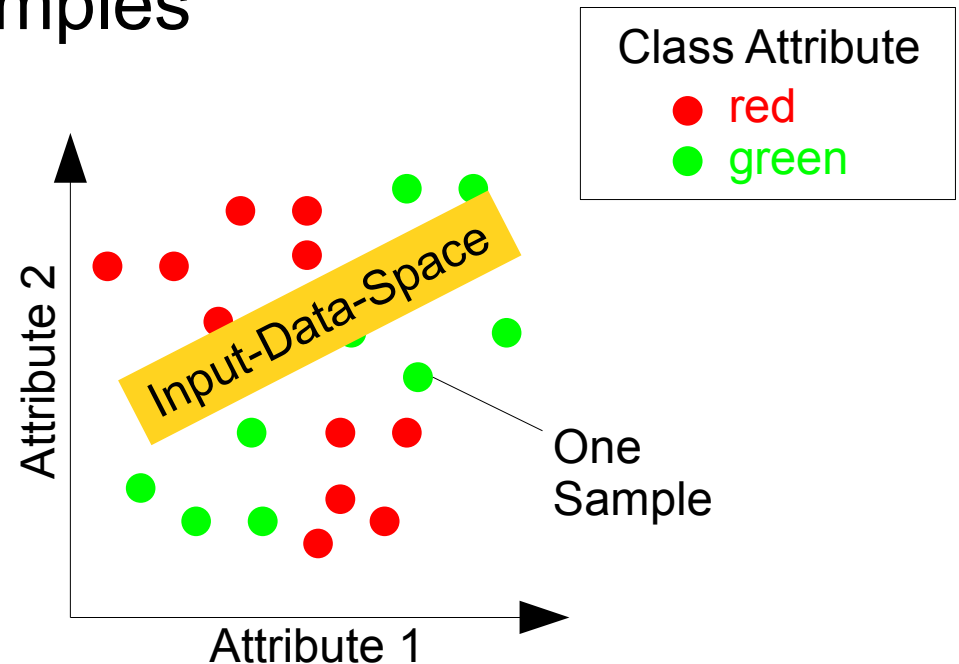


What machine learning can do for
people with problems

Naming conventions

- Attribute (synonym: Feature, Variable)
- Class Attribute
- All together: Input Data Space
 - Consists of individual samples

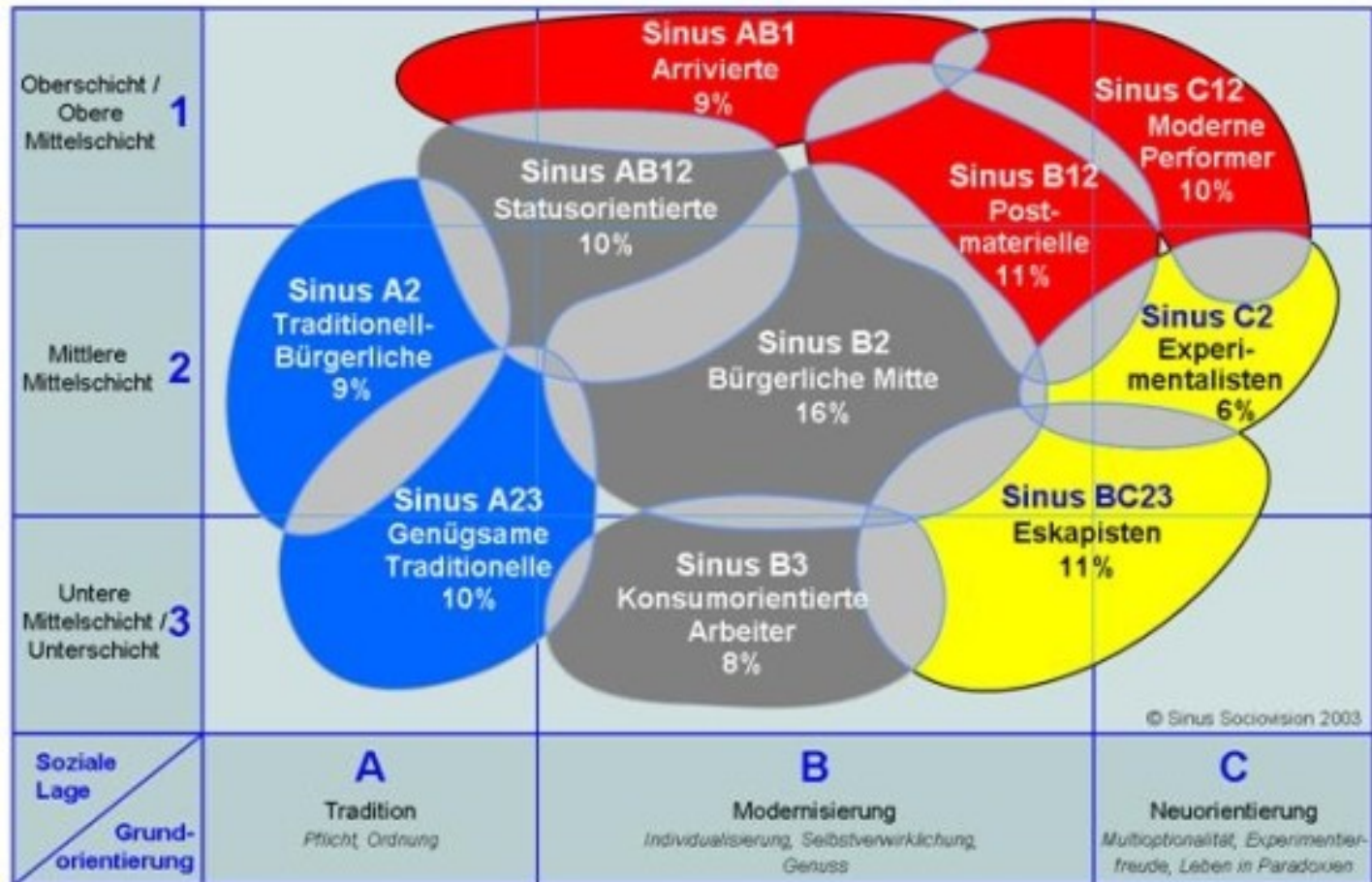
Attribute 1	Attribute 2	Class
103	12	red
107	15	red
90	17	green
102	3	red
40	1	green
...



Some domains in which AI is used

Cluster analysis

- e.g. Sinus Milieus



Gesellschaftliche Leitmilieus



Mainstream Milieus



Traditionelle Milieus



Unkonventionelle, junge Milieus



Prediction

- Reliability of customers for receiving a loan
 - Based on location, age, income, etc...



<http://images.clipartof.com/small/20804-Clipart-Illustration-Of-A-Group-Of-Colorful-Diverse-People-With-Dollar-Symbol-Heads-Holding-Hands-And-Standing-In-A-Circle.jpg>



http://www.ferienwohnungberlin.net/Anlage/karte_berlin_blue3.jpg

Correlation and Modelling



<http://blog.madeindore.com/wp-content/uploads/2009/08/girls-shopping.jpg>



http://www.internetagentur.biz/cms/upload/img/ne-ws/warenkorb_urkunde.jpg

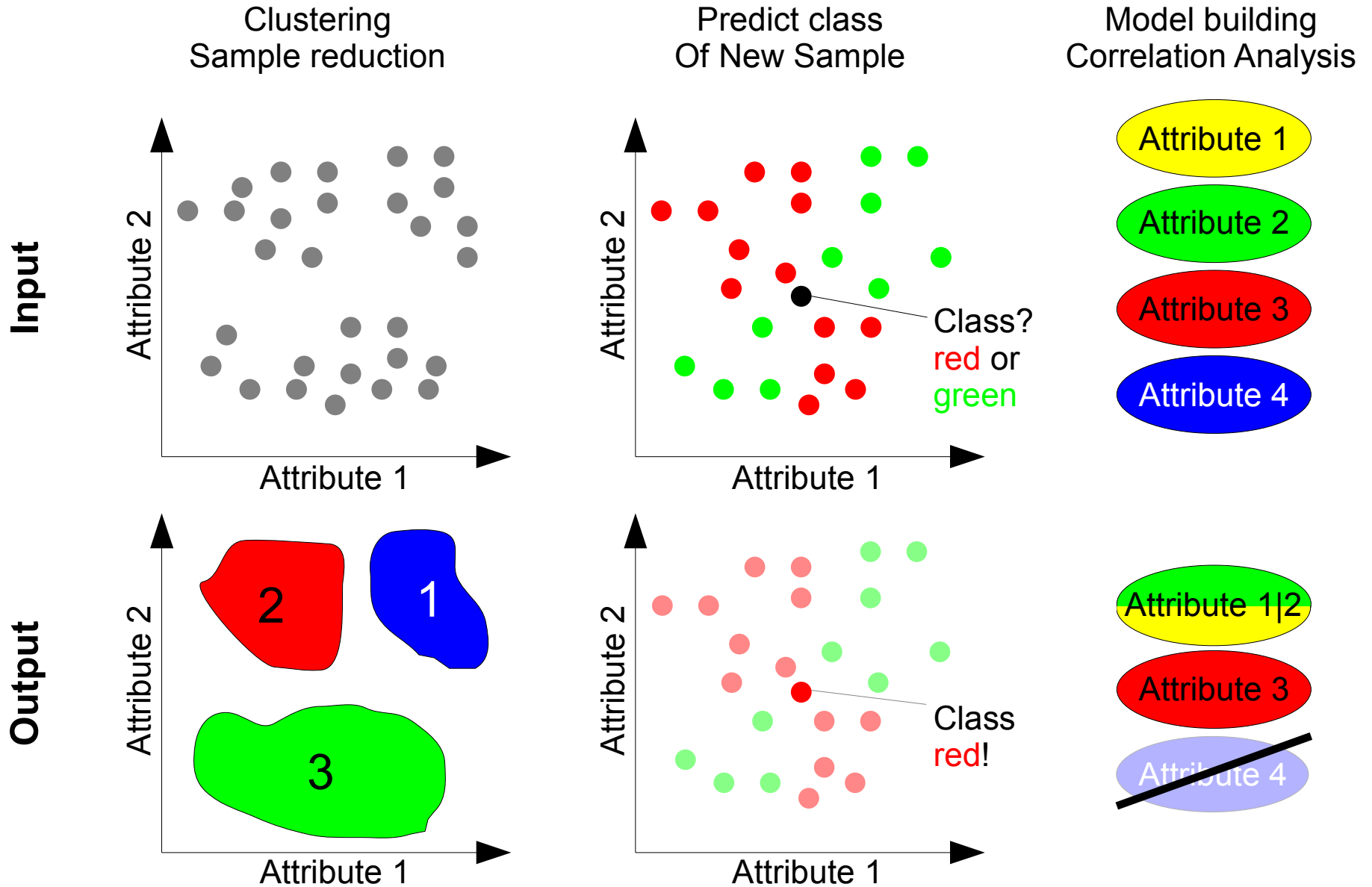


www.werbefirma.de



kiwisto

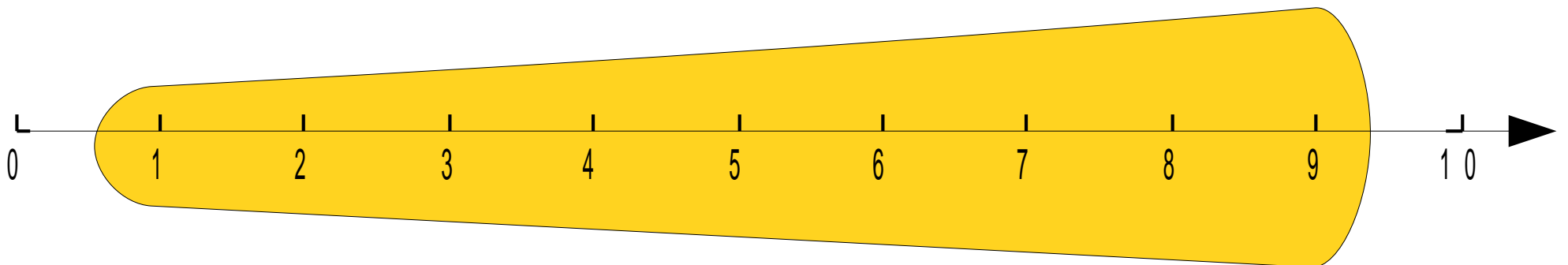
Overview chart



Numbering systems

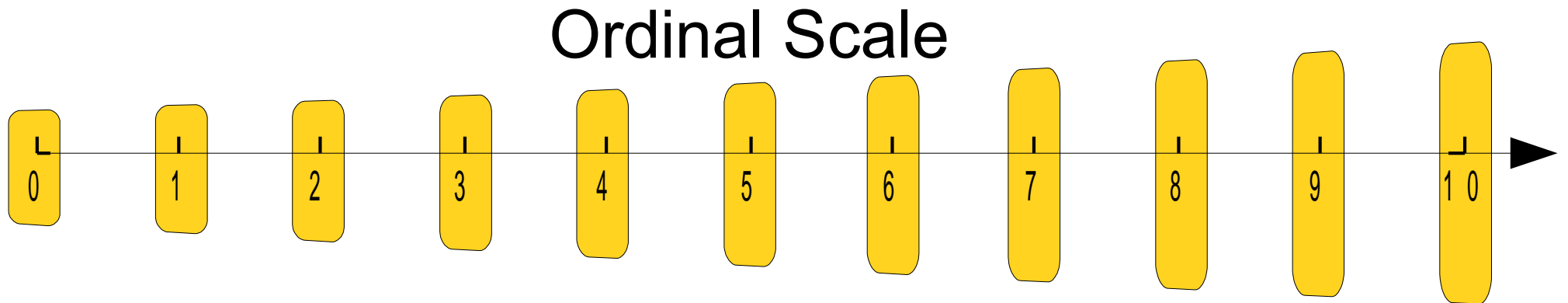
- Continuous scale (R)
- e.g. Temperature, Length
- Infinite number of values between two natural numbers
- comparable

Continuous Scale



Numbering systems

- Ordinal Scale (N)
- e.g. Number of Apples, Age
- Only finite number of values
- Still comparable



Numbering systems

- Nominal scale
- Finite number of values
- Cannot be compared
- e.g. Countries (Germany, France,...)
 - There is no natural way for comparison

Nominal Scale

