Applying Machine Learning to your Data with Google Cloud

Introduction

- Course Introduction

Introduction to Machine Learning

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- Demo: Google Photos

- What is deep learning?

- ML applications for business

- ML terms: Instances, features, labels

- The spectrum of ML tools

Pre-trained ML APIs

- Pre-trained ML models

- Demo: Cloud Translate and Vision APIs

- Explore the Vision API

- Demo: Natural Language Processing API

- Explore the Language API

- LAB : Training with Pre-built ML Models using Cloud Vision API and AutoML

Creating ML Datasets in BigQuery

- What makes a dataset good for ML?

- Choosing good features

- Exploring and preprocessing data

- Other tools for creating data pipelines

- Knowing the unknowable

- Creating repeatable dataset splits

- LAB : Creating Repeatable Dataset Splits in BigQuery v1.5

Creating ML Models in BigQuery

- Introducing BigQuery machine learning

- Phases of model building

- Lab Intro: Predicting Visitor Return Purchases with BigQuery

- LAB : Predict Visitor Purchases with a Classification Model in BQML v1.5

- LAB : Predict Taxi Fare with a BigQuery ML Forecasting Model v1.5

- Demo: AutoML Tables