

OpenWorld 2017 Machine Learning 101

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Moscone West 3002

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OPEN
WORLD

October 1-5, 2017
Moscone Center

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Safe Harbor Statement

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Program Agenda

- 1 Introduction
- 2 Machine Learning Techniques
- 3 Oracle Solution
- 4 Customer Stories
- 5 Questions

Have You Ever...

Had a credit card transaction unexpectedly (and incorrectly) declined



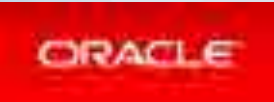
Received a personalized email, direct mail or web ad



Been influenced by a recommendation from your music player or an online shopping site



Had an unexpected bonus / incentive to stay with a company





Machine Learning is based on algorithms that can learn from data without relying on rules-based programming.

McKinsey

CLASSIFYING CUSTOMERS

Basic Query

Features

Age / Gender

Marketing Preferences



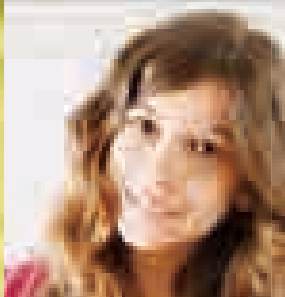
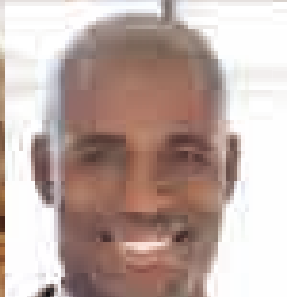
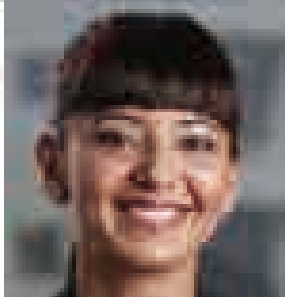
Basic Analytics

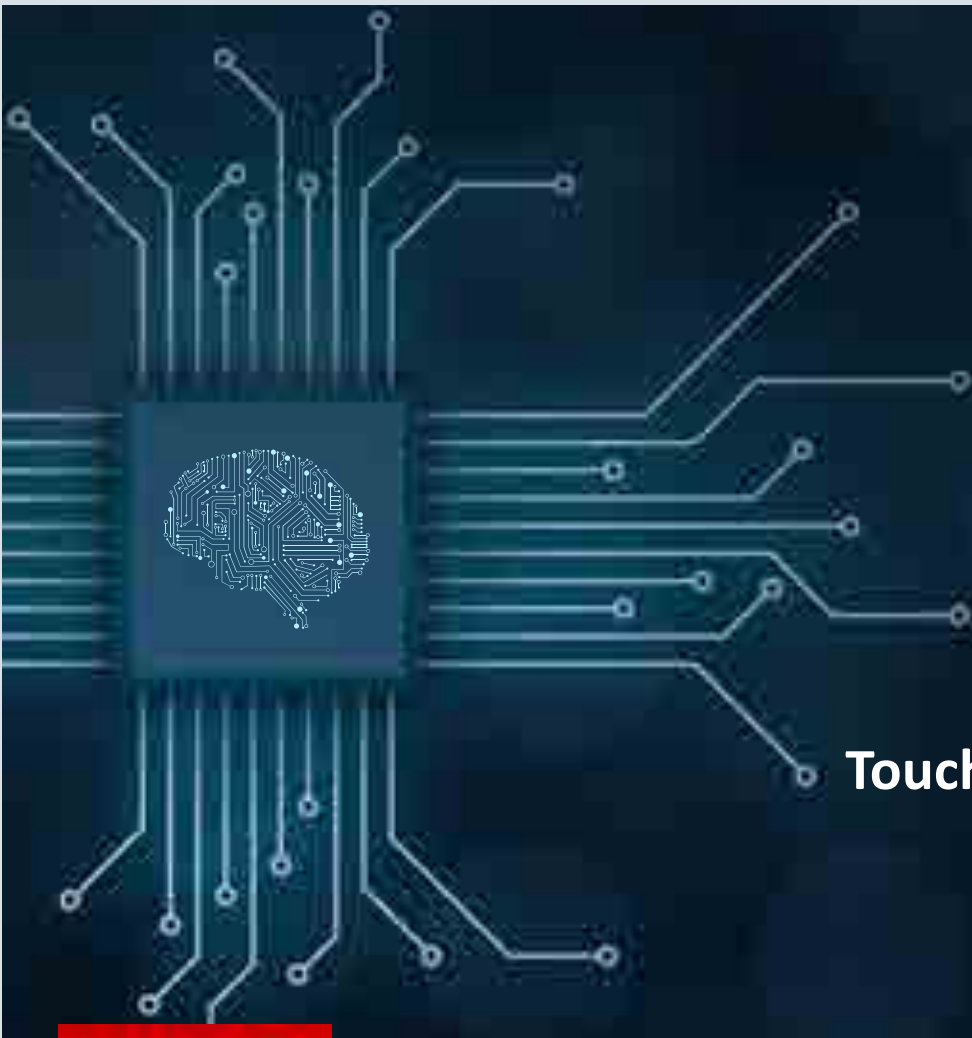
RFM (Recency, Frequency and Monetary Value): Purchases in the Last 3/6/12 mo.

Machine Learning

Behavioral Customer Segment

Probability to Buy New Product X

				
Known	Known	Known	Unknown	Unknown
Mail and e-mail	e-mail	e-mail and Facebook	e-mail and Google+	Mail, e-mail and Twitter
1 item / \$35 in the last 3 mo	2 items / \$150 in the last 6 mo	3 items / \$75 in the last 3 mo	3 items / \$225 in the last 12 mo	9 items / \$250 in the last 6 mo
"Retired Cosmopolitan"	"Affluent Executive"	"New Home Mom"	"Young Successful startup"	"Executive product collector"
31%	45%	55%	21%	72%



Machine Learning Techniques

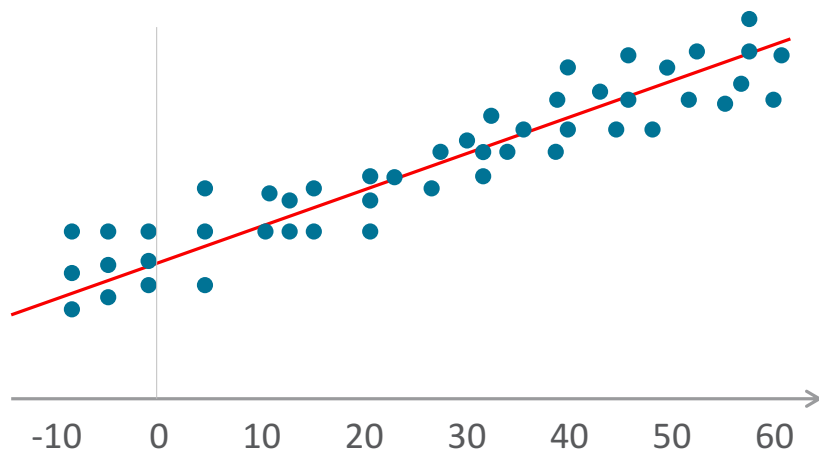
- Focus on**
- ▶ Regression
 - ▶ Classification
 - ▶ Clustering
 - ▶ Anomaly Detection

- Touch on**
- ▶ Association Rules
 - ▶ Time Series
 - ▶ Neural Networks

Regression



○ REGRESSION

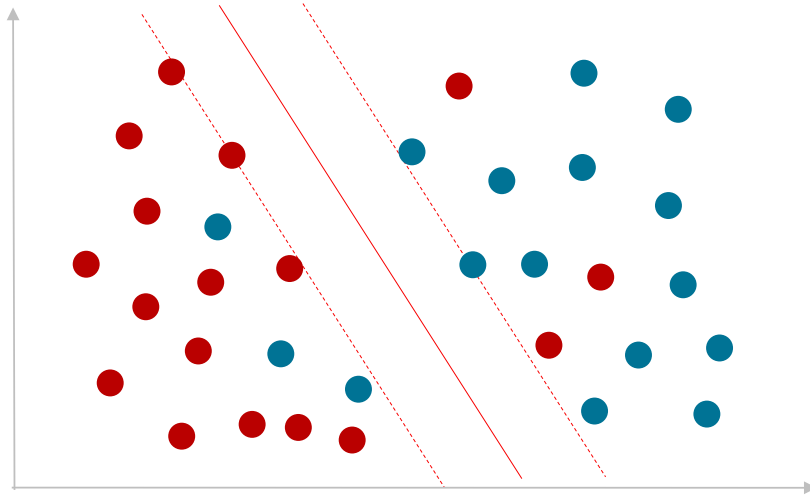


- **Predicting numbers**
- Customer lifetime value
- Estimate optimal pricing
- House price estimates

Classification – Supervised Learning



○ CLASSIFICATION

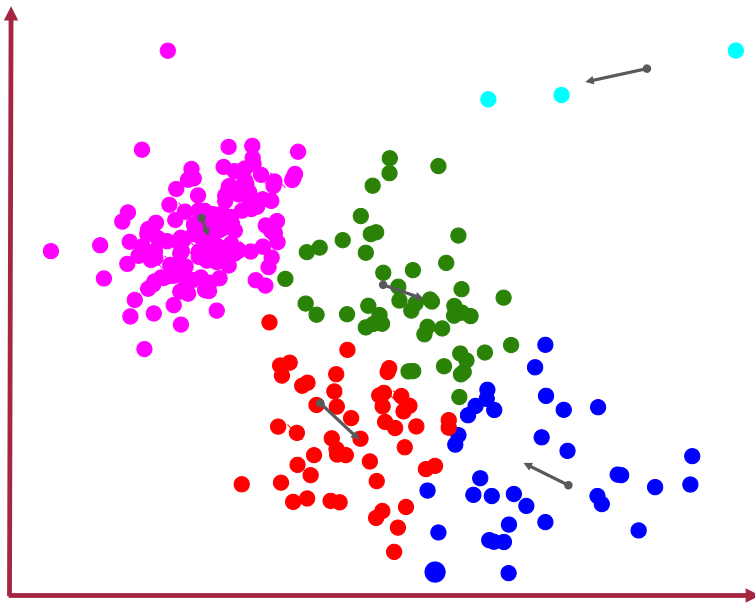


- **Membership of a known class**
- Identify likely high value customers
- Find customer likely to churn
- Fraud detection

Clustering – Unsupervised Learning



○ CLUSTERING



- **Membership of an inferred class**
- Customer segmentation
- Credit risk evaluation
- Document similarity

Anomaly Detection



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ANOMALY DETECTION

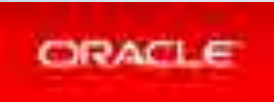
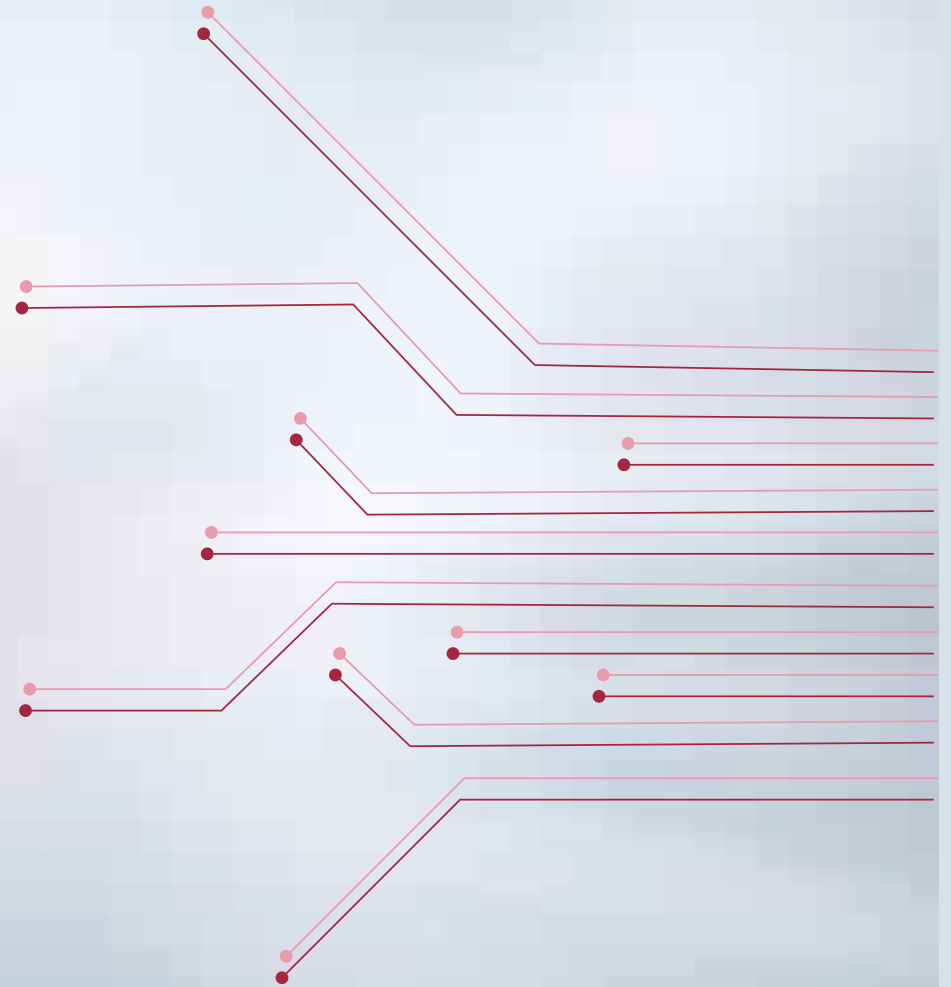


- **Outliers**
- Dentist billing
85 fillings / hour
- Employees with high claims
/ grade
- One variable moving out
of sync

▶ Association Rules

▶ Time Series

▶ Neural Networks



ASSOCIATION RULES



- **Finding like-minded people**
- You might be interested in...
- Root cause analysis
- Identify “harbingers of failure”

○ TIME SERIES

○ **Temporal Aspect**

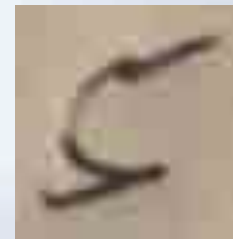
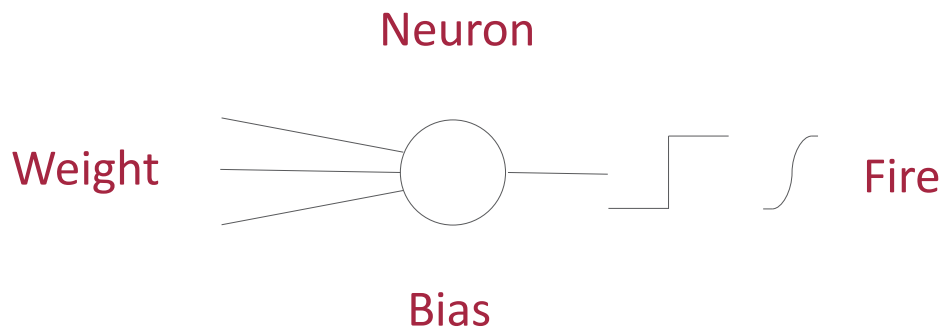
○ Hitting a threshold

○ Forecasting energy use

○ Seasonality of data



NEURAL NETWORKS



NEURAL NETWORKS

- Learn (More) Like A Human
- Classification
- Regression
- Deep learning

<http://neuralnetworksanddeeplearning.com/chap1.html>

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Oracle Machine Learning Algorithms

CLASSIFICATION

- Logistic Regression
- Decision Tree
- Random Forest
- Neural Network
- Support Vector Machine
- Naïve Bayes
- Explicit Semantic Analysis
- Gaussian Mixture Models

CLUSTERING

- Hierarchical K-Means
- Hierarchical O-Cluster
- Expectation Maximization

ANOMALY DETECTION

- One-Class Support Vector Machine

REGRESSION

- Generalized Linear Model
- Support Vector Machine
- Random Forest
- Linear Model
- Stepwise Linear regression
- LASSO

ASSOCIATION RULES

- A priori

ATTRIBUTE IMPORTANCE

- Minimum Description Length
- Principal Component Analysis
- Unsupervised Pairwise KL Divergence

SQL PREDICTIVE QUERIES

ALGORITHM TEXT SUPPORT

- Algorithms support text type
- Tokenization and theme extraction
- Document similarity

FEATURE EXTRACTION

- Principal Component Analysis
- Non-negative Matrix Factorization
- Singular Value Decomposition

TIME SERIES

- Single Exponential Smoothing
- Double Exponential Smoothing

OPEN SOURCE ML ALGORITHMS

- CRAN R Algorithm Packages through Embedded R Execution
- Spark MLlib algorithm integration

Build Your Own Models

Database
Cloud

Big Data
Cloud

Analytics
Cloud



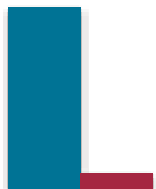
The Leading Choice for Machine Learning



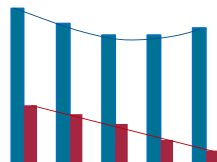
FAST

Optimized in-memory algorithms

Up to 32X
Faster



Scales above
8-16 nodes



OPEN

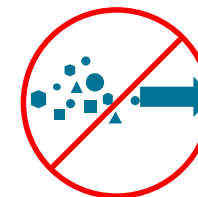
Based on open source



INTEGRATED

Bringing analytics to the data

Don't move
the data



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National Health Service



- Finding savings in healthcare budget

DX Marketing



- Predicting propensity to purchase

StubHub



- Real-time prediction of fraudulent ecommerce transactions

Zagreb Bank



- Customer 360 and credit risk analysis

National Tax Authority

- Detecting tax fraud
- Classification and anomaly detection

Financial Payments

- Prevent, monitor, understand and anticipate fraud
- Classification (generalized linear models and decision trees)

Retail

- Customer loyalty and segmentation
- Association rules, clustering, classification

Bank

- Accelerate product launch, evaluate credit risk
- Neural networks

Integrated Cloud

Applications & Platform Services

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