

Machine Learning

Mc Ray Escoto

Leader

mcde.escoto.up@phinmaed.com

Arvin Dela Cruz

Member

aror.delacruz.up@phinmaed.com

Sly Villafania

Member

slla.villafania.up@phinmaed.com

Brian Isaac Baniqued

Member

brto.baniqued.up@phinmaed.com

Irus John Abrogar

Member

lrab.abrogar.up@phinmaed.com

1. INTRODUCTION

A platform technology is a critical component for developing and operating business applications. These digital products provide the infrastructure needed for technology to function. By leveraging these platforms, companies and individuals can communicate, transact, and execute tasks without being hindered by geographical barriers. Typically, technology platforms include analytics and data management tools, and they require a combination of software and hardware components. Utilizing these platforms enables users to stay current with the latest technology trends and perform tasks more efficiently.[1]

As technology continues to advance, the importance of technology platforms will only continue to grow. With the ability to streamline processes and enhance communication, companies can gain a competitive advantage by leveraging the latest technology platforms. By investing in technology platforms, businesses can increase their efficiency, improve their decision-making processes, and ultimately achieve better results. As such, it is crucial for businesses to remain informed about the latest technology platforms available and how they can be leveraged to drive success.[1]

Machine learning is a rapidly growing field that has the potential to transform many industries and applications. It involves the development of algorithms and models that enable computers to learn from data, making predictions and decisions without being explicitly programmed. Machine learning has been applied to a wide range of problems, including image recognition, speech recognition, natural language processing, and predictive analytics. Over the past decade, machine learning has seen significant advances, driven by the availability of large amounts of data, the development of more powerful computing hardware, and the rise of deep learning, a subfield of machine learning that uses artificial neural networks to model complex patterns in data. Despite its many successes, machine learning is not without its challenges. It can be difficult to interpret and explain the decisions made by machine learning models, particularly in cases where the models are complex and involve many variables. There are also concerns around data privacy and the ethics of using machine learning in areas such as healthcare, finance, and criminal justice.[2]

BACKGROUND AND OBJECTIVES

Machine learning is a field of computer science and artificial intelligence that involves using algorithms and data to simulate human learning, with the aim of improving accuracy over time. IBM has a strong history in this area, with Arthur Samuel, one of its employees, credited with coining the term "machine learning" during his research on the game of checkers in the 1960s.

Thanks to technological advancements, machine learning has led to innovative products such as Netflix's recommendation engine and self-driving cars. It is also an important component of data science, as algorithms can be trained to make classifications and predictions, and uncover insights from data mining projects that can drive decision making within businesses.

As big data continues to grow, the demand for data scientists who can identify relevant business questions and the data to answer them is increasing. Frameworks like TensorFlow and PyTorch are used to create machine learning algorithms and accelerate solution development.[3]

According to UC Berkeley, a machine learning algorithm involves three key components. First, there is a decision process where the algorithm predicts or classifies data based on input data, which may be labeled or unlabeled. Then, an error function evaluates the accuracy of the algorithm's predictions, which can be compared to known examples. Finally, the model optimization process adjusts the algorithm's weights to improve accuracy and reduce discrepancies between the model estimate and known examples. The algorithm repeats this process until it meets a predetermined threshold of accuracy.[4]

Machine learning plays a crucial role in helping enterprises gain insights into customer behavior, operational patterns, and product development. This technology is widely used by leading companies such as Facebook, Google, and Uber, and has become a key competitive advantage for many businesses. By leveraging machine learning, companies can stay ahead of trends and gain a deeper understanding of their operations, ultimately leading to improved decision making and business outcomes.[5]

The objective of this study is to examine the current state of machine learning and its impact on society in the following terms:

- 1.) Investigate the role of machine learning in data management and its impact on optimizing the process. The study aims to explore how machine learning techniques, such as predictive analytics and deep learning, can be applied to manage and analyze large amounts of data, reducing manual errors and increasing efficiency. The study will also assess the limitations and challenges of using machine learning in data management and provide recommendations for future developments.
- 2.) Investigate the role of machine learning in scaling business growth by exploring its potential applications and benefits in data analysis, decision making, and optimizing business processes. Through a review of relevant literature and case studies, this study will analyze the impact of machine learning on business growth and identify key considerations for successful

implementation, including data management, workload management, and user experience (UX/UI). The ultimate goal is to provide insights and practical recommendations for businesses looking to harness the power of machine learning to drive growth and remain competitive in today's modern workforce.

- 3.) analyze its potential for improving workload management by utilizing algorithms and models that allow computers to automate routine tasks, freeing up time and resources for other activities that require human intervention. The study aims to evaluate the feasibility of incorporating machine learning in the workplace to optimize resource allocation, increase efficiency, and ultimately contribute to the scaling of business growth.
- 4.) analyze the impact of machine learning algorithms and models on UX/UI design, including their ability to improve usability, user engagement, and overall user satisfaction. The study also aims to explore the potential of machine learning to create innovative and personalized experiences for users, and to identify the challenges and limitations in incorporating machine learning into UX/UI design. The end goal is to provide insights and recommendations for using machine learning effectively in UX/UI design, and to demonstrate its potential for advancing the field of user experience and interface design.
- 5.) investigate the impact of machine learning on the current and future workforce, and how it is transforming the way work is done. The study will examine the implications of machine learning on job roles, the skills and training required for the modern workforce, and the benefits and challenges associated with the adoption of machine learning in the workplace. The study aims to provide insights into how organizations can leverage machine learning to improve their processes, increase productivity, and support the growth of their modern workforce.