

- ▶ A predictive model is not magic and it is not rocket science. It is actually a mathematical representation of reality that offers a view based on science and statistics that uses data that is currently available to predict the risk of an adverse event (or a preferred event) at some point in the future.
- ▶ The models, and there are many, look for patterns in the data that may not always be evident and which seem linked to an outcome of some sort.

- ▶ Depending on the data and the model it can do so in either a supervised learning fashion, where the model describes a relationship between a set of independent attributes and a dependent attribute or in an unsupervised learning fashion where the model, itself, will find relationships in the data without reference to independent or dependent variables.