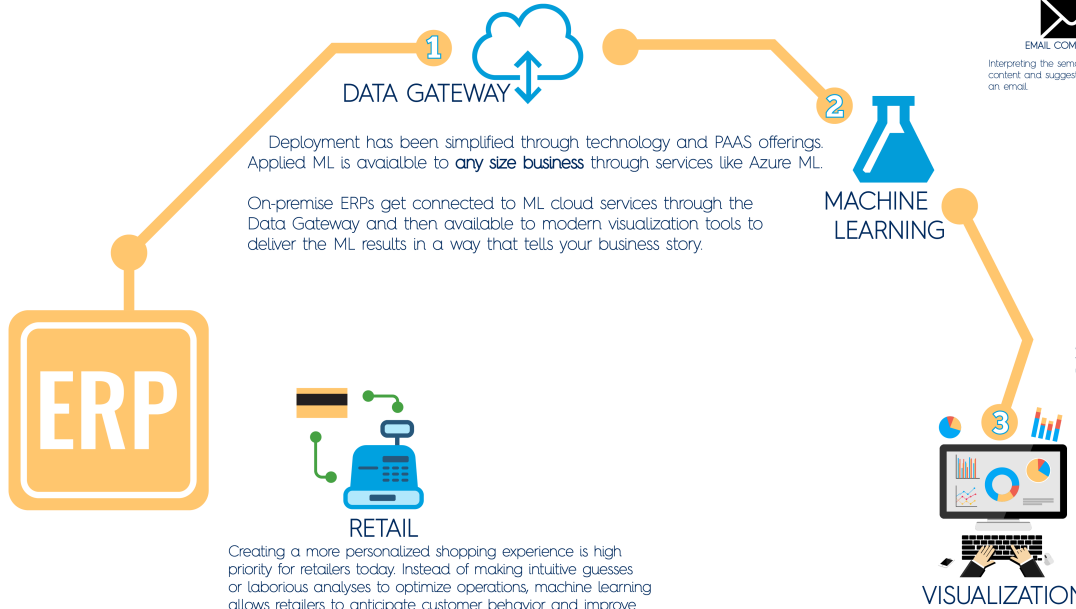
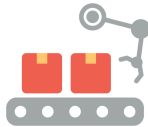


MACHINE LEARNING AVAILABLE TO MID-SIZE ORGANIZATIONS

DEPLOYMENT FOR MID-SIZE ORGANISATIONS



Creating a more personalized shopping experience is high priority for retailers today. Instead of making intuitive guesses or laborious analyses to optimize operations, machine learning allows retailers to anticipate customer behavior and improve employee productivity by turning scheduled tasks into on-demand activities.



Machine learning algorithms, applications, and platforms are helping manufacturers find new business models, fine-tune product quality, and optimize manufacturing operations to enable short time-to-customer performance.

BUSINESS APPLICATIONS FOR MACHINE LEARNING



Interpreting the semantic meaning of email content and suggesting the composition of an email.



Machine Learning is used for continuous rendering of surrounding environment and forecasting the changes that are possible to these surroundings. Examples are object detection, identification and predicted movements.



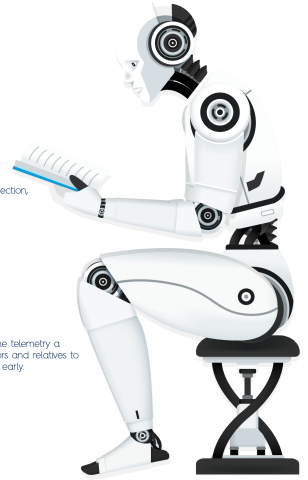
Creating customer retention and increasing sales through accurately recommending music based on historical listening activity.



Employing Deep Learning techniques, Machine Learning can be used to detect fraudulent transactions - and not only whether a fraudulent transaction has occurred but a deeper understanding of customer activity and motives.



Wearable devices have made real-time telemetry a reality. Machine Learning allows doctors and relatives to detect and monitor health anomalies early.



MACHINE LEARNING ALGORITHMS

Microsoft Azure Machine Learning: Algorithm Cheat Sheet

This cheat sheet helps you choose the best Azure Machine Learning Studio algorithm for your predictive analytics solution. Your decision is driven by both the nature of your data and the question you're trying to answer.

ANOMALY DETECTION	REGRESSION	TWO-CLASS CLASSIFICATION	MULTI-CLASS CLASSIFICATION
<ul style="list-style-type: none"> One-class SVM → >100 features, aggressive boundary PCA-based anomaly detection → Fast training 	<ul style="list-style-type: none"> Ordinal regression → Data in rank ordered categories Poisson regression → Predicting event counts Fast forest quantile regression → Predicting a distribution Linear regression → Fast training, linear model Bayesian linear regression → Linear model, small data sets Neural network regression → Accuracy, long training time Decision forest regression → Accuracy, fast training Boosted decision tree regression → Accuracy, fast training, large memory footprint 	<ul style="list-style-type: none"> Two-class SVM → >100 features, linear model Two-class averaged perceptron → Fast training, linear model Two-class logistic regression → Fast training, linear model Two-class Bayes point machine → Fast training, linear model 	<ul style="list-style-type: none"> Fast training, linear model → Multiclass logistic regression Accuracy, long training times → Multiclass neural network Accuracy, fast training → Multiclass decision forest Accuracy, small memory footprint → Multiclass decision jungle Depends on the two-class classifier, see notes below → One-v-all multiclass

START (Predicting values)

- Two → Two-class Classification
- Three or more → Multi-class Classification
- Discovers structure → Anomaly Detection
- Finding unusual data points → Anomaly Detection

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