The AI Playbook
Mastering the Rare Art of Machine Learning Deployment

By Eric Siegel

Notes for <u>CHAPTER 2</u>

These notes include references, plus resources for further learning. For all the chapters' notes as well as information about the book in general, access the book's website at www.bizML.com.

A meditation on rethinking your dependent variable (output variable):
"It is a mistake to ask the wrong question"
https://www.elderresearch.com/blog/ask-the-wrong-questions

Black New Yorkers Are Twice as Likely to Be Stopped by the Police, Data Shows
https://www.nytimes.com/2020/09/23/nyregion/nypd-arrests-race.html

Policing Different Racial Groups in the United States
https://sociology.columbian.gwu.edu/sites/g/files/zaxdzs1986/f/downloads/Weitzer%20%26%20Brunson%202015%20.pdf

Dissecting racial bias in an algorithm used to manage the health of populations
https://www.science.org/doi/abs/10.1126/science.aax2342

Thanks to Elder Research, Inc. for the fundraising example (predicting an intermediate step towards securing large donations).