
AWS
re:Invent
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IMP001

Driving mission impact with machine learning solutions

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How to think about AI/ML

The right way

- What mission outcome am I currently unable to deliver on? Or what outcome would I like to improve on?
- Do I have any repetitive tasks that would benefit from automation?
- How could I improve my member or stakeholder experience?
- Do I really need ML for this problem?

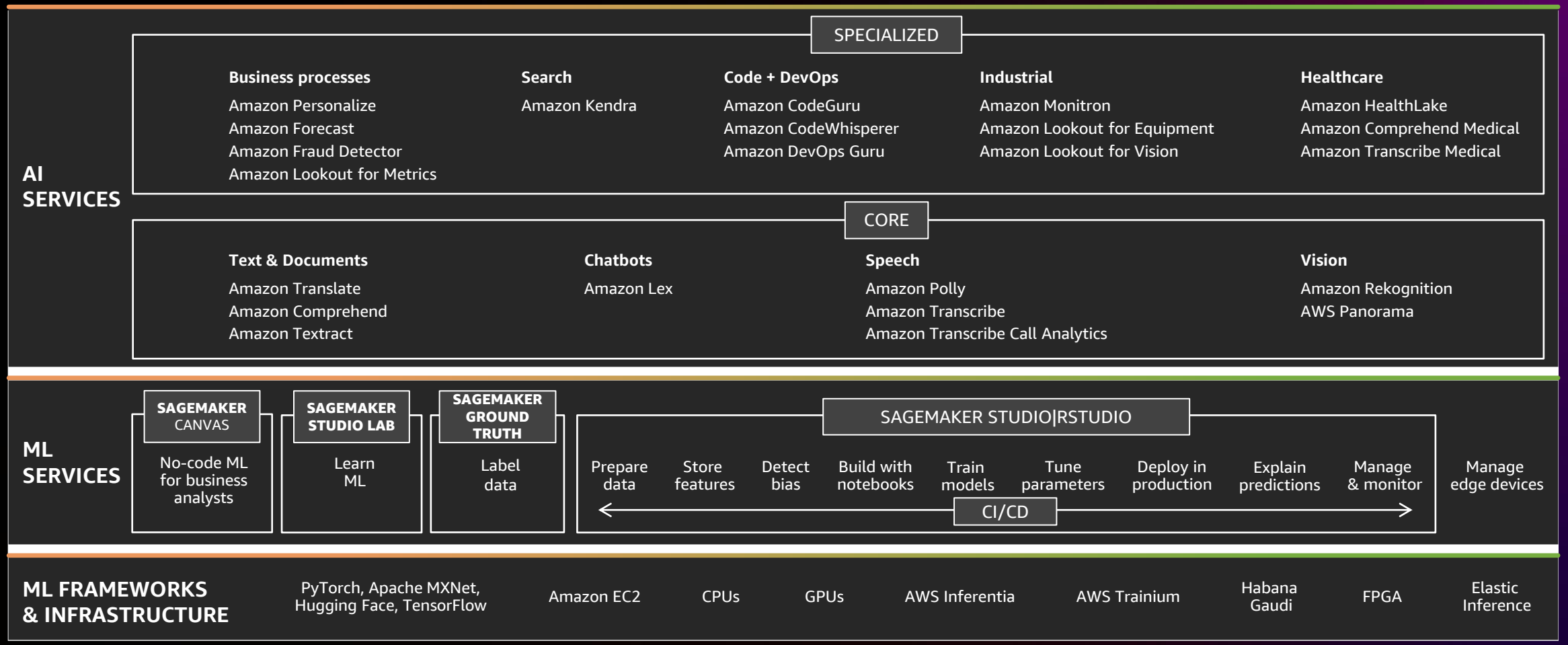
The wrong way

- Everyone is using AI/ML now. Let's find a way to use machine learning on this project!
- Build-it-yourself mentality
- Not thinking responsibly about your models

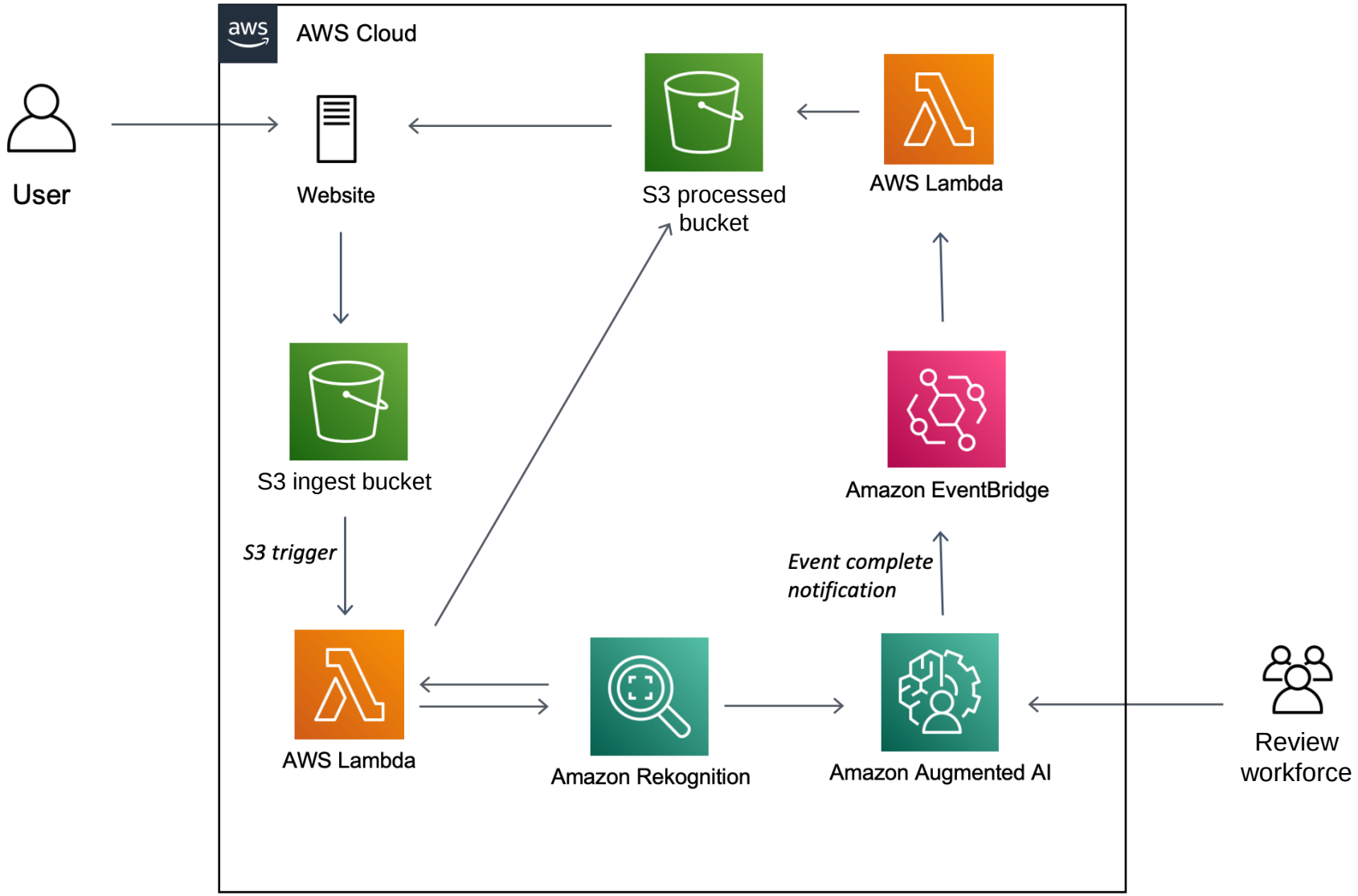
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The AWS ML stack



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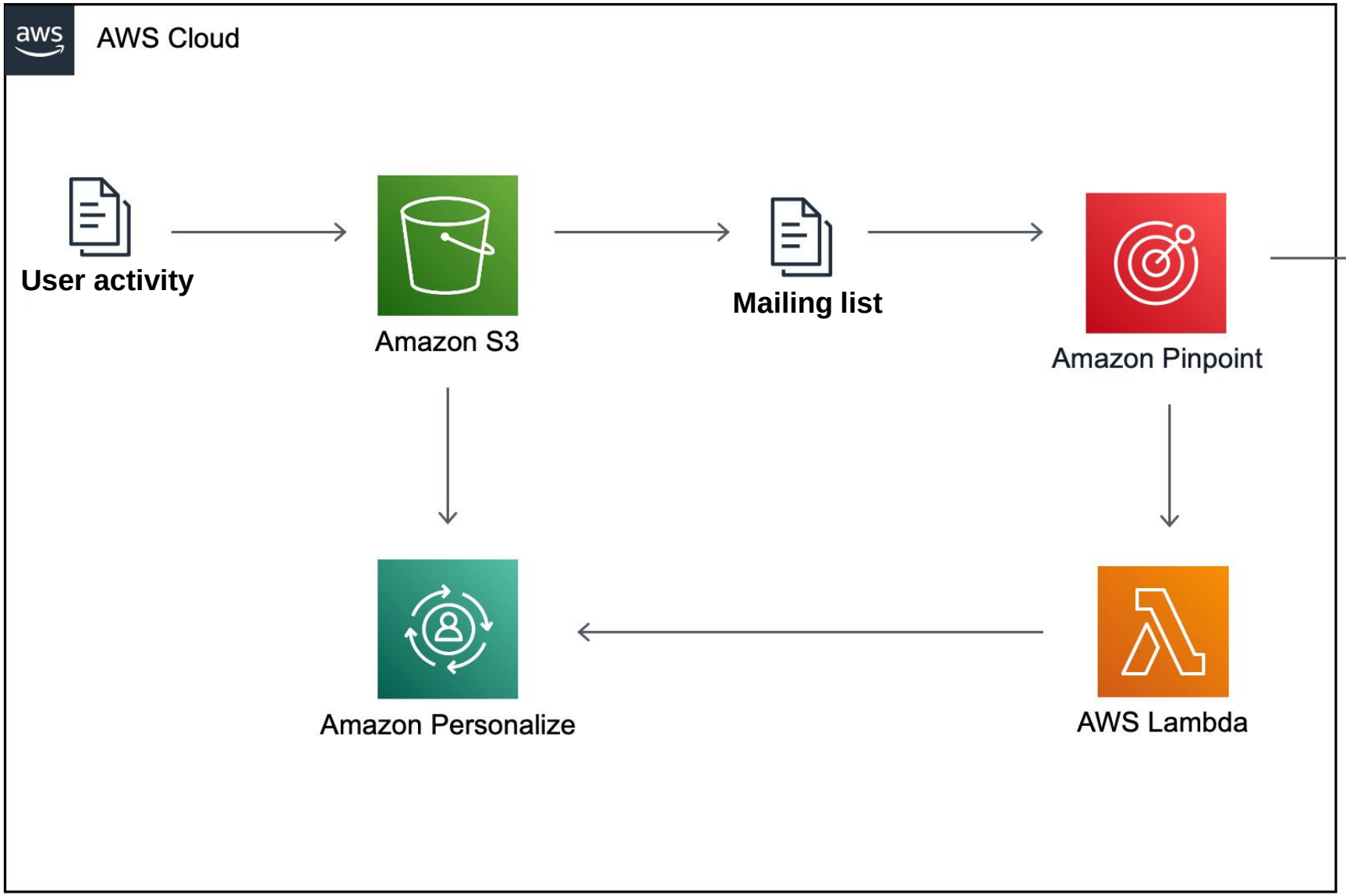


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My Photo Albums App

You do not have any photos in this album. Please add photos.

Choose File No file chosen Add Photo



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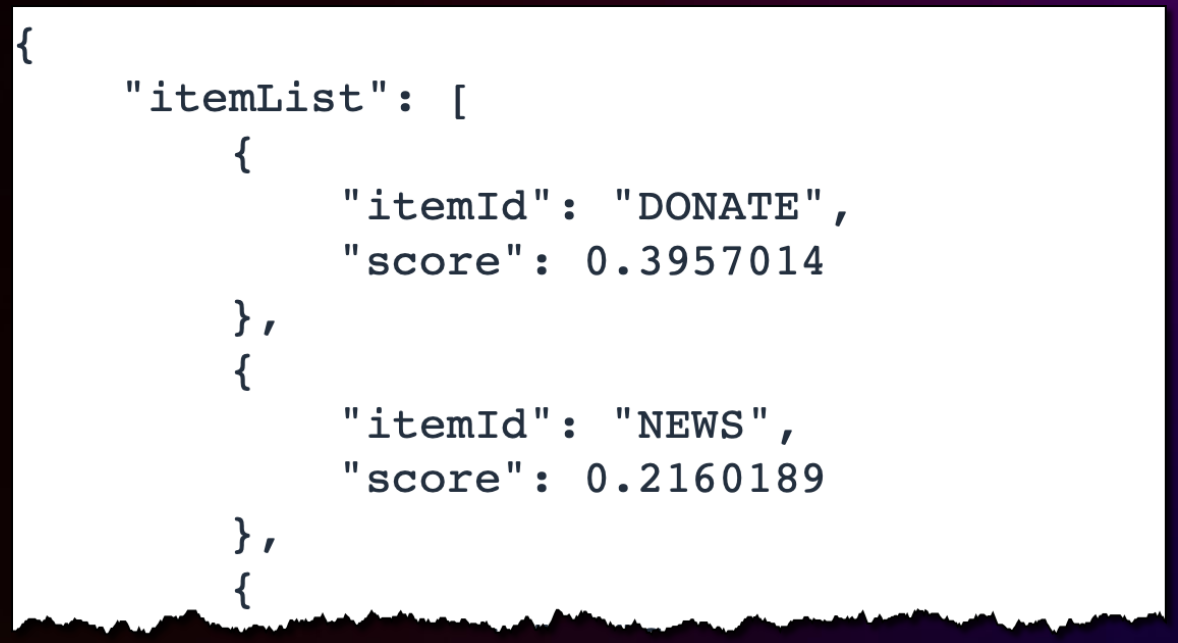
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- User action
- Time of the action (UNIX time epoch format)

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import boto3

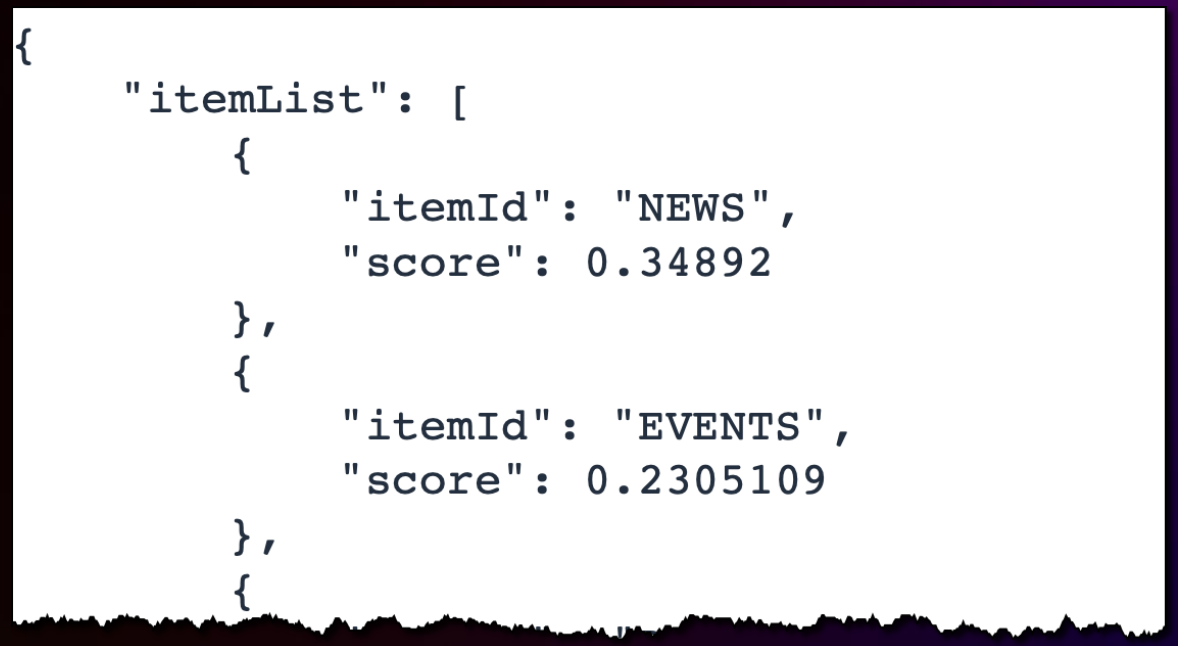
client = boto3.client("personalize-runtime")
client.get_recommendations(
    campaignArn='campaign_arn'
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```
import boto3

client = boto3.client("personalize-runtime")
client.get_recommendations(
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Latest updates on our mission

Today at 10:36 AM

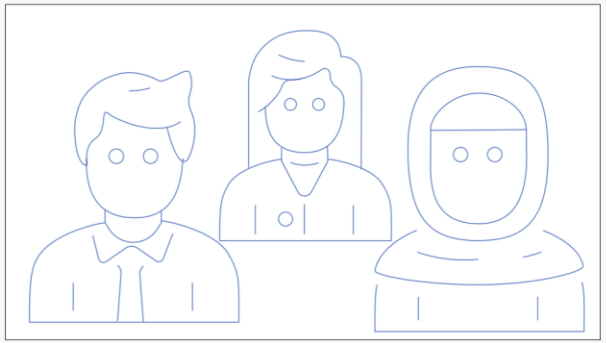
To:

MyCharity #HelpForHaiti

Help us help Haiti

Hi Zhang!

For many children in Haiti, a safe education is merely a dream. Tons of schools are in need of repair, while an alarming nubmer of communiites d
all. This means that children like Martha dont have a safe place to learn.



At MyCharity, we believe that, together with your help, we can change that.

Latest news

- Aid agencies operating in Yemen are deeply concerned over the humanitarian situation in and around Marib. [READ MORE]
- Our organization has committed to cut our carbon footprint in half by 2023. [READ MORE]
- More than 12 million people in Syria and Iraq are losing access to water, food and electricity. Urgent action is needed. [READ MORE]

Latest updates on our mission

Today at 10:37 AM

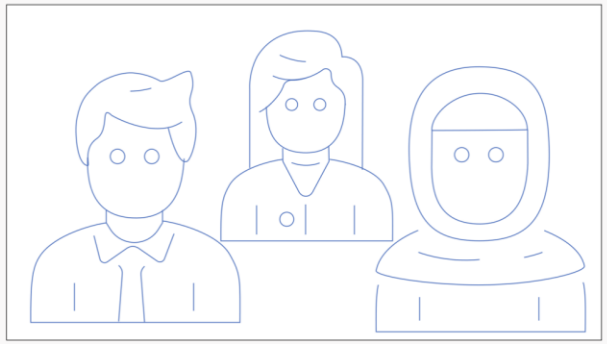
To:

MyCharity #HelpForHaiti

Help us help Haiti

Hi Akua!

For many children in Haiti, a safe education is merely a dream. Tons of schools are in need of repair, while an alarming nubmer of communiites dont have schools at all. This means that children like Martha dont have a safe place to learn.



At MyCharity, we believe that, together with your help, we can change that.

Donate

Thank you so much for your continued interest in donating to our mission. We're making a real diifference in Haiti and in other affected regions around the world. This season, please consider making another donation to help kids have a safe place to learn.

DONATE

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Where can I learn more?

Sessions to look at…

Session name	Day	Time
COM310 – Conserving wildlife with serverless, ML, and citizen science	Tuesday	2:00 pm
SUS208 – Utilizing sustainability data at scale	Wednesday	8:30 am
IMP202 – Determining donor, member, or stakeholder sentiment with AWS	Wednesday	1:00 pm
IMP105 – Using infrastructure & analytics to plan for humanitarian disasters	Thursday	1:15 pm
IMP201 – Creating mission impact with machine learning (REPEAT)	Thursday	2:45 pm

Speak with us at the Impact Lounge by AWS Nonprofits

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Thank you!

Mike George
gmike@amazon.com



Please complete the session survey in the **mobile app**

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