Example of Spotify Tree

Does the user have any saved playlists?
- No
  - Does user email end with .edu?
    - No
      - Play song from top 40
    - Yes
      - Play Indie Rock song
  - Yes
    - Play song from user playlist

No

Yes

Yes

No

No
Example of Predictive Text

(Empty message)

Good
  morning!
  afternoon!
  am
    hungry
      for
        pizza.
    feeling
      tired.
      happy.

I
  wonder
    how?
    when?
  don't
    know
      see
        how.
        why
          not.

hungry
feeling
am
morning!
afternoon!
Decision Trees to Identify Individuals

Zip Code 20718?
<table>
<thead>
<tr>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male?</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Born September 1st?</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>William Weld</td>
</tr>
</tbody>
</table>
Example of how advertisers on Facebook can create a decision tree to select for a given audience

Does user live around San Francisco?  
Yes

Age > 13?  
Yes

Likes nature, hiking, and solar energy?  
Yes

Show advertisement to user