**ABSTRACT**

With the explosion in the use of machine learning in various domains, the need for an efficient pipeline for the development of machine learning models has never been more critical. However, the task of forming and training models largely remains traditional with a dependency on domain experts and time-consuming data manipulation operations, which impedes the development of machine learning models in both academia as well as industry. This demand advocates the new research era concerned with fitting machine learning models fully automatically i.e., AutoML. Automated Machine Learning(AutoML) is an end-to-end process that aims at automating this model development pipeline without any external assistance. First, we provide an insights of AutoML. Second, we delve into the individual segments in the AutoML pipeline and cover their approaches in brief. We also provide a case study on the industrial use and impact of AutoML with a focus on practical applicability in a business context. At last, we conclude with the open research issues, and future research directions.