The AI Playbook
Mastering the Rare Art of Machine Learning Deployment

By Eric Siegel

Notes for the <u>PREFACE</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.

The Machine Learning Week conference series, including Predictive Analytics World and Deep Learning World:
http://www.machinelearningweek.com

"Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die"
by Eric Siegel
http://www.thepredictionbook.com

Value capture versus value creation:
https://medium.com/evergreen-business-weekly/why-value-capture-is-the-most-important-business-idea-you-haven-t-read-enough-about-c035c657d091

Data Scientist: The Sexiest Job of the 21st Century
https://hbr.org/2012/10/data-scientist-the-sexiest-job-of-the-21st-century/

Is Data Scientist Still the Sexiest Job of the 21st Century?
https://hbr.org/2022/07/is-data-scientist-still-the-sexiest-job-of-the-21st-century

Did Target Really Predict a Teen's Pregnancy? The Inside Story
https://www.predictiveanalyticsworld.com/machinelearningtimes/target-really-predict-teens-pregnancy-inside-story/

A Brief History of Predictive Analytics World
https://www.predictiveanalyticsworld.com/machinelearningtimes/a-brief-history-of-paw-on-its-10-year-anniversary/9936/

"Predict This!" educational rap music video
http://www.PredictThis.org

Machine Learning Leadership and Practice: End-to-End Mastery
Course instructed by Eric Siegel
http://www.machinelearning.courses