Machine Learning is...

One branch of the field of Artificial Intelligence

A way of solving problems without explicitly codifying the solution

A way of building systems that improve themselves over time

Source: Neota Logic
Enhanced Search

machine learning for search engines

RankBrain: a deep neural network for search ranking

#3 signal for Search ranking, out of hundreds

#1 improvement to ranking quality in 2+ years
Google Translate
Keys to Successful ML

Large Datasets

Good Models

Lots of Computation
Offerings across the spectrum

- TensorFlow
- CloudML: Scale, No-ops Infrastructure
- Use/extend OSS SDK
- ML researcher

- Build custom models
- Data scientist

- Use pre-built models
- App developer

- ML APIs:
  - Translate API
  - Vision API
  - Speech API
  - Natural Language API
Thanks!

Rob Craft
Machine Learning Product Lead
Google Cloud

Main Session Keynote
Thursday, 1:45 - 2:30pm

Visit us at the Google Booth
#1115