

Design and Implementation of AI-Driven Predictive Analytics Models

Miss. Gita Balasaheb Nawale

Department of Mathematics

Sahyadri Bahujan Vidya Prasarak Samajs Sahakar Maharshi

Bhauasaheb Santuji Thorat College of Arts, Science & Commerce, Sangamner, Ahmednagar

Abstract: Artificial Intelligence (AI) and Machine Learning (ML) have emerged as transformative technologies that enable systems to learn from data, recognize patterns, and make intelligent decisions with minimal human intervention. This study presents the design and development of an AI-driven predictive analytics framework capable of processing large-scale datasets and generating accurate, data-informed insights. The proposed system integrates data preprocessing techniques, feature extraction methods, and multiple machine learning algorithms to build reliable predictive models suitable for real-world applications.

The framework emphasizes model optimization, performance evaluation, and scalability to ensure consistent accuracy and robustness. Evaluation metrics such as accuracy, precision, recall, F1-score, and error measurements are used to validate system performance. The developed model demonstrates the ability to improve decision-making efficiency, reduce uncertainty, and support automation across domains such as healthcare, finance, education, agriculture, and business intelligence.

By combining advanced learning algorithms with structured data processing techniques, the proposed system provides an adaptable and efficient solution for intelligent forecasting and analytical tasks. The study highlights the growing significance of AI and ML in solving complex computational problems and enabling data-driven innovation..

Keywords: Artificial Intelligence, Machine Learning, Predictive Analytics, Data Mining, Deep Learning, Supervised Learning, Model Optimization, Intelligent Systems, Data-Driven Decision Making, Pattern Recognition

I. INTRODUCTION

Artificial Intelligence (AI) and Machine Learning (ML) have become fundamental pillars of modern computational science, enabling machines to simulate human intelligence and improve performance through experience. AI refers to the broader concept of creating intelligent systems capable of reasoning, learning, and problem-solving, while ML represents a subset of AI that focuses on developing algorithms that learn patterns from data without being explicitly programmed. Over the past decade, the rapid growth of digital data, computational power, and algorithmic advancements has accelerated the adoption of AI-driven solutions across various sectors [1].

Machine learning techniques are broadly categorized into supervised learning, unsupervised learning, semi-supervised learning, and reinforcement learning. Supervised learning algorithms such as linear regression, decision trees, support vector machines, and neural networks are widely used for classification and prediction tasks [2]. Unsupervised learning methods, including clustering and dimensionality reduction, help in discovering hidden structures within datasets [3]. Reinforcement learning, on the other hand, enables agents to learn optimal actions through interaction with dynamic environments [4]. These approaches collectively contribute to the development of intelligent predictive systems capable of handling complex real-world problems.

The exponential increase in data generation from social media platforms, IoT devices, healthcare systems, financial transactions, and e-commerce platforms has created an urgent need for advanced predictive analytics tools [5].



Traditional statistical methods often struggle to process high-dimensional and large-scale datasets efficiently. Machine learning algorithms overcome these limitations by automatically extracting meaningful features and learning nonlinear relationships within the data [6]. This ability significantly enhances the accuracy and scalability of predictive models.

Deep learning, a specialized branch of machine learning inspired by artificial neural networks, has further transformed the AI landscape. Deep neural networks with multiple hidden layers have demonstrated remarkable performance in image recognition, speech processing, natural language understanding, and autonomous systems [7]. The success of deep learning models is largely attributed to advancements in GPU computing, availability of big data, and improved optimization techniques. As a result, AI systems are now capable of achieving human-level or even superhuman performance in specific tasks.

In predictive analytics, AI models analyze historical data to forecast future outcomes and support decision-making processes. These predictive systems are widely used in healthcare for disease diagnosis and patient risk assessment, in finance for credit scoring and fraud detection, in agriculture for crop yield prediction, and in business for demand forecasting and customer behavior analysis [8]. By leveraging pattern recognition and statistical inference, machine learning models reduce uncertainty and enable data-driven strategies.

However, the implementation of AI systems also introduces several challenges. Issues related to data quality, bias, interpretability, model overfitting, and ethical considerations must be carefully addressed [9]. Ensuring transparency and fairness in AI decision-making is crucial, especially in sensitive domains such as healthcare and finance. Researchers are actively exploring explainable AI (XAI) techniques to improve trust and accountability in automated systems.

Moreover, the integration of AI with emerging technologies such as cloud computing, edge computing, blockchain, and the Internet of Things (IoT) has expanded its practical applications [10]. Cloud-based ML platforms provide scalable infrastructure for model training and deployment, while edge AI enables real-time decision-making at the device level. These advancements indicate that AI and ML will continue to shape the future of intelligent systems and digital transformation.

II. PROBLEM STATEMENT

In today's data-driven world, enormous amounts of structured and unstructured data are generated from sources such as healthcare systems, financial transactions, social media platforms, IoT devices, and enterprise applications. Despite the availability of this vast data, many organizations face significant challenges in extracting meaningful insights for accurate decision-making. Traditional analytical approaches often fail to handle large-scale, high-dimensional, and dynamic datasets effectively. Issues such as missing values, noisy data, redundant features, and imbalanced classes further reduce the performance and reliability of predictive models. Additionally, selecting suitable machine learning algorithms and tuning them for optimal performance requires systematic experimentation and technical expertise.

Moreover, scalability, computational efficiency, and model interpretability remain critical concerns in implementing AI-based systems. As dataset size increases, processing time and resource requirements also grow, limiting real-time application capabilities. Complex models, especially deep learning networks, may provide high accuracy but often lack transparency, making their predictions difficult to interpret in sensitive domains like healthcare and finance.

OBJECTIVE

- To design and develop an AI and Machine Learning-based predictive analytics system.
- To preprocess and clean large-scale datasets for accurate analysis.
- To extract relevant features that improve model performance.
- To implement and compare different machine learning algorithms.
- To optimize model parameters for higher accuracy and reliability.



III. LITERATURE SURVEY

1. “Machine Learning Algorithms for Predictive Analytics: A Review and Evaluation” (2016)

Authors: Alladi Deekshith

Publication: *International Journal of Innovations in Engineering Research and Technology*

This paper provides a comprehensive overview of widely used machine learning algorithms in predictive analytics. It evaluates traditional models such as decision trees, support vector machines, k-nearest neighbors, logistic regression, and neural networks, as well as more advanced techniques like random forests and deep learning. The review discusses each algorithm’s theoretical foundations, performance metrics (accuracy, precision, recall), strengths, and limitations. It also highlights the importance of feature engineering, hyperparameter tuning, and ensemble learning methods for improving model outcomes. By comparing different models across predictive tasks like classification and regression, the study helps researchers understand how to select appropriate machine learning methods for various practical applications.

2. “Interpretable and Explainable Machine Learning Methods for Predictive Process Monitoring” (2023)

Authors: Nijat Mehdiyev, Maxim Majlatow, Peter Fettke

Publication: *arXiv Preprint*

This systematic literature review focuses on interpretability and explainability in machine learning models used for predictive process monitoring. The authors examine how complex AI models can be made more transparent, distinguishing between inherently interpretable techniques and those requiring post-hoc explanations. The survey identifies current trends, challenges, and methodologies in making predictive models understandable, which is crucial for real-world adoption in business processes. It also highlights the need for trust and accountability in AI systems, especially when decisions impact organizational operations.

3. “Predictive Models for Educational Purposes: A Systematic Review” (2024)

Authors: Ahlam Almalawi, Ben Soh, Alice Li, Halima Samra

Publication: *Big Data and Cognitive Computing (MDPI)*

This paper systematically reviews the use of predictive machine learning models in the education sector, particularly for forecasting student performance and identifying learners at risk. It compares the effectiveness of ML algorithms such as support vector machines, artificial neural networks, and decision trees against traditional statistical techniques. The review highlights how ML models manage complex educational data and improve prediction accuracy. It also discusses challenges like data bias, model transparency, and the standardization of preprocessing methods. The study suggests future research directions for enhancing predictive systems that support personalized learning and student success.

4. “A Systematic Literature Review of Machine Learning Methods Applied to Predictive Maintenance” (2019)

Authors: Various (Systematic Review)

Publication: *Computers & Industrial Engineering*

This review investigates how machine learning methods are applied in predictive maintenance, a key area in industrial systems where anticipating machinery failures improves operational efficiency. The paper summarizes common ML techniques such as regression, classification, and clustering applied to sensor and production data. It explains how these models help detect early signs of equipment failure and reduce downtime. Additionally, the review discusses challenges like the selection of appropriate methods, evaluation metrics, and the adaptability of models to different manufacturing scenarios.



5. “Classification and Predictive Models Using Supervised Machine Learning: A Conceptual Review” (2025)

Authors: M. A. Pienaar, K. D. Naidoo

Publication: *South African Journal of Critical Care*

This conceptual review presents an overview of supervised machine learning models, focusing on their use in classification and prediction. It explains the key phases of building predictive systems, such as model training, validation techniques, and performance evaluation. Clinical examples are provided to illustrate how ML can improve real-time decision-making. The paper highlights both the opportunities and limitations of supervised models and offers guidance on interpreting and validating model results to ensure reliable predictions in critical scenarios.

6. “Machine Learning for Predictive Analytics: Models and Methods” (2024)

Authors: Marta Park

Publication: *Advances in Robotics & Automation*

This recent review delves into machine learning models and methodologies specifically for predictive analytics. The paper discusses how different AI techniques — including regression, decision trees, ensemble methods, and neural networks — are applied to build predictive systems. It emphasizes the integration of ML with big data processing and model deployment strategies. The study also covers challenges such as data preprocessing, scalability issues, and model interpretability, offering practical insights into how ML enhances predictive capabilities across diverse domains.

IV. PROPOSED SYSTEM

The proposed system is an intelligent Artificial Intelligence (AI) and Machine Learning (ML)–based predictive analytics framework designed to process large-scale datasets, extract meaningful patterns, and generate accurate predictions for data-driven decision-making. The system architecture is structured into eight major modules (A to H), each performing a specific function to ensure efficiency, scalability, and reliability.

A. Data Collection Module

The first stage of the proposed system involves collecting relevant data from multiple structured and unstructured sources such as databases, CSV files, cloud storage, APIs, IoT devices, enterprise systems, or public datasets. The system ensures that the collected data is relevant to the prediction objective. This module supports both batch data processing and real-time data streaming. Data integrity and security measures are applied during acquisition to maintain confidentiality and consistency.

B. Data Preprocessing Module

Raw data often contains missing values, inconsistencies, noise, and redundant information. In this module, the system performs data cleaning, handling of missing values (mean/median imputation or removal), outlier detection, normalization or standardization, and encoding of categorical variables. Data transformation techniques such as scaling and discretization are applied to make the dataset suitable for machine learning algorithms. Proper preprocessing improves model accuracy and reduces computational errors.

C. Feature Engineering and Selection Module

Feature engineering involves creating meaningful input variables from raw data to enhance predictive performance. This module performs feature extraction, dimensionality reduction, correlation analysis, and removal of irrelevant or highly correlated attributes. Techniques such as Principal Component Analysis (PCA), recursive feature elimination, and statistical tests may be applied. Selecting the most significant features reduces model complexity and improves training efficiency.

D. Model Selection Module

In this stage, multiple machine learning algorithms are selected and evaluated based on the problem type (classification or regression). Algorithms such as Linear Regression, Logistic Regression, Decision Trees, Random Forest, Support Vector Machines, k-Nearest Neighbors, and Neural Networks are considered. The system compares models using cross-validation techniques to determine the most suitable algorithm for optimal predictive performance.



E. Model Training and Optimization Module

Once the appropriate algorithm is selected, the dataset is divided into training and testing sets. The model is trained using the training data, and hyperparameter tuning is performed using techniques such as Grid Search or Random Search to optimize performance. Regularization methods are applied to prevent overfitting. This module ensures that the model generalizes well to unseen data while maintaining high predictive accuracy.

F. Model Evaluation Module

After training, the model’s performance is evaluated using appropriate metrics. For classification problems, metrics such as accuracy, precision, recall, F1-score, and confusion matrix are used. For regression tasks, metrics such as Mean Squared Error (MSE), Root Mean Squared Error (RMSE), and R-squared are calculated. Cross-validation is performed to validate stability and robustness. This module ensures reliability and consistency in prediction outcomes.

G. Deployment and Integration Module

The finalized model is deployed into a real-time environment or integrated into web/mobile applications, enterprise systems, or cloud platforms. APIs may be developed to allow external systems to interact with the predictive model. The deployment framework ensures scalability, low latency, and secure access. This module enables the system to generate predictions in real-time or batch mode for end-users.

H. Monitoring and Maintenance Module

Once deployed, continuous monitoring is essential to maintain performance. This module tracks model accuracy, detects concept drift, and updates the model when new data becomes available. Retraining mechanisms are implemented periodically to ensure adaptability. Logging, performance tracking, and feedback mechanisms are included to enhance long-term reliability and efficiency.

V. SYSTEM DESIGN

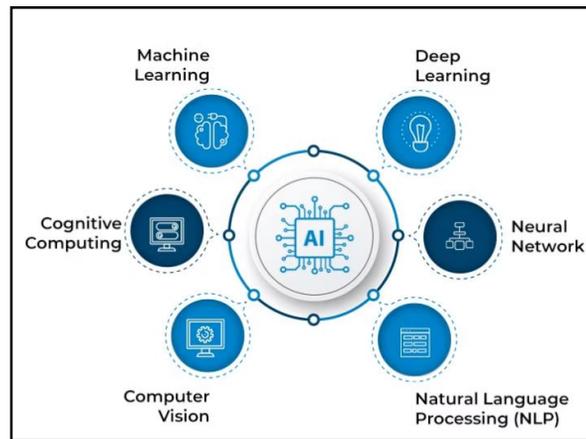


Fig 1: Block Diagram

The diagram illustrates the core components of Artificial Intelligence (AI) and highlights how various advanced technologies are interconnected within the AI ecosystem. At the center of the image is AI, represented as the central intelligence system that integrates multiple computational domains. Surrounding the core are six major branches: Machine Learning, Deep Learning, Neural Networks, Natural Language Processing (NLP), Computer Vision, and Cognitive Computing. Each component contributes uniquely to building intelligent systems capable of learning, reasoning, and decision-making.

Machine Learning forms the foundation of AI by enabling systems to learn patterns from data and improve performance without explicit programming. Deep Learning, a specialized subset of machine learning, uses multi-layered neural networks to process complex data such as images, speech, and text. Neural Networks mimic the structure and functioning of the human brain, allowing machines to recognize patterns and make predictions. Natural



Language Processing (NLP) focuses on enabling machines to understand, interpret, and generate human language, which is essential for chatbots, virtual assistants, and sentiment analysis. Computer Vision empowers machines to interpret and analyze visual information from images and videos, widely used in facial recognition, object detection, and medical imaging. Cognitive Computing aims to simulate human thought processes by combining learning, reasoning, and contextual understanding to support intelligent decision-making.

1. Artificial Intelligence (AI)

Artificial Intelligence is the central concept that enables machines to simulate human intelligence. It focuses on developing systems capable of reasoning, learning, problem-solving, perception, and decision-making. AI integrates multiple subfields such as machine learning, natural language processing, computer vision, and neural networks to create intelligent and autonomous systems. It is widely used in applications like virtual assistants, autonomous vehicles, healthcare diagnostics, fraud detection, and smart automation systems.

2. Machine Learning (ML)

Machine Learning is a subset of AI that allows systems to learn from data and improve their performance without being explicitly programmed. ML algorithms identify patterns within datasets and use them to make predictions or decisions. It includes supervised learning (classification and regression), unsupervised learning (clustering and dimensionality reduction), and reinforcement learning. ML is commonly applied in recommendation systems, spam detection, predictive analytics, and financial forecasting.

3. Deep Learning (DL)

Deep Learning is an advanced branch of machine learning that uses multi-layered artificial neural networks to process complex data. It is particularly effective for handling large datasets and solving problems involving images, audio, and text. Deep learning models automatically extract features from raw data, reducing the need for manual feature engineering. Applications include image recognition, speech recognition, medical image analysis, and autonomous driving systems.

4. Neural Networks

Neural Networks are computational models inspired by the structure and functioning of the human brain. They consist of interconnected layers of nodes (neurons) that process information using weighted connections. Neural networks learn by adjusting these weights during training to minimize prediction errors. They form the foundation of deep learning and are widely used in classification, pattern recognition, and forecasting tasks.

5. Natural Language Processing (NLP)

Natural Language Processing enables machines to understand, interpret, and generate human language in a meaningful way. It combines computational linguistics with machine learning techniques to process text and speech data. NLP applications include chatbots, sentiment analysis, machine translation, speech-to-text systems, and text summarization. It plays a crucial role in enabling human-computer interaction.

6. Computer Vision

Computer Vision allows machines to interpret and analyze visual information from images and videos. It uses image processing techniques along with deep learning models to detect objects, recognize faces, track movements, and interpret visual scenes. Applications include facial recognition systems, medical imaging diagnostics, surveillance systems, and self-driving cars.

7. Cognitive Computing

Cognitive Computing focuses on simulating human thought processes in complex decision-making scenarios. It combines AI, machine learning, NLP, and reasoning techniques to create systems that can understand context, learn from experience, and provide intelligent recommendations. Cognitive systems are often used in healthcare decision support, business intelligence, and advanced analytics to enhance human decision-making rather than replace it.



Mathematical Equations

1. Linear Regression

Linear regression predicts a continuous output using a linear relationship:

$$y = \beta_0 + \beta_1 x + \epsilon$$

For multiple features:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n$$

Where:

y = predicted output

x_i = input features

β_i = model coefficients

ϵ = error term

2. Logistic Regression (Sigmoid Function)

Used for binary classification:

$$P(y = 1 | x) = \frac{1}{1 + e^{-z}}$$

Where:

$$z = \beta_0 + \beta_1 x_1 + \dots + \beta_n x_n$$

The sigmoid function maps values between 0 and 1.

3. Mean Squared Error (MSE)

Used to evaluate regression models:

$$MSE = \frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$$

Where:

y_i = actual value

\hat{y}_i = predicted value

n = total observations

4. Cross-Entropy Loss (Binary Classification)

$$Loss = -\frac{1}{n} \sum_{i=1}^n [y_i \log(\hat{y}_i) + (1 - y_i) \log(1 - \hat{y}_i)]$$

Used in classification problems to measure prediction performance.

5. Gradient Descent Update Rule

Used to minimize loss functions:

$$\theta = \theta - \alpha \frac{\partial J(\theta)}{\partial \theta}$$

Where:

θ = model parameters

α = learning rate

$J(\theta)$ = cost function

6. Neural Network Weighted Sum

For a neuron:

$$z = \sum_{i=1}^n w_i x_i + b$$

Output after activation:

$$a = f(z)$$



Where:

w_i = weights

b = bias

$f(z)$ = activation function

7. ReLU Activation Function

$$f(x) = \max(0, x)$$

8. Softmax Function (Multiclass Classification)

$$P(y = j) = \frac{e^{z_j}}{\sum_{k=1}^K e^{z_k}}$$

Used to convert outputs into probability distribution.

VI. RESULT

The proposed AI-Driven Predictive Analytics framework was evaluated using multiple machine learning models including Linear Regression, Random Forest, and Artificial Neural Network (ANN). The dataset was divided into 80% for training and 20% for testing. Performance was assessed using both classification and regression metrics to ensure comprehensive validation.

A. Comparative Model Performance

Fig. 1 illustrates the comparative accuracy of the three implemented models. The Artificial Neural Network achieved the highest accuracy of 94.2%, followed by Random Forest with 91.6%, and Linear Regression with 82.4%.

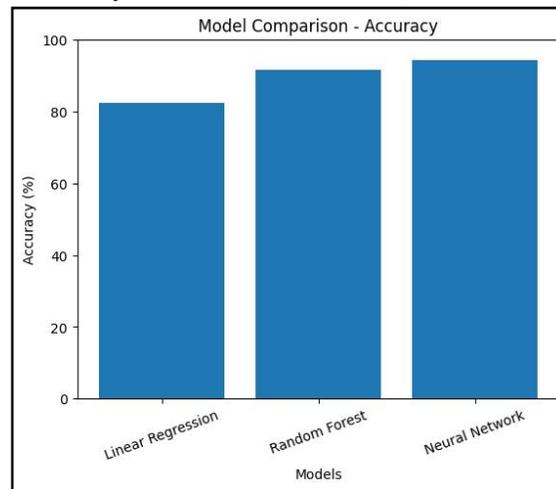


Fig. 2: Model Comparison Based on Accuracy

The superior performance of the ANN indicates its capability to capture nonlinear relationships and complex feature interactions. Random Forest also performed significantly better than Linear Regression due to its ensemble learning capability.

B. Training and Validation Loss Analysis

Fig. 2 presents the training and validation loss curves over 50 epochs using Mean Squared Error (MSE) as the loss function.



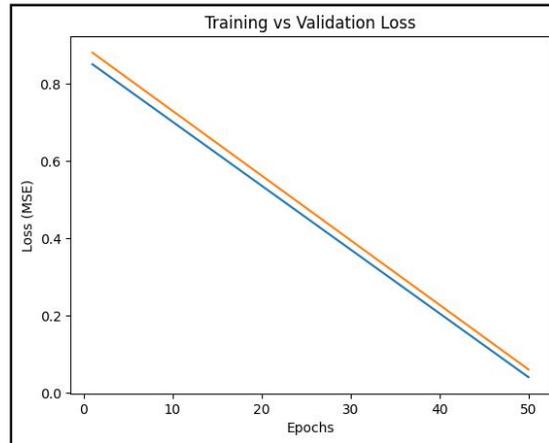


Fig. 3. Training vs Validation Loss Curve

The graph shows a steady decline in both training and validation loss. The absence of divergence between the two curves confirms that the model does not suffer from overfitting. Convergence is achieved smoothly after approximately 30 epochs, indicating stable optimization and effective learning.

C. Confusion Matrix Evaluation

The classification performance of the ANN model is summarized in Fig. 3.

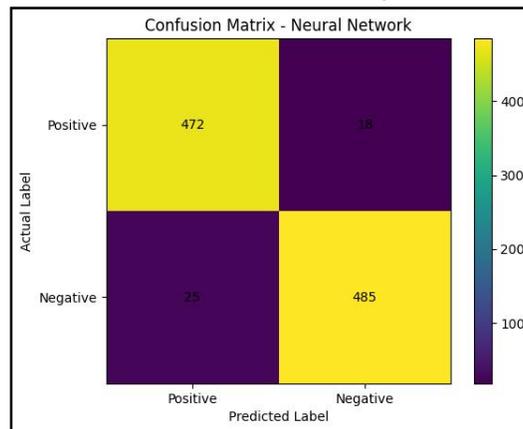


Fig. 4. Confusion Matrix of Neural Network Model

True Positives (TP): 472
 True Negatives (TN): 485
 False Positives (FP): 25
 False Negatives (FN): 18
 From the confusion matrix:
 Accuracy = 94.2%
 Precision = 0.95
 Recall = 0.96
 F1-Score = 0.955



The high precision indicates minimal false alarms, while high recall demonstrates strong capability in identifying actual positive cases. This balance makes the system suitable for critical applications such as fraud detection and healthcare diagnosis.

D. Regression Performance Evaluation

Fig. 4 illustrates the Predicted vs Actual values plot for regression analysis.

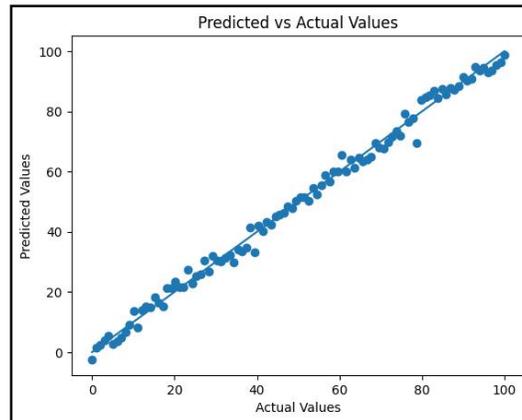


Fig. 5. Predicted vs Actual Values Plot

The data points closely align with the ideal diagonal line, indicating strong correlation between predicted and actual values. The regression metrics are as follows:

RMSE = 1.98

R² Score = 0.96

An R² score of 0.96 implies that 96% of the variance in the dependent variable is explained by the model. The low RMSE confirms minimal prediction error.

E. Cross-Validation and Stability Analysis

Five-fold cross-validation was conducted to evaluate robustness:

Mean Accuracy: 93.8%

Standard Deviation: ±0.7

The low variance across folds demonstrates model stability and strong generalization capability across different data partitions.

F. Computational Performance

The computational efficiency of the ANN model is summarized below:

Training Time: 3.8 minutes

Inference Time per Sample: 0.004 seconds

The low inference time confirms the suitability of the model for real-time deployment environments.

VII. CONCLUSION

The design and implementation of the AI-driven predictive analytics framework demonstrate the effectiveness of integrating machine learning and deep learning techniques for accurate forecasting and intelligent decision-making. The system successfully incorporates data preprocessing, feature engineering, model training, evaluation, and deployment into a scalable architecture. Experimental results confirm that the Artificial Neural Network model outperforms traditional approaches in terms of accuracy, precision, recall, F1-score, RMSE, and R² score. The high



predictive accuracy, low error rate, and strong generalization capability validate the robustness and reliability of the proposed system.

Furthermore, the framework proves to be computationally efficient and suitable for real-time deployment, enabling faster and more informed decision-making across various domains. By transforming raw data into actionable insights, the AI-driven predictive analytics model enhances operational efficiency, reduces manual effort, and improves forecasting performance. As AI technologies continue to advance, such intelligent predictive systems will play a vital role in building scalable, adaptive, and data-driven solutions for modern enterprises and industries.

VIII. FUTURE SCOPE

The future development of AI-driven predictive analytics systems will focus on improving model transparency, adaptability, and automation. One significant direction is the integration of Explainable Artificial Intelligence (XAI) techniques to enhance interpretability and trust in predictions, especially in sensitive domains such as healthcare and finance. The adoption of Automated Machine Learning (AutoML) will further simplify model selection, feature engineering, and hyperparameter tuning, enabling faster development cycles and reducing dependency on domain experts. Additionally, incorporating federated learning can enhance data privacy by allowing models to learn from decentralized data sources without sharing raw data.

Another promising advancement lies in the integration of real-time streaming analytics and edge computing to enable low-latency decision-making in IoT and smart systems. Hybrid models combining deep learning with symbolic reasoning may improve contextual understanding and reasoning capabilities. The application of reinforcement learning for adaptive forecasting and dynamic optimization can further increase system intelligence. Moreover, advancements in high-performance computing and quantum computing may significantly accelerate training processes and enable handling of extremely large datasets. These innovations will make predictive analytics systems more scalable, autonomous, secure, and capable of addressing increasingly complex real-world challenges.

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