

↳ forming a machine learning problem
How do we plan a machine problem
for any business problem.

1.) Business Problem to ML problem

↳

How to increase Revenue ? lets say for netflix ...

few ways ↳ 1) Bring new customers X
2) Charge more to existing customers X
3) What If we decrease the Churn Rate
How many people are leaving our system. ←

Now our business problem has been converted into mathematical problem

2.) Type of Problem [Supervised, Unsupervised]

Thinking about what will be the end product. ↳ Main task is identifying customers who leave the platform.

What are you gonna do for people are leaving ?

→ providing instant discounts.

Now this looks like a classification problem if customer is going to leave the platform

or not.

→ Identifying the probability that a person is going to leave

Now you see this problem has become a regression problem.

"So rather than giving discount to every one who is leaving, we give more to those who has high probability of leaving & vice versa".

3) Current Solution Available

We search for existing soln & draw few inspirations from this rather starting from scratch.

4) Getting Data

To solve problem you need data, for netflix we say

1) watch time 2) Browsing time more than streaming 3) For how many seconds customer didn't get any result 4) How much recommendation did we get right for customers.

→ We go search out a Data Engineer who is gonna give us a Data Warehouse containing this data, from the Netflix OLTP.

5) Metrics to Measure

How will you be evaluating your model.
Finding out what you have done is actually correct.

We do this by measuring against metrics

6) Online vs Batch ML

7) Checking Assumption

Checking if data we want is available or not.

e.g. If your model gonna work globally, your features will change based upon location.

