Brainstorm machine learning approaches to business problems

Choosing best learning method for example problem statements

For the following business problems decide how you would approach creating a ML model, whether you would use supervised or unsupervised learning and whether the it’s a classification, regression or clustering type of problem.

Definitions

Supervised Learning

Unsupervised Learning

Regression

Classification

Clustering

Dimension reduction

Retail

Optimize inventory spacing and placing (regression, clustering)

Sports

Increase number of season ticket holders (unsupervised, clustering, classification)

Gaming

Increase in-game ad clicks (unsupervised, clustering)

Airline

Project seasonal flight demand (supervised, regression)

How would you approach the problem?

Will you build a supervised model or an unsupervised model?

Will you be creating a classification (grouping) or regression (scaling) model?

What data would you need to create the model?

What would be your target variable (the data point/s you’re trying to predict)?