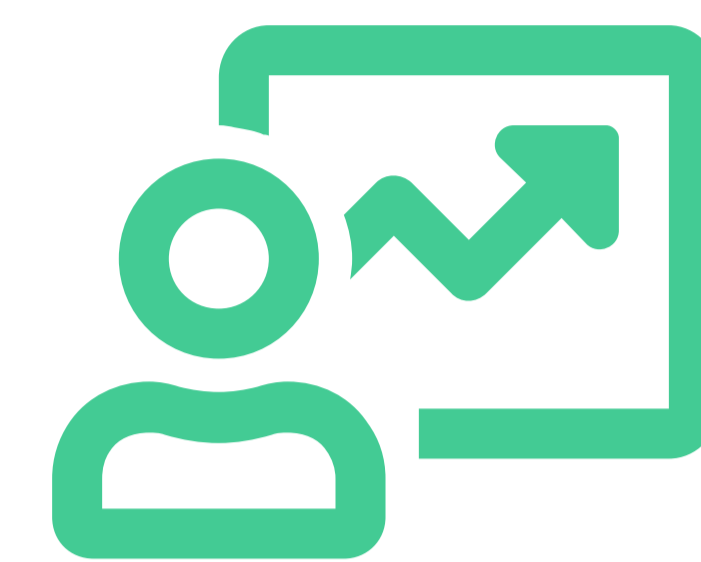


**Data Science, ML
& KI for Business**
DSB

point8
data matters.

Überblick und technischer Einblick in Data Science, Machine Learning & KI auf der etwas höheren Flughöhe, um zu verstehen, was dahinter steckt und um Hype und Potential von einander zu unterscheiden.



Level: ▶ (Einsteiger)

Länge: 1-2 Tage

Voraussetzung: keine; Interesse an datengetriebenen Geschäftsmodellen

Kurssprache: Deutsch (Englisch auf Anfrage); Materialien auf Englisch

TechTrainings für Entscheider
und Steuerer auf der etwas
höheren Flughöhe.

1. Data Science basics

In an open kick-off lecture, we will discuss what is behind Data Science, how you have to set up your team, and people usually talk about when they say they are "doing AI".

2. Introduction to Machine Learning

An overview of the field of machine learning & AI with related use cases. What is a label? When do I need supervised, unsupervised or reinforcement learning?

3. Bias, Python and statistic basics

We need some basics and we will keep it simple.

4. ML workflow

We get an overview of each step, learn more about problems and pitfalls, and find out that machine learning and AI are not magic. We go through a standard machine learning workflow:

- A. From data generation, import and preparation
- B. via feature exploration and engineering
- C. to model definition, training and validation.

5. ML run-through

Build a classification model and learn about the building blocks of ML with Python.

A. Getting started:

Let's try out different models in Python and see how well your learner can perform.

6. Use cases, lessons learned and outlook

We go through some additional examples of possible ML applications, and what to do, when you really have Big Data.