

Use Machine Learning to Crunch Big Data

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Abstract

Generating, collecting and saving data are no longer to be expensive tasks. As a consequence, data deluge has created the Big Data Era. How to extract generalizable knowledge from data has attracted people's attention from many research areas, industrial and business domains. In this talk, we will give a brief introduction to Big Data and introduce the basic concept of machine learning to show why it has been considered as a major solution for big data analytics models. I will share two successful applications, malicious URL filtering and detecting in-situ identity fraud on Facebook to demonstrate the power of machine learning methodology.