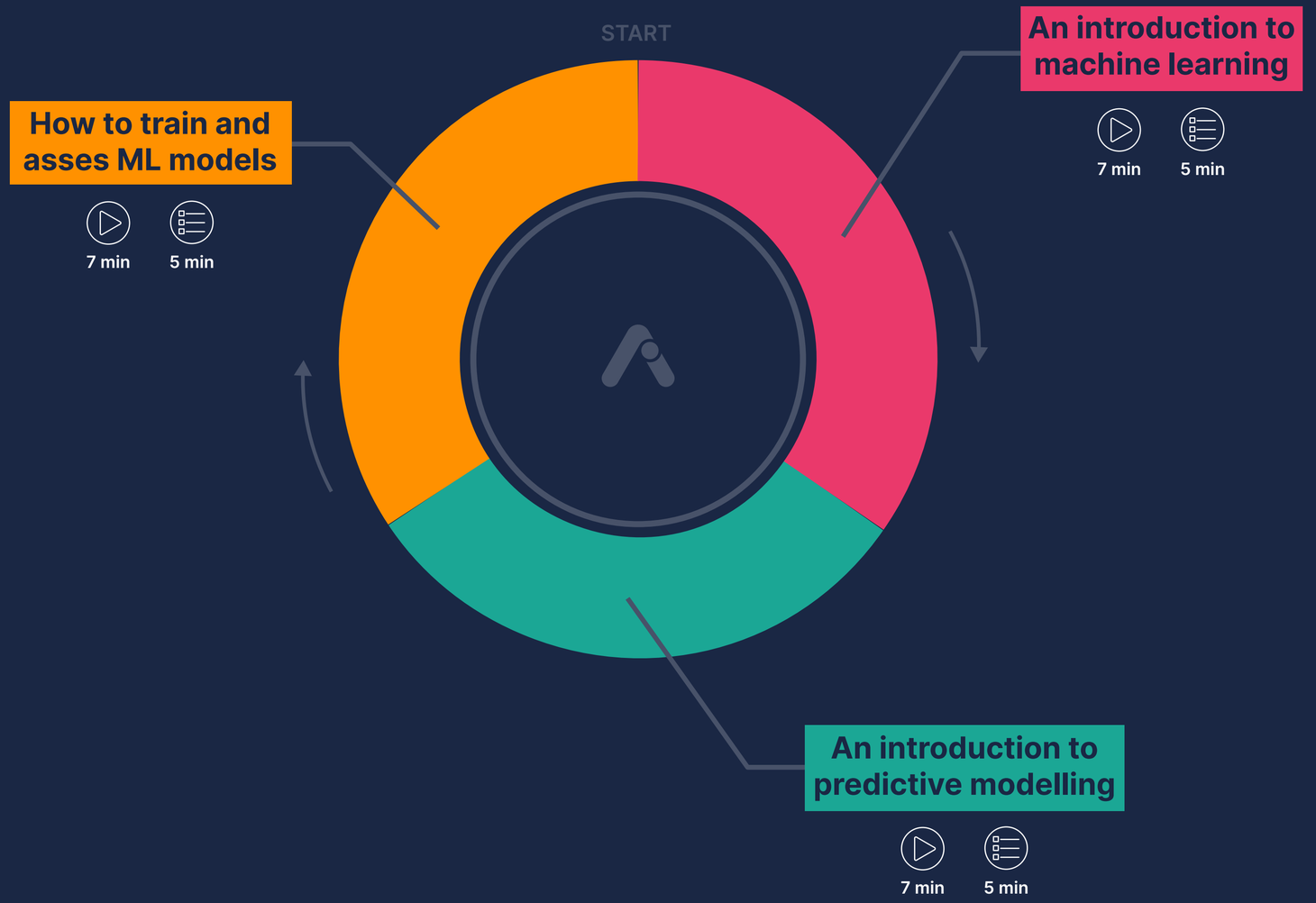
# **An introduction to machine learning** – Lesson overview

There are certain key concepts that are often used in conjunction with **solving data science problems**.

In this lesson, we are going to explain some of these methods and approaches to **help form the foundation** for more complex concepts in the weeks to come.

We'll first take a look at what machine learning is, then explore **predictive modelling**, before examining the measures we can use to **assess** whether a model is performing well or not.




## Learning objectives

- Differentiate between machine learning and artificial intelligence, understanding their interplay and significance in various domains.
- Define predictive modelling and explain its significance in data analysis and decision-making processes.
- Differentiate between regression and classification tasks.
- Explain the rationale behind the train-test split and its importance in assessing model performance.
- Be familiar with the different measures available to evaluate the performance of predictive models.

**Video** **Knowledge questions**