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When Machines Don't Learn: Common Reasons for Failed Integrations Between Machine Learning and Discrete Choice

Timothy Brathwaite, Ph.D.
Data Scientist
Stitch Fix Inc., San Francisco, CA

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12:00 to 1:15 PM US Arizona

https://asu.zoom.us/webinar/register/WN_0DWuW5_FQ9ij6LDxRF8LGg

About the Speaker

Timothy Brathwaite, PhD, is a data scientist at Stitch Fix Inc. He is responsible for matching stylists and clients, so individuals receive merchandise that they love. Prior to Stitch Fix, he was a research scientist at Lyft, working with the locations, the estimated-time-of-arrival (ETA), and the bikes-and-scooters teams.

He completed his Ph.D. in transportation engineering in the Civil and Environmental Engineering department at the University of California at Berkeley, working under the mentorship of Professor Joan Walker.

His research blended machine learning and statistical techniques with discrete choice models to predict the demand for bicycling under alternative policy scenarios. For this work, he was awarded the 2018 Eric Pas Dissertation Prize.

Previously, he received his Master of City Planning and Master of Science in Civil Engineering from UC Berkeley.

About the Talk

Are you interested in machine learning? Are you interested in how humans make choices? Perhaps you've become excited about the idea of combining machine learning and discrete choice models? That's great, and the combination can sometimes work wonderfully.

Or... it can fail to produce anything deemed of econometric value. This talk will NOT be about the newest, latest, and greatest combination of ML and discrete choice. Instead, this talk helps you prevent the all-too common experience of failure. It is about the many ways that combining ML and discrete choice can go wrong, and methods to avoid these pitfalls.

This talk draws on five years of professional experience, eight years of research experience, and thousands of hours of reading, to reveal four common errors, any of which can ensure that no matter how many (multiple) choices we give them, the machines never learn.

This seminar has been converted to a webinar and is now webcast live to a worldwide audience using Zoom.

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