

Transmuting Machine Learning into Verifiable Knowledge

From AI Business – August 2018

This article covers machine learning and AI:

According to Franz CEO Jans Aasman, these machine learning deployments not only maximize organizational investments in them by driving business value, but also optimize the most prominent aspects of the data systems supporting them.

“You start with the raw data...do analytics on it, get interesting results, then you put the results of the machine learning back in the database, and suddenly you have a far more powerful database,” Aasman said.

Dr. Aasman is further quoted:

For internal applications, organizations can use machine learning concepts (such as co-occurrence—how often defined concepts occur together) alongside other analytics to monitor employee behavior, efficiency, and success with customers or certain types of customers. Aasman mentioned a project management use case for a consultancy company in which these analytics were used to “compute for every person, or every combination of persons, whether or not the project was successful: meaning, done on time to the satisfaction of the customer.”

Organizations can use whichever metrics are relevant for their businesses to qualify success. This approach is useful for determining a numerical rating for employees “and you could put that rating back in the database,” Aasman said. “Now you can do a follow up query where you say how much money did I make on the top 10 successful people; how much money did I lose on the top 10 people I don’t make a profit

on.”

Read the full article over at [AI Business](#).