Negative Log Likelihood is when we make a function of the model prediction error that we want to minimize. It's important because it helps our machine learning model get better at its job, which is to predict things as accurately as possible. This is done by calculating the difference between the predicted value and the true value and then taking the negative log of that difference. It's kind of like when we make a mistake on a math problem, and the teacher tells us to subtract the number we got from the right answer to see how much we were off. By doing this, we can get a better idea of where we need to improve and what adjustments we need to make to get closer to the right answer. Negative Log Likelihood is one of the most important concepts in machine learning, and it's helped me improve my models a lot.