

## What is Machine Learning ?

**Ans : Machine learning:** Machine learning is a type of artificial intelligence (AI) that allows software applications to become more accurate in predicting outcomes without being explicitly programmed to do so. Machine learning algorithms use historical data as input to predict new output values.

For example, a machine learning algorithm could be used to predict whether a customer is likely to churn (cancel their subscription) by analyzing their past purchase history, browsing behavior, and social media activity. The algorithm would learn from the data to identify patterns that are associated with churn, and it could then use these patterns to predict which customers are at risk of churning.

