

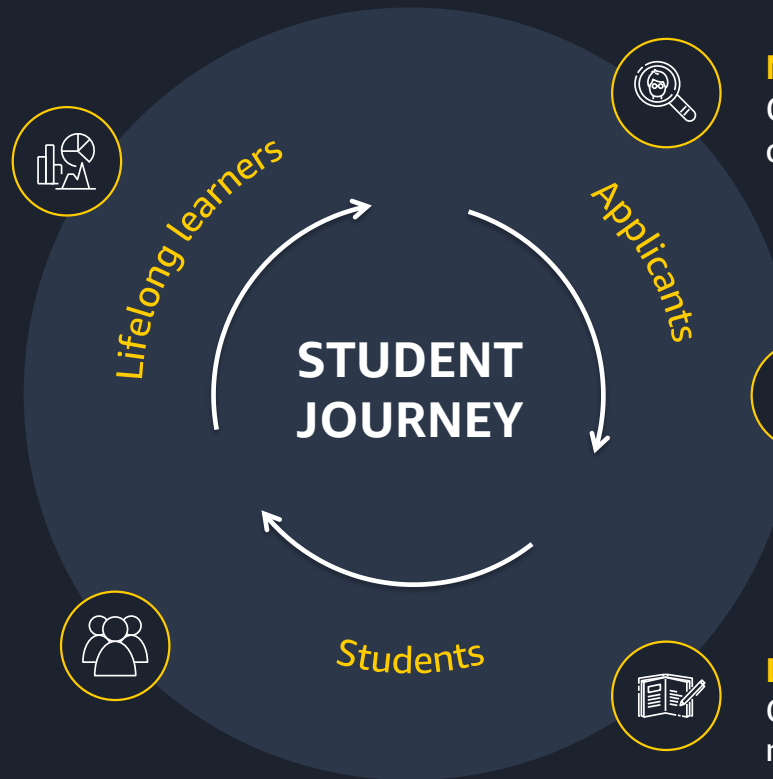
Our mission at AWS

Put machine learning in the hands of every organisation

Machine learning is powering the transition

Student success & retention
Identify at risk students, prevent churn, optimize advice & support, assessment, virtual proctoring and analytics to understand outcomes and efficacy.

Accessibility, localization & content moderation
Accessibility and localization of content. Special education and inclusion (voice assistant, language sign, translation). Moderation.



Marketing & recruiting
Customer segmentation, advertising optimization, personalization

Admissions & enrollment efficiency
Automated processes, optimize student mix, predict acceptance, forecast enrollment, school timetabling and scheduling

Learning content & personalization
Content classification, course recommendations, personalized learning content.

AWS recognized as leader in Gartner Magic Quadrant for cloud AI developer services

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Figure 1. Magic Quadrant for Cloud AI Developer Services



Personalization—course and content recommendations



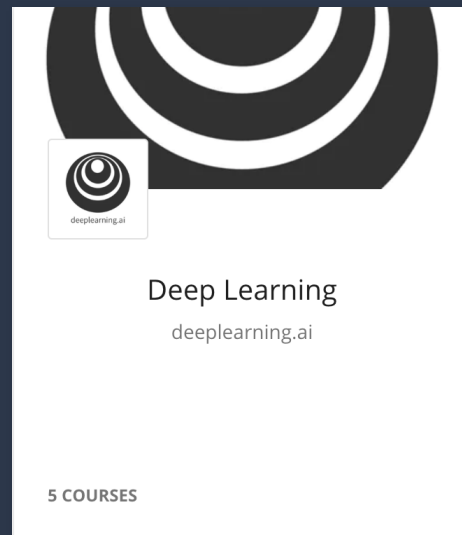
Amazon Personalize



Amazon SageMaker

Recommend content to users to enhance discovery and tailor learning experiences

People interested in the course also viewed



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Deep Learning

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5 COURSES



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University of Michigan

5 COURSES

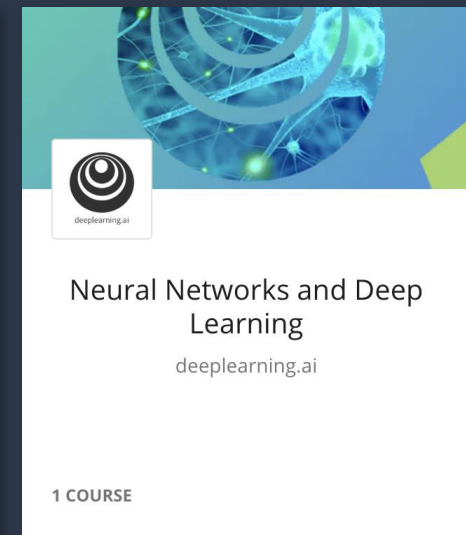


W

Machine Learning

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Neural Networks and Deep Learning

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1 COURSE

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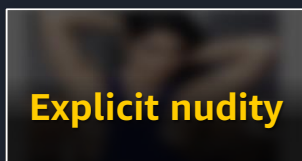
Course Hero

Learning content—content moderation

Content moderation and classification content



Course Hero



From Images,
videos, text
or voice

Top-level category	Second-level category	Confidence threshold
Explicit nudity	Nudity	XX.X%
	Graphic male nudity	XX.X%
	Graphic female nudity	XX.X%
	Sexual activity	XX.X%
	Partial nudity	XX.X%
Suggestive	Female swimwear or underwear	XX.X%
	Male swimwear or underwear	XX.X%
	Revealing clothes	XX.X%

Fine-grain thresholds trigger status:

- Approve
- Reject
- Review



Amazon
Rekognition



Amazon
Transcribe



Amazon
Comprehend
+Medical



Amazon
SageMaker

Student success

Faster educational goals reach



Reduce chronic absenteeism in K12



Identify at-risk students faster and improve retention

Student retention

Identify at-risk students faster and improve retention



Amazon
Fraud Detector



Amazon
SageMaker

Scale: Actively monitoring student performance for **170,000 students**.

Focusing on beginning of each semester in order to rapidly identify and counsel those at risk of failing.

Speed: Able to **predict student outcomes within 2 weeks of a semester with 81% accuracy**.

Uncover insights: Also were able to find patterns and detect financial aid fraud that in the past might have taken days to discern.



<https://aws.amazon.com/blogs/publicsector/changing-the-world-one-artificial-intelligence-ai-application-at-a-time/>

Augment digitalization and searchability of archives

The University of Oxford's Gardens, Libraries & Museums built an image recognition system on AWS to rapidly identify and catalog objects, a key step toward making more of its **21 million objects widely accessible, expecting to save 3 years of work.**



<https://aws.amazon.com/solutions/case-studies/oxford-case-study>