Marry Data and AI with SQLFlow

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Abstract: SQLFlow is an open-source machine learning tool co-developed by Ant Financial and DiDi, aiming to bridge the SQL engines and AI engines like TensorFlow. Since introduced, SQLFlow has dramatically lowered the bar for DiDi's operations/business analysts to leverage advanced ML capabilities and assisted them to do data collection, model training and predicting, as well as model explanation in one stop. Today's presentation will start with a brief introduction of SQLFlow, followed by three real-world applications including how SQLFlow assists DiDi's operation analysts to identify target riders for marketing campaign, to uncover most decisive factors for user retention, and to cluster drivers into different segments based on their daily riding patterns. In the near future, as a wide body of ML models are added and system integration is improved, SQLFlow will pave the way for DiDi to transit from data-driven to data-intelligence driven.