

Machine Learning

Hector Urdiales
Engineering Lead for Machine Learning

What's machine learning?

“Machine learning mimics human decision making with examples rather than rules”

But, what does that even mean?

ML Example

Square feet	Price
<i>2000</i>	400k\$

ML Example

Square feet	Price
<i>2000</i>	400k\$
<i>3000</i>	600k\$

ML Example

Square feet	Price
<i>2000</i>	400k\$
<i>3000</i>	600k\$
<i>5000</i>	1000k\$

ML Example

Square feet	Price
<i>2000</i>	400k\$
<i>3000</i>	600k\$
<i>5000</i>	1000k\$
<i>7000</i>	1400k\$

ML Example

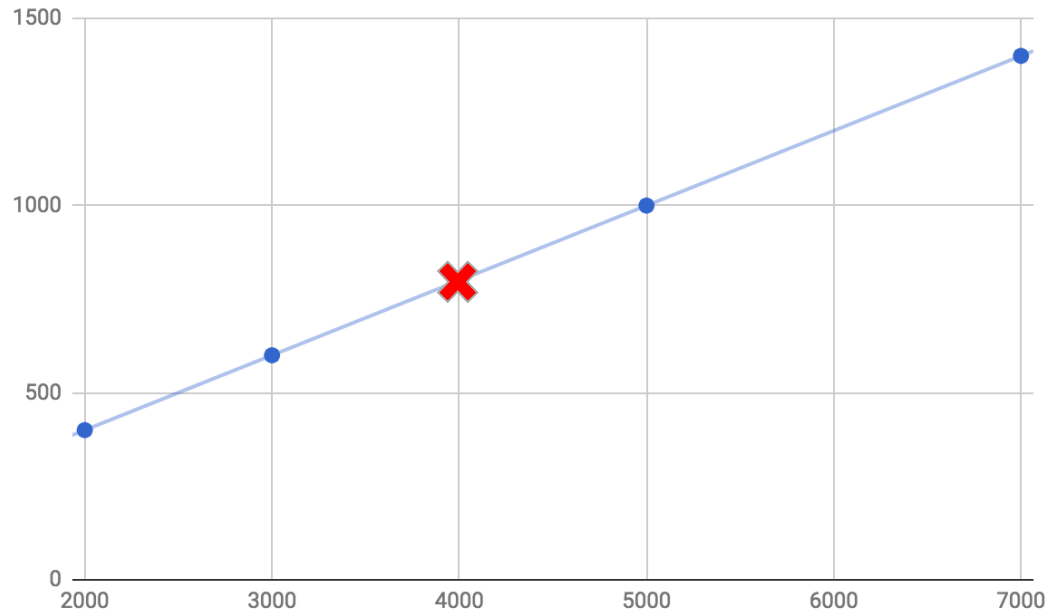
Square feet	Price
2000	400k\$
3000	600k\$
5000	1000k\$
7000	1400k\$
4000	???

ML Example

Square feet	Price
2000	400k\$
3000	600k\$
5000	1000k\$
7000	1400k\$
4000	800k\$

ML Example

This is what you've done...



Definitions

Model: The rule that you've learnt

Training: The process of finding a model from the data

Inference: Using the model to make a prediction

Features: Inputs to your model (square feet in the example)

Some examples of ML in HubSpot

Best time to send

Activity feed highlights

Content strategy

Blog recommendations

HubSpot lead score

...

Q&A