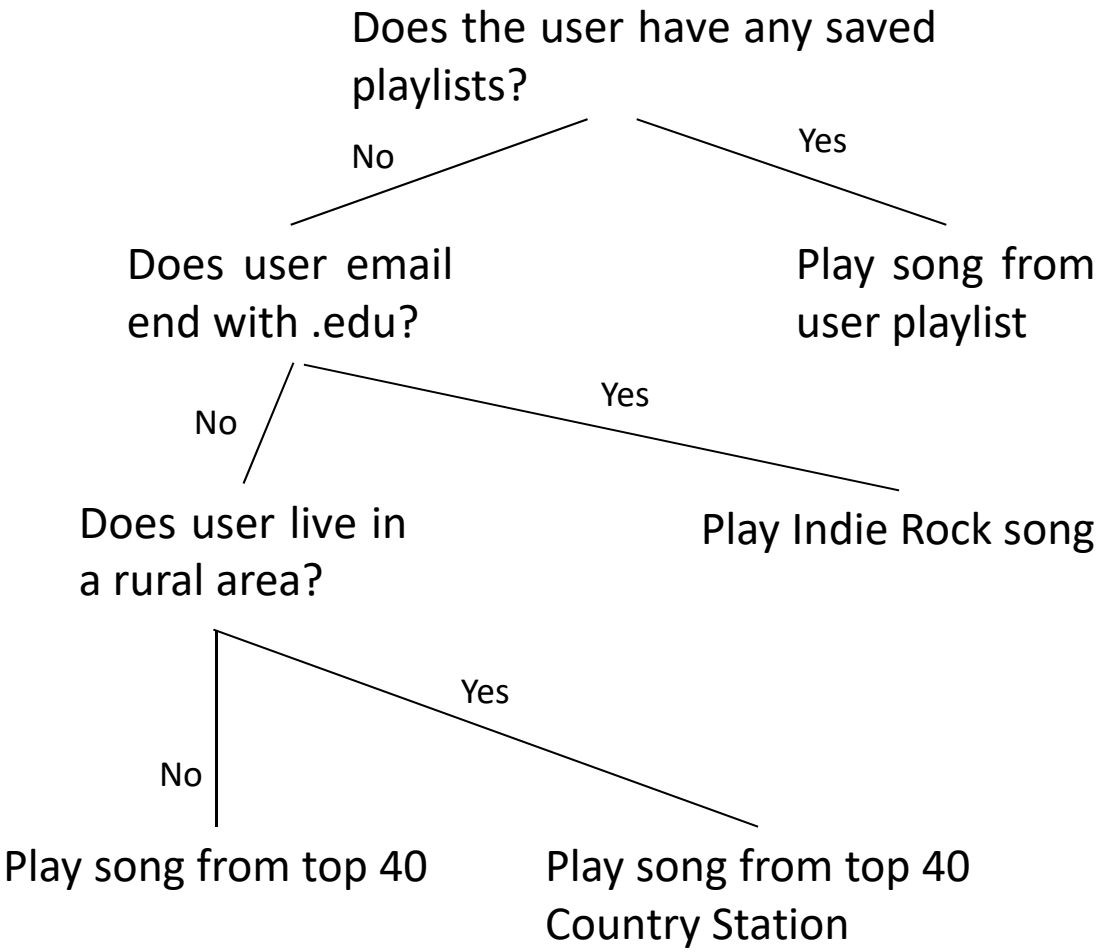
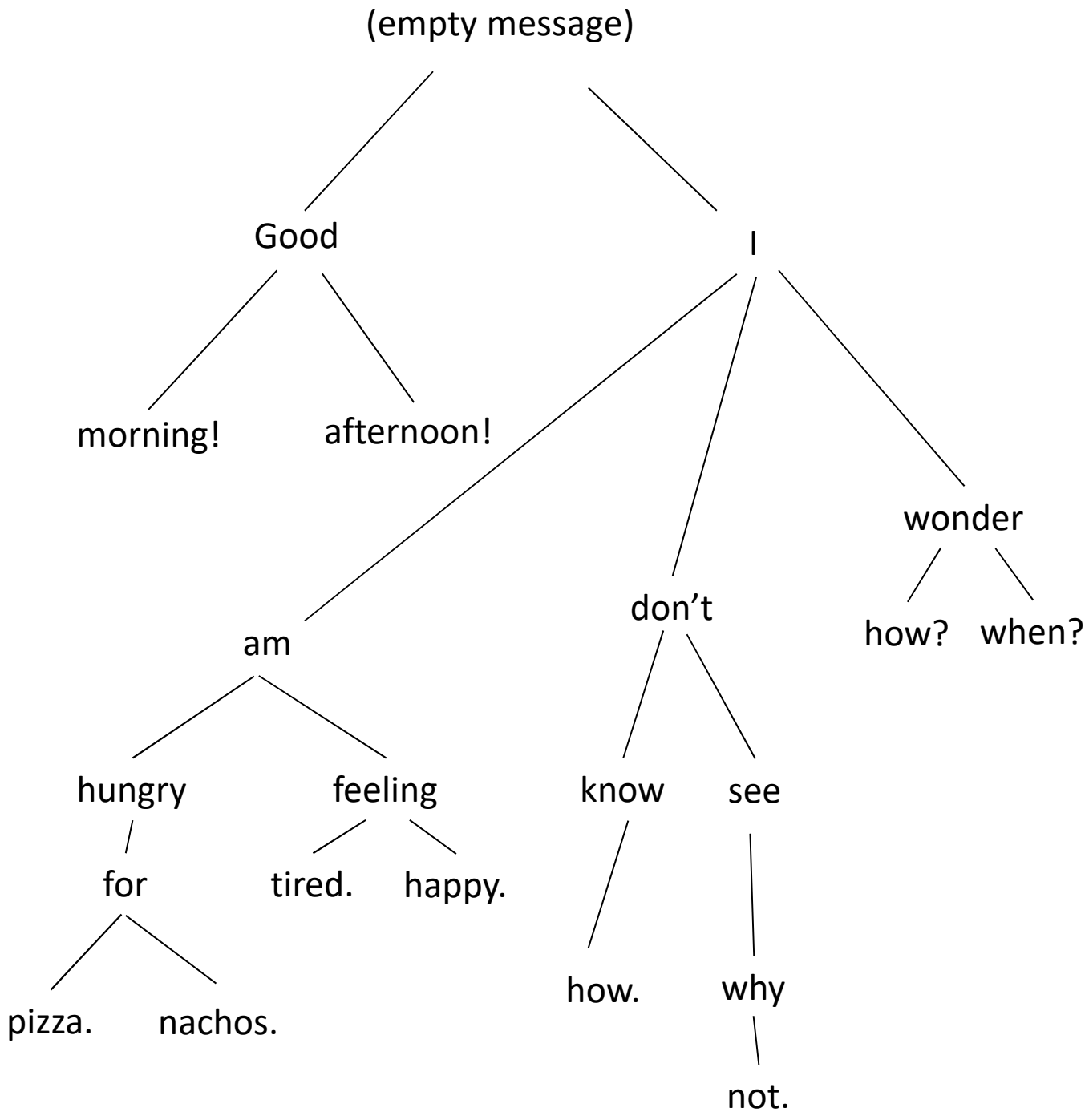
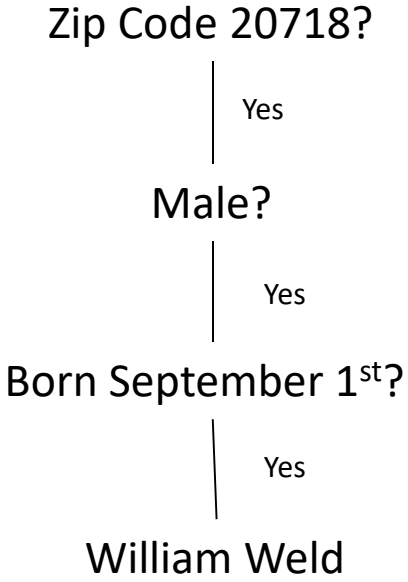
Example of Spotify Tree



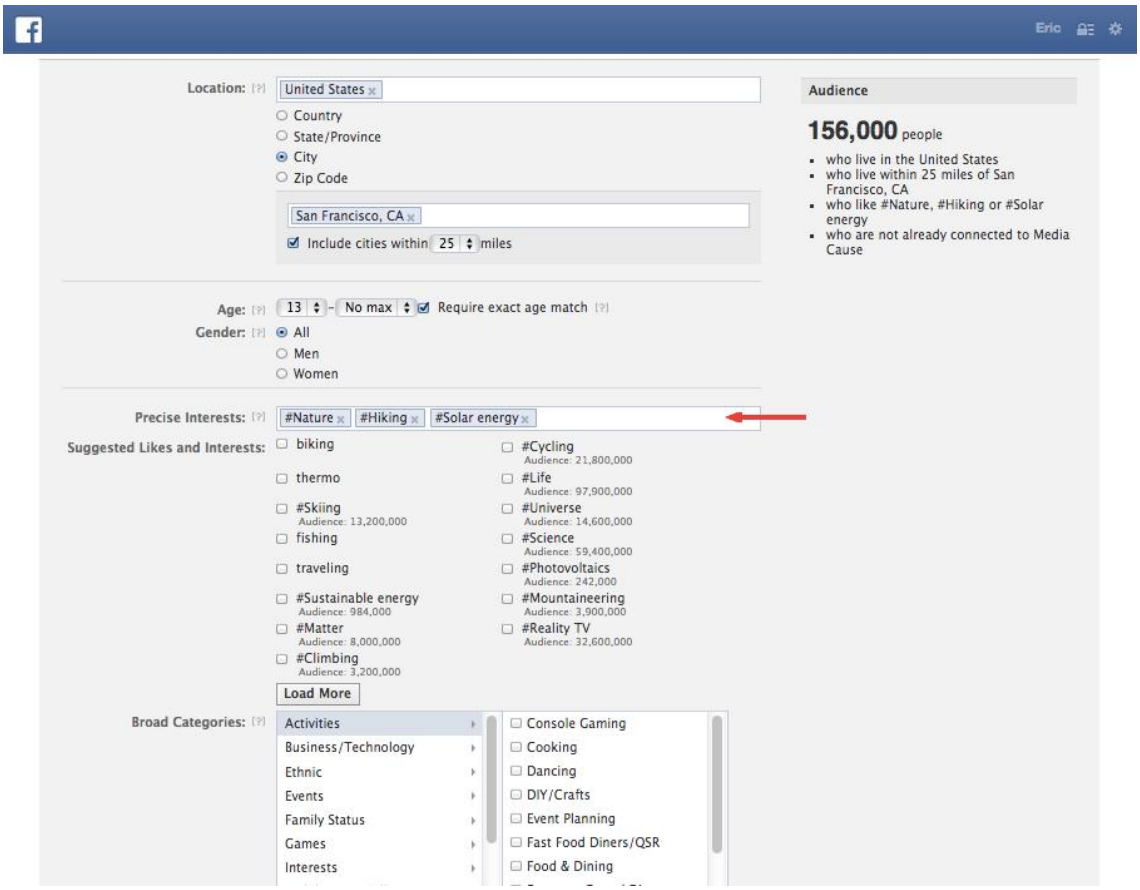
Example of Predictive Text



Decision Trees to Identify Individuals



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