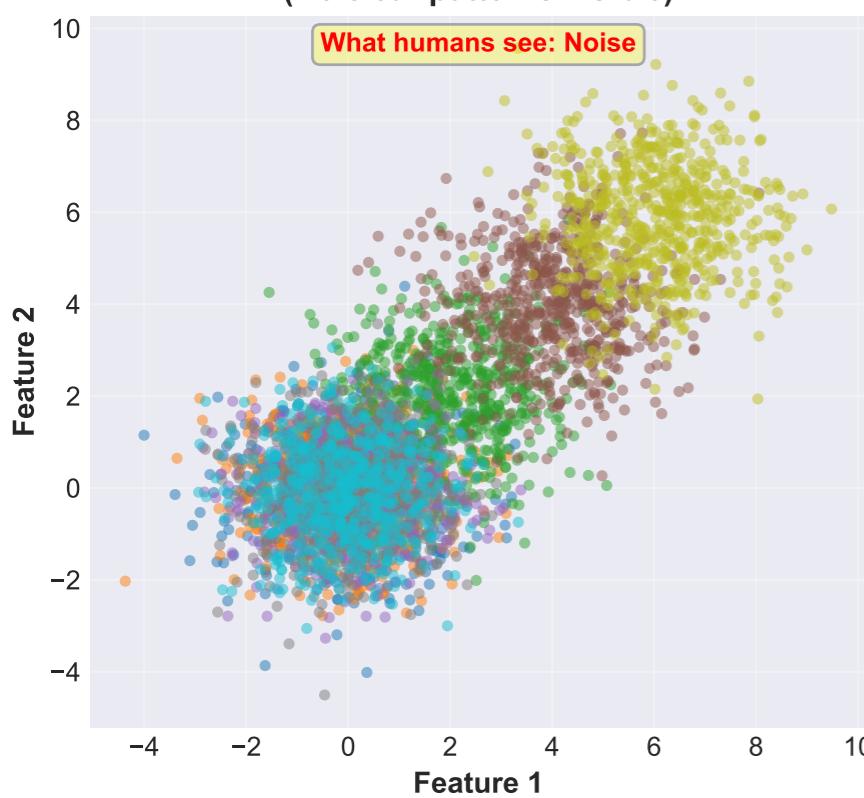


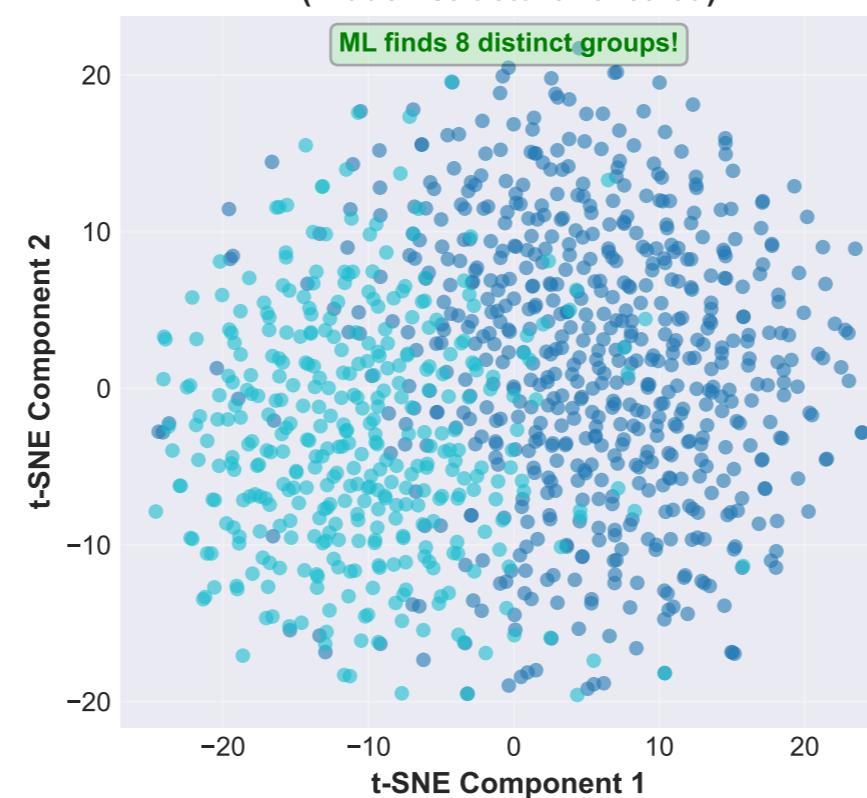
# Information Discovery: From Noise to Signal

5000 users × 50 behavioral features → 8 hidden segments

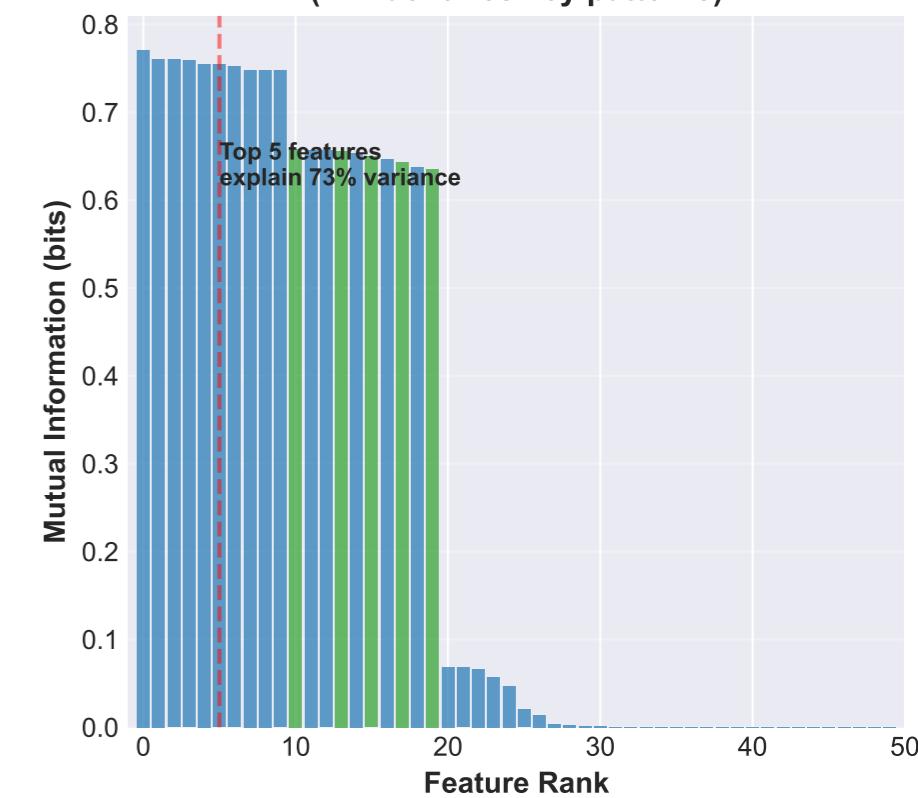
**Human View: First 2 Dimensions  
(No clear patterns visible)**



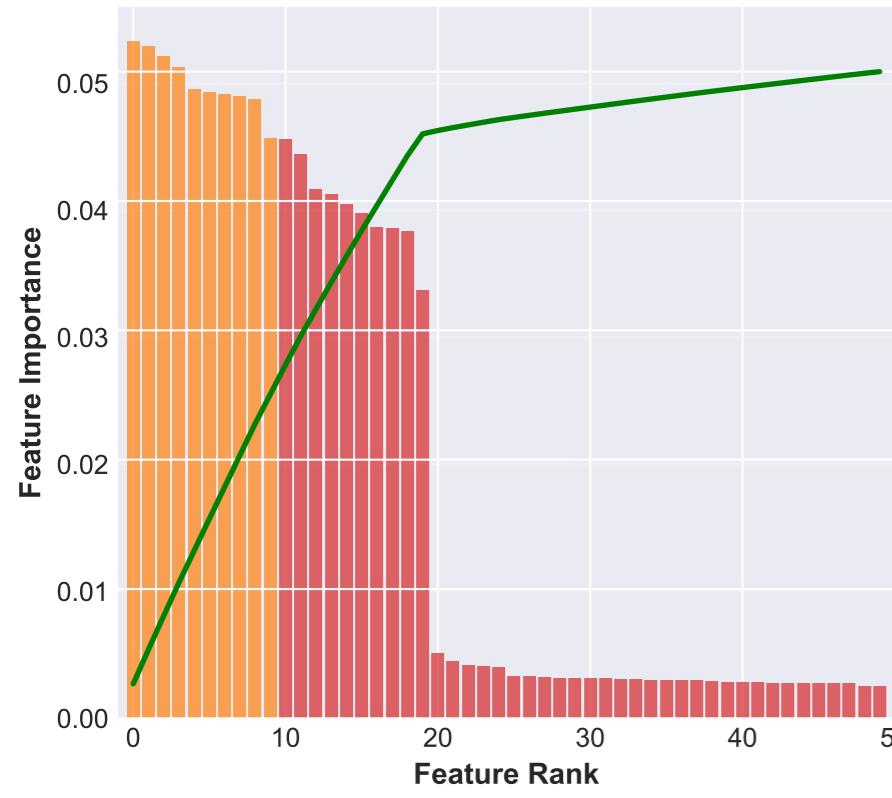
**ML Discovery: t-SNE Visualization  
(Hidden structure revealed)**



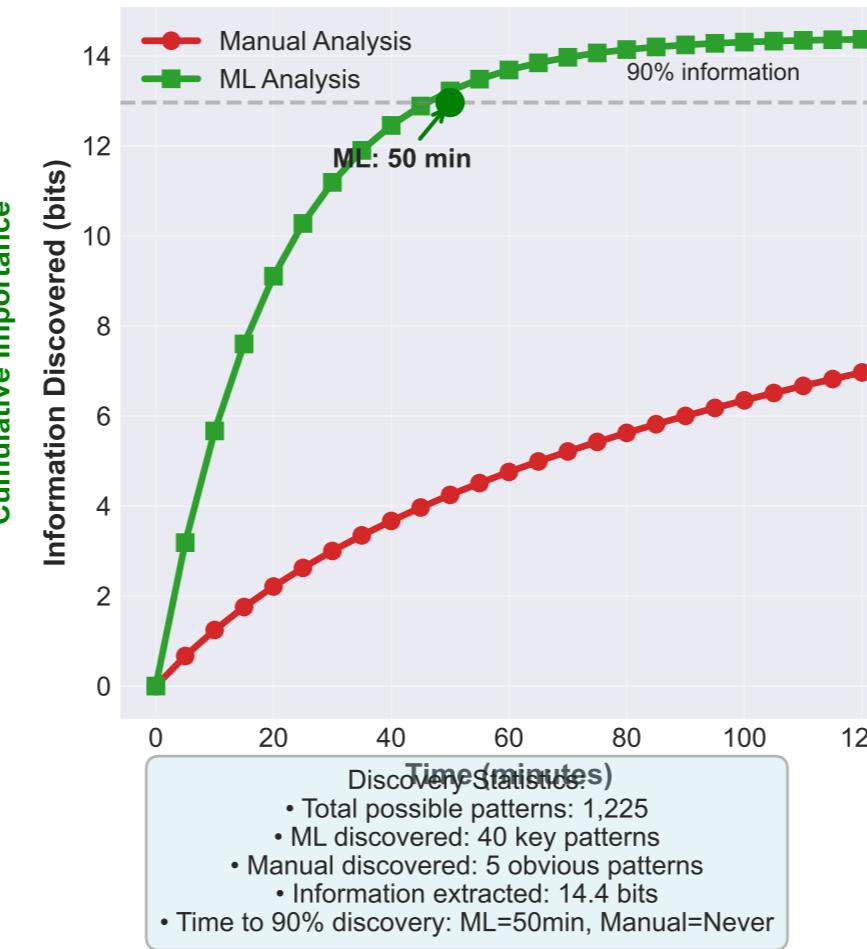
**Information Content per Feature  
(ML identifies key patterns)**



**Random Forest Feature Discovery  
(Non-linear patterns captured)**



**Speed of Information Discovery  
(From noise to signal)**



**Discovery Efficiency by Method  
(Bubble size = pattern count)**

