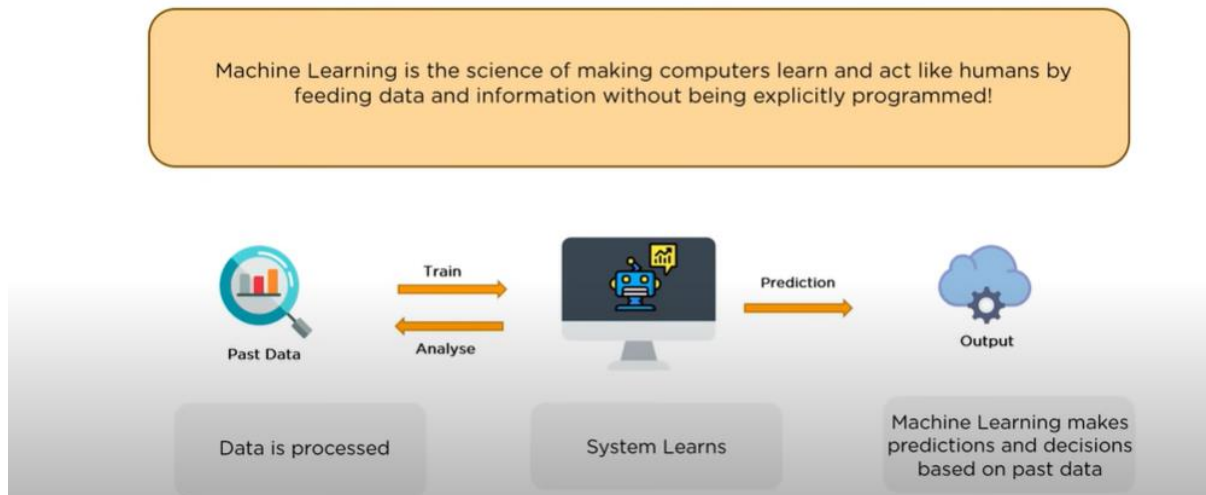


PRIOR KNOWLEDGE

Machine learning

Machine learning is defined as a branch of artificial intelligence (AI) and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.

What is Machine Learning?



There are two types of learning in machine learning.

1. **Supervised learning.**
 2. **Unsupervised learning.**
-

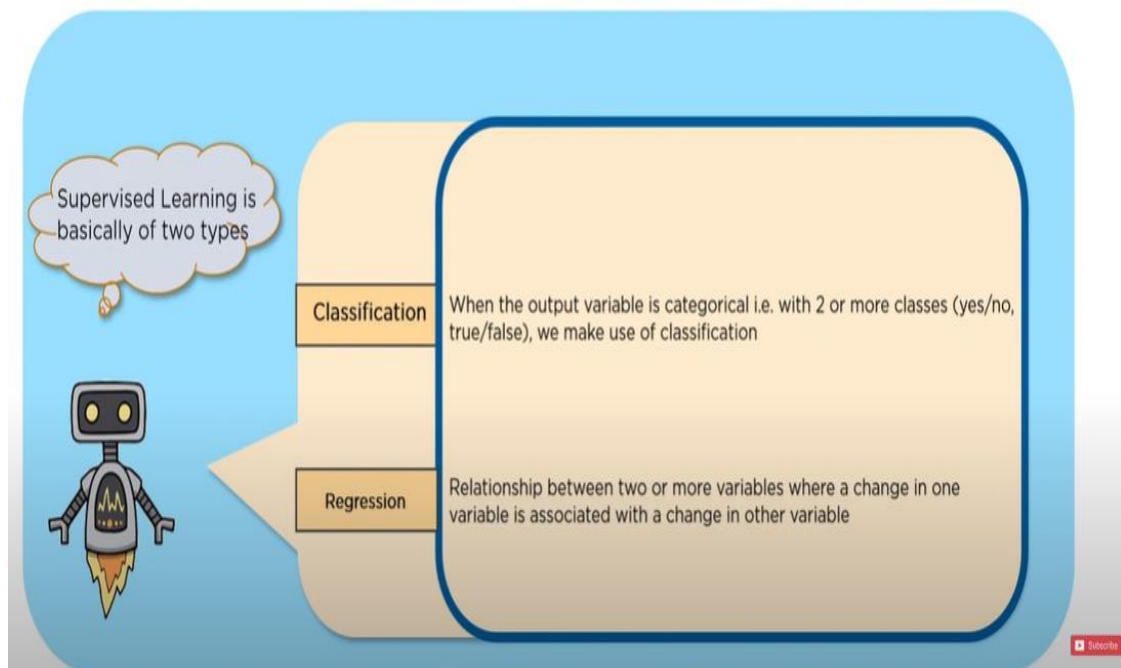
Supervised Learning



It is defined by its use of labelled datasets to train algorithms that to classify data or predict outcomes accurately. As input data is fed into the model, it adjusts its weights until the model has been fitted appropriately, which occurs as part of the cross-validation process. Supervised learning helps organizations solve for a variety of real-world problems at scale, such as classifying spam in a separate folder from your inbox.

Two types of supervised learning

Types of Supervised Learning



1. Classification

Classification Problem

Goal: predict category of new observation



Classification Applications

- Medical Diagnosis
- Animal Recognition

Important:

- Qualitative Output
- Predefined Classes

2. Regression

Regression

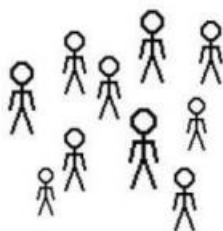
PREDICTORS



REGRESSION
FUNCTION



RESPONSE



- Relationship: **Height - Weight?**
- Linear?
- Predict: **Weight** → **Height**

Regression Model

Fitting a **linear** function

$$\text{Height} \approx \beta_0 + \beta_1 \times \text{Weight}$$

- **Predictor:** Weight
- **Response:** Height
- **Coefficients:** β_0, β_1

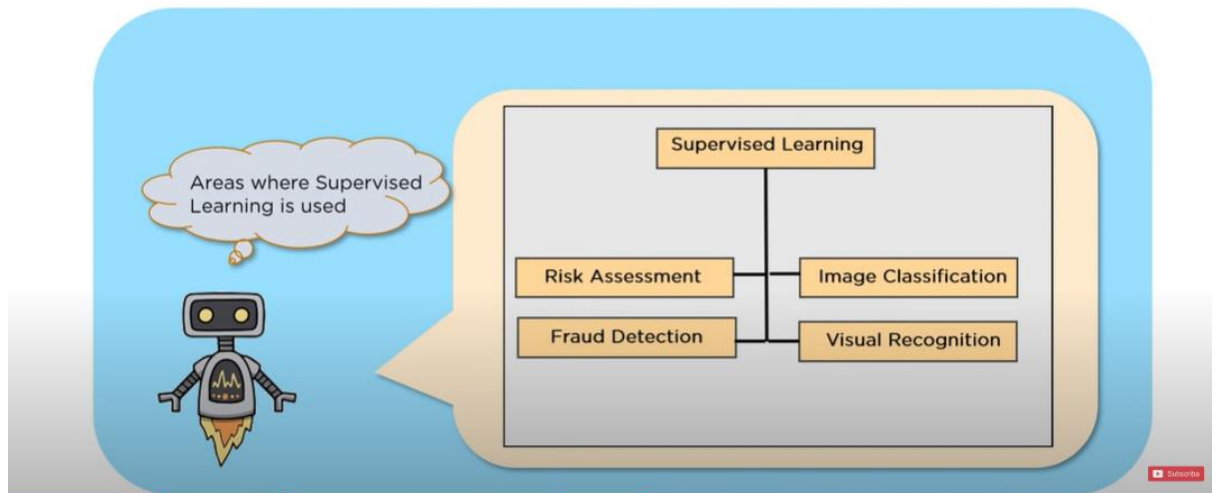
Estimate on previous input-output

```
> lm(response ~ predictor)
```

Regression Applications

- Payments → Credit Scores
- Time → Subscriptions
- Grades → Landing a Job
- Quantitative Output
- Previous **input-output** observations

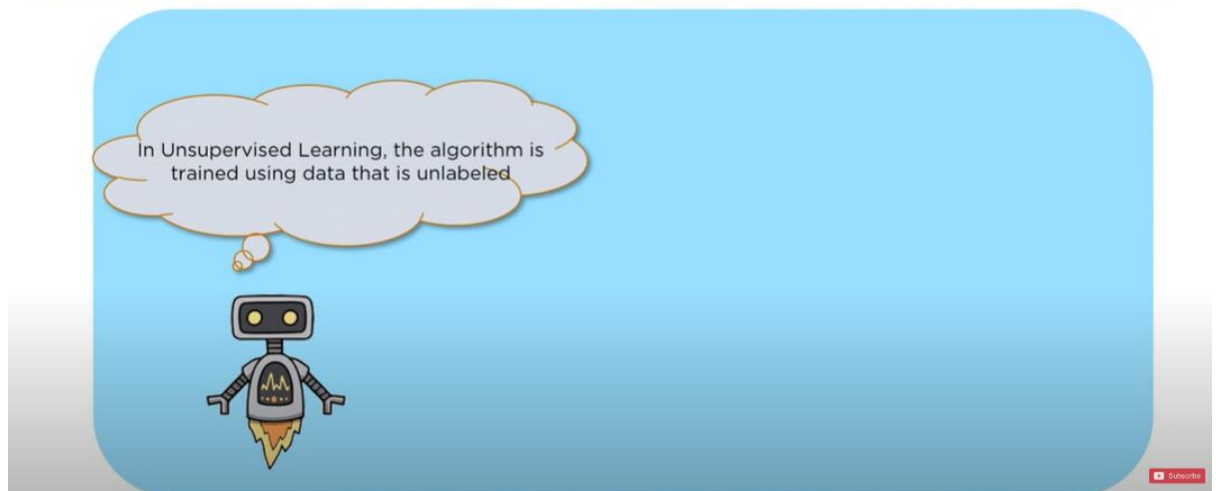
Applications of Supervised Learning



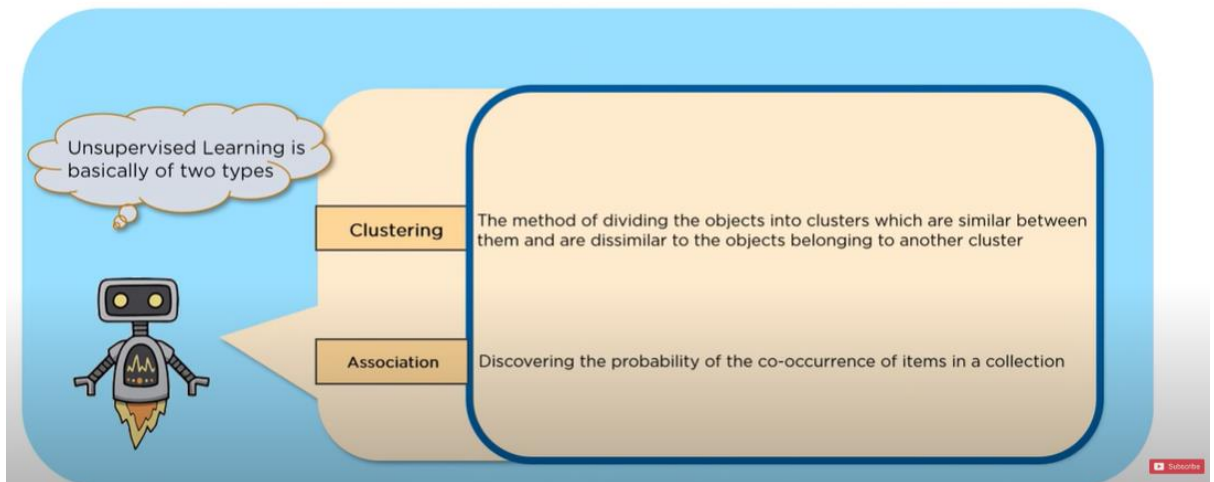
3. Unsupervised learning

In unsupervised learning, an algorithm separates the data in a data set in which the data is unlabelled based on some hidden features in the data.

Unsupervised Learning



Types of Unsupervised Learning

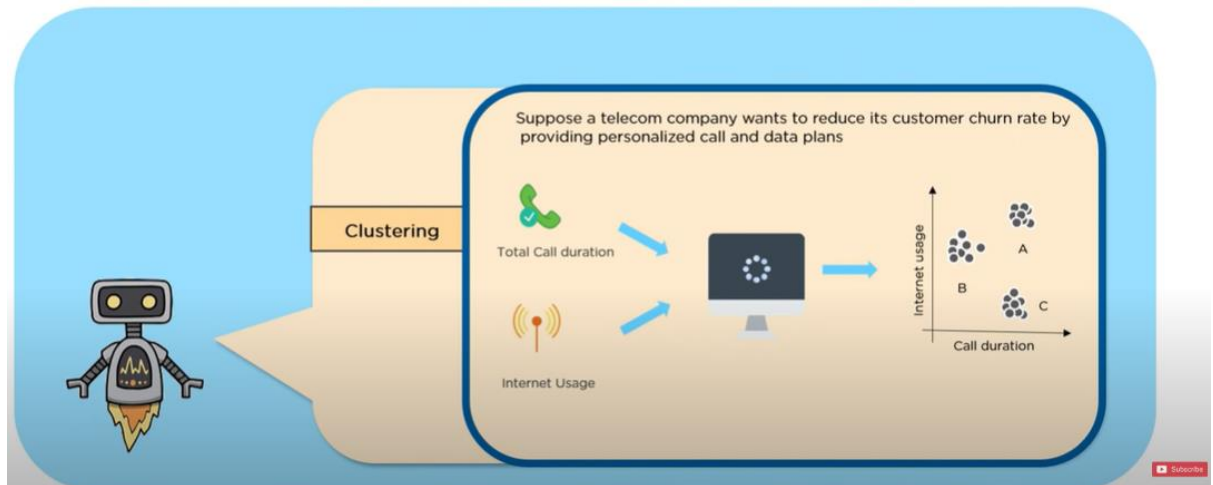


a) Clustering

Clustering

- **Clustering:** grouping objects in clusters
 - *Similar* within cluster
 - *Dissimilar* between clusters
- **Example:** Grouping similar animal photos
 - No labels
 - No **right** or **wrong**
 - Plenty possible clusterings

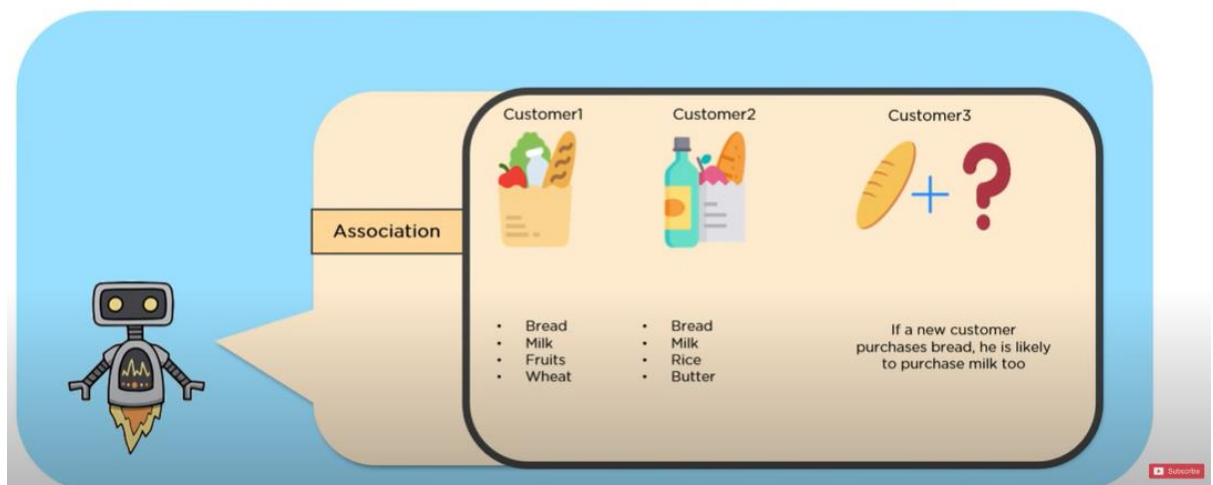
Types of Unsupervised Learning



b) Association

Association learning is a rule-based machine learning and data mining technique that finds important relations between variables or features in a data set.

Types of Unsupervised Learning



Applications of Unsupervised Learning

