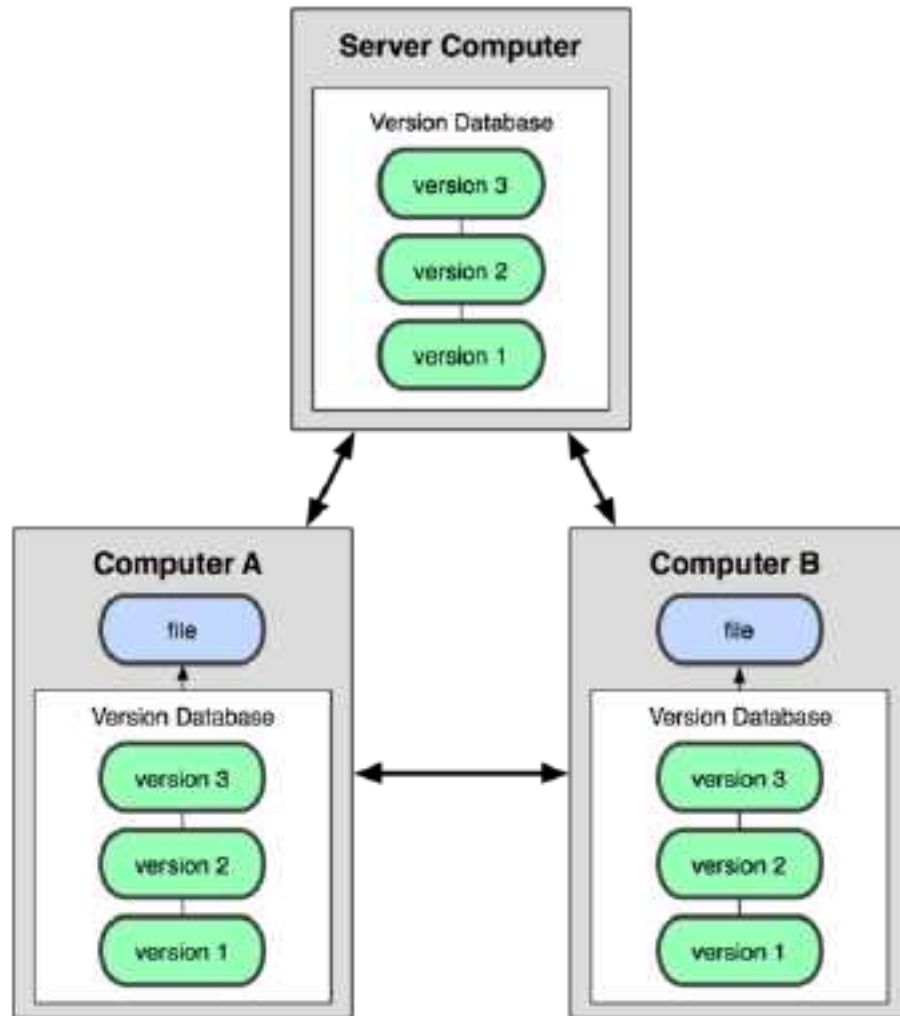


IP[y]:
IPython

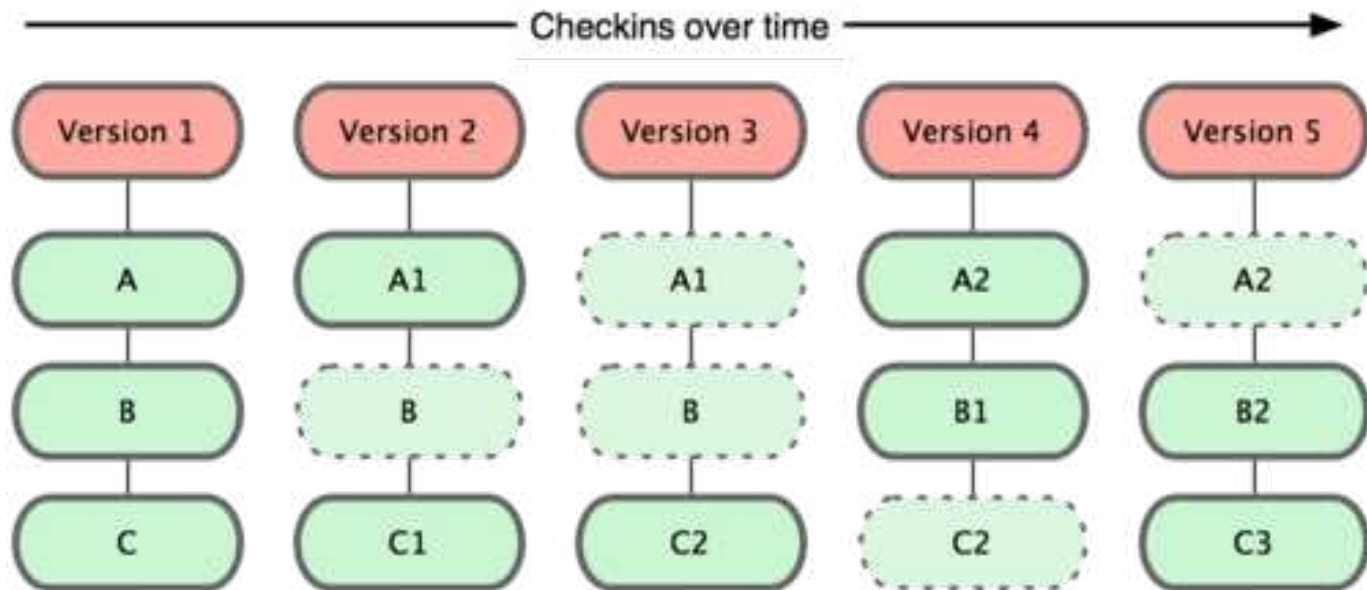




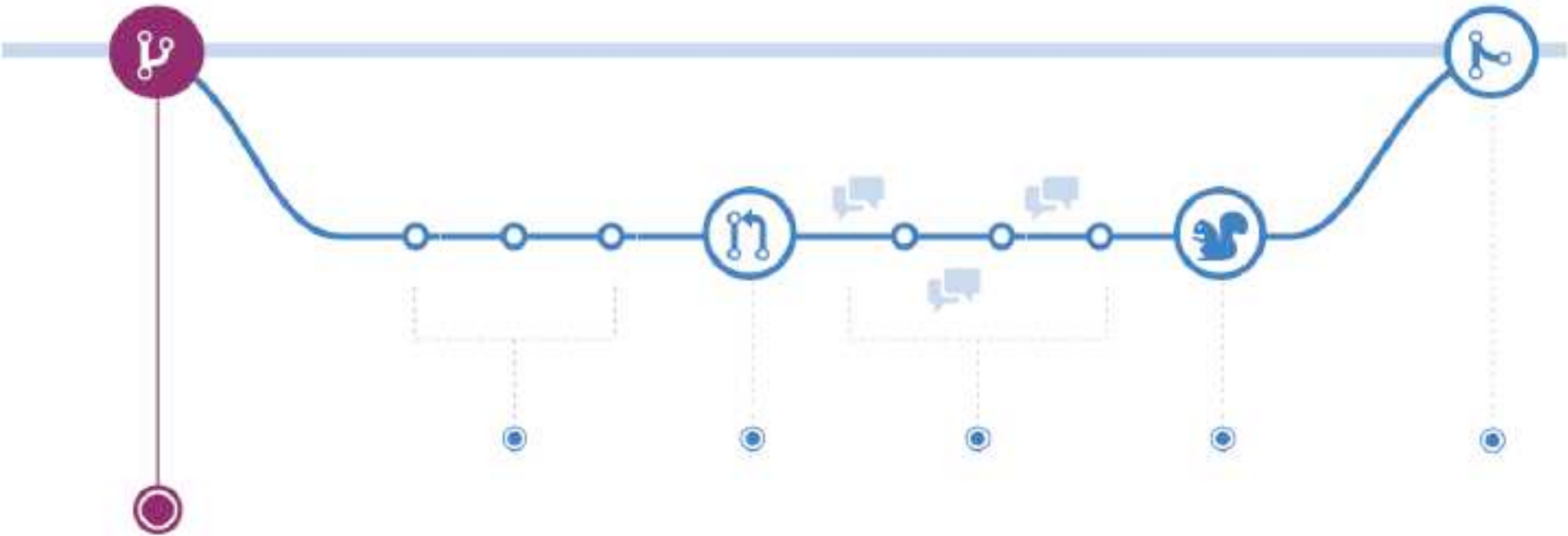
GitHub



From: Scott Chacon. "Pro Git."



From: Scott Chacon. "Pro Git."



from <https://guides.github.com/introduction/flow/index.html>



This repository Search

Pull requests Issues Gist



scikit-learn / scikit-learn

Watch 1,376

★ Unstar 13,589

Fork 7,799

Code

Issues 764

Pull requests 465

Projects 2

Wiki

Pulse

Graphs

scikit-learn: machine learning in Python <http://scikit-learn.org>

21,316 commits

16 branches

60 releases

681 contributors

BSD-3-Clause

Branch: master

New pull request

Create new file

Upload files

Find file

Clone or download



KEEPING UP TO DATE
&
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Finding a new job doesn't have to be a full-time job. Let your next software engineering job apply to you. Join Hired today.

promoted by hiredinc

36 comments share save hide report

promoted post what's this

1 1192



AMA: We are the Google Brain team. We'd love to answer your questions about machine learning. (self.MachineLearning)

submitted 1 month ago * (last edited 1 month ago) by jeffatgoogle

Google Brain

825 comments share save hide report [I=c]

2 762



Google Brain will be doing an AMA in /r/MachineLearning on August 11

(self.MachineLearning)

submitted 1 month ago by olaf_nj

66 comments share save hide report [I=c]

3 768



Google has started a new video series teaching machine learning and I can actually understand it. (youtube.com)

submitted 5 months ago by iamkeyur

150 comments share save hide report [I+c]

4



Google Tensorflow released (tensorflow.org)



Home Moments Notifications Messages Search Twitter

Sebastian Raschka
@rasbt
TWEETS 9,543 FOLLOWING 980 FOLLOWERS 10.2K

Trends - Change

- #LSUvsAUB 31.7K Tweets
- #Huskies 8,555 Tweets
- #Stanford 1,359 Tweets
- #STANvsUCLA 6,143 Tweets
- #ARKvsTAMU 6,294 Tweets
- #LiveFromMovingDay 3,956 Tweets
- David Shaw 1,330 Tweets
- Lee Miles 11.2K Tweets
- #WCi2016 26.8K Tweets
- #GCCFestival 42.1K Tweets

What's happening?

You Retweeted
Hacker News @newsycombinator · Sep 23
New Draft of "Reinforcement Learning: An Introduction, Second Edition"

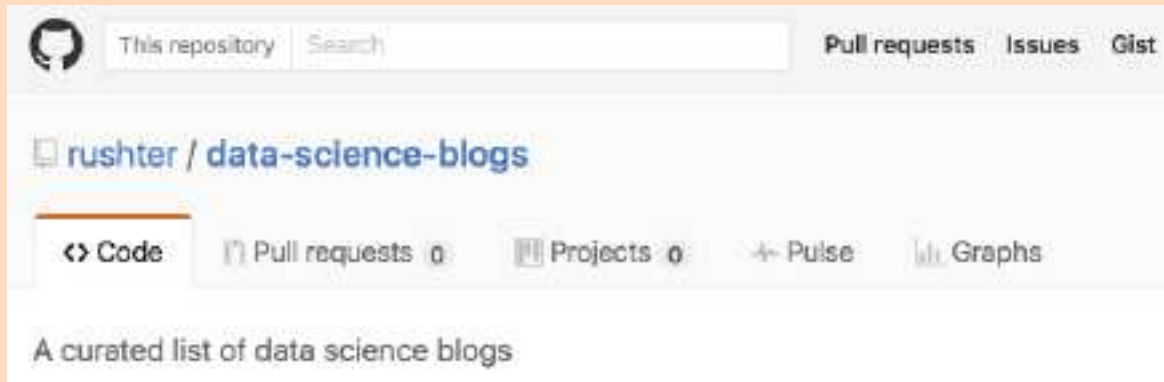
bookref12016aug.pdf
Shared with Dropbox
dropbox.com

You Retweeted
Bradley P. Allen (@bradypallen) · 9h
@karpathy at #bayareadschool says: don't be a hero - reuse other people's architectures when doing DL

Q. How do I know what architecture to use?

A. don't be a hero.

1. Take whatever works best on I, D, C (new World)
2. Download a previous model
3. Iteratively add/omit some parts of it
4. Evaluate it on your application.



<https://github.com/rushter/data-science-blogs>



<https://news.ycombinator.com>



RESOURCES

FREE COURSE

Intro to Computer Science

Build a Search Engine & a Social Network

START FREE COURSE

Home > Data Science > Machine Learning

Machine Learning

Overview

Syllabus

Creators

Ratings and Reviews

Machine Learning

Go to Course

Already enrolled

About this course: Machine learning is the science of getting computers to automatically learn and improve from experience without being explicitly programmed. In the past decade, machine learning has had widespread applications across industries ranging from healthcare to finance to e-commerce. Machine learning has improved the way we search, how we communicate, how we do business, how we learn, and how we play. Machine learning is so pervasive today that you probably use it dozens of times a day without knowing it. All this is made possible by a series of key machine learning concepts that you'll learn in this class.

▼ More

Created by: Stanford University



Financial Aid is available for learners who cannot afford the fee. [Learn more and apply.](#)



Taught by: Andrew Ng, Associate Professor, Stanford University; Chairman and Co-founder, Coursera

Coding the Matrix

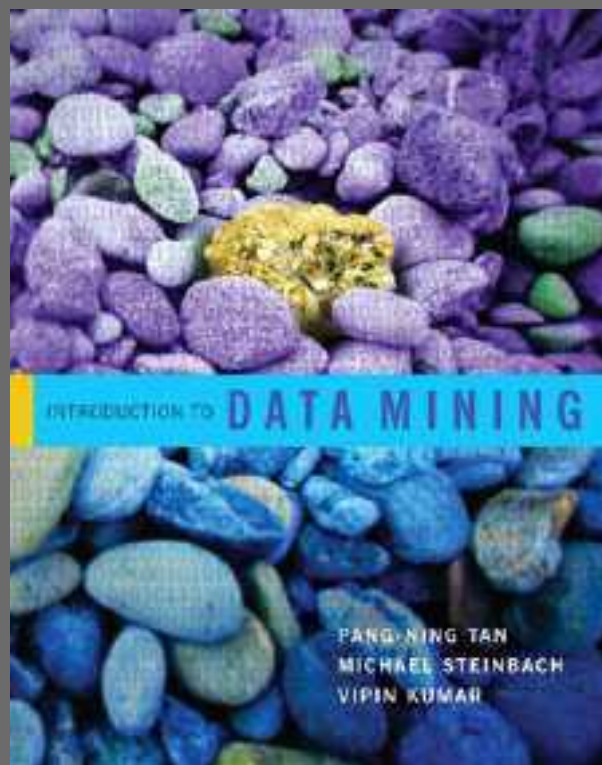
Linear Algebra through
Computer Science Applications

Edition One



Philip N. Klein

Now in Paperback



Springer Series in Statistics

Trevor Hastie
Robert Tibshirani
Jerome Friedman

The Elements of Statistical Learning

Data Mining, Inference, and Prediction

Second Edition

 Springer

"PEDRO DOMINGOS IS REVOLUTIONIZING MACHINE LEARNING AND TAKING OUR WINDROUST
AND CROOKING THE FUTURE WILL BE." -MILTON ISAACSON

THE MASTER ALGORITHM

HOW THE QUEST FOR
THE ULTIMATE
LEARNING MACHINE WILL
REMAKE OUR WORLD

PEDRO DOMINGOS

DATA SCIENTISTS: MANAGING DATA AND RESOLVING NEW PROBLEMS

Charles Wheelan
(The New York Times)
Catherine Sanderson
(Wall Street Journal)

Ann Hurrell
(NPR)
Jennifer Eberhardt
(The New York Times)

DATA SCIENTISTS AT WORK

Rosie Tompkins
(The New York Times)

Erin Strickland
(NPR)

Alexis Hill
(The New York Times)

Jessie Farnsworth
(The New York Times)

Clayton Kopp
(The New York Times)

Daniel Finkelstein
(The New York Times)

Kate Hartnett
(The New York Times)

Janet Song
(The New York Times)

Yann LeCun
(The New York Times)

James Surowiecki
(The New York Times)

John Oliver
(The New York Times)

David Greenhouse
(The New York Times)

EDITED BY CATHY GRIFFIN
FOREWORD BY PETER HODGSON (The New York Times)

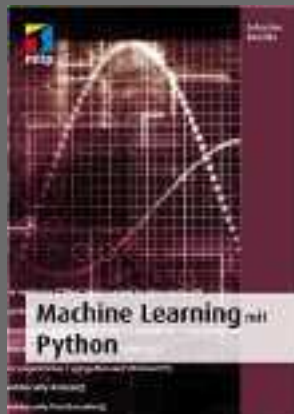
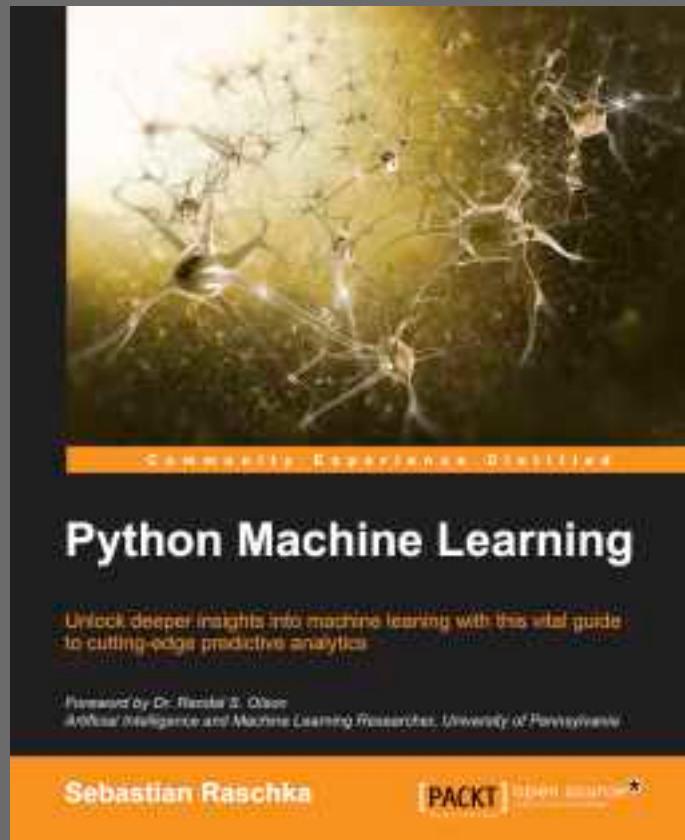
naked statistics

STRIPPING THE DREAD FROM THE DATA



charles wheelan

BEST-SELLING AUTHOR OF NAKED ECONOMICS



Save the Date!



COMMUNITY EXPERIENTIAL DISTANCE

Python Machine Learning

Unlock deeper insights into machine learning with this vital guide to cutting-edge predictive analytics


Foreword by Dr. Randall S. Olson
AI/ML Intelligence and Machine Learning Researcher, University of Pennsylvania

Sebastian Raschka

PACKT open source

OCT 20
Randy Olson, Sr. Data Scientist at UPenn Institute for Biomedical Informatics

Thursday, October 20, 2016
6:00pm - 7:00pm
Epley Center, Room 116 (map)



Randy visits us from the University of Pennsylvania Institute for Biomedical Informatics. His day-to-day involves developing state-of-the-art machine learning algorithms to solve biomedical problems. Randy is probably best known for his algorithmic creation of The Optimal U.S. National Parks Centennial Road Trip, which garnered international attention and media recognition.

Randy is also our first speaker who is an MSU Alum! He will speak about his journey into data science through the lens of a Spartan!

♥ T Likes ← Share

But the most important thing is to keep on learning. Not just for a few months, but for years.

Every Saturday, you will have a choice between staying at home and reading research papers/implementing algorithms, vs. watching TV. If

you spend all Saturday working, there probably won't be any short-term reward, and your current boss won't even know or say "nice work." Also, after that Saturday of hard work,

you're not actually that much better at machine learning. But here's the secret: If you

do this not just for one weekend, but instead study consistently for a year, then you will become very good.

There's a lot of demand today for ML people; once you get a job in ML, your learning will only accelerate further.

Andrew Ng, Chief Scientist at Baidu;
Chairman/Co-Founder of Coursera; Stanford faculty



<https://github.com/rasbt>



<http://sebastianraschka.com>

mail@sebastianraschka.com



@rasbt