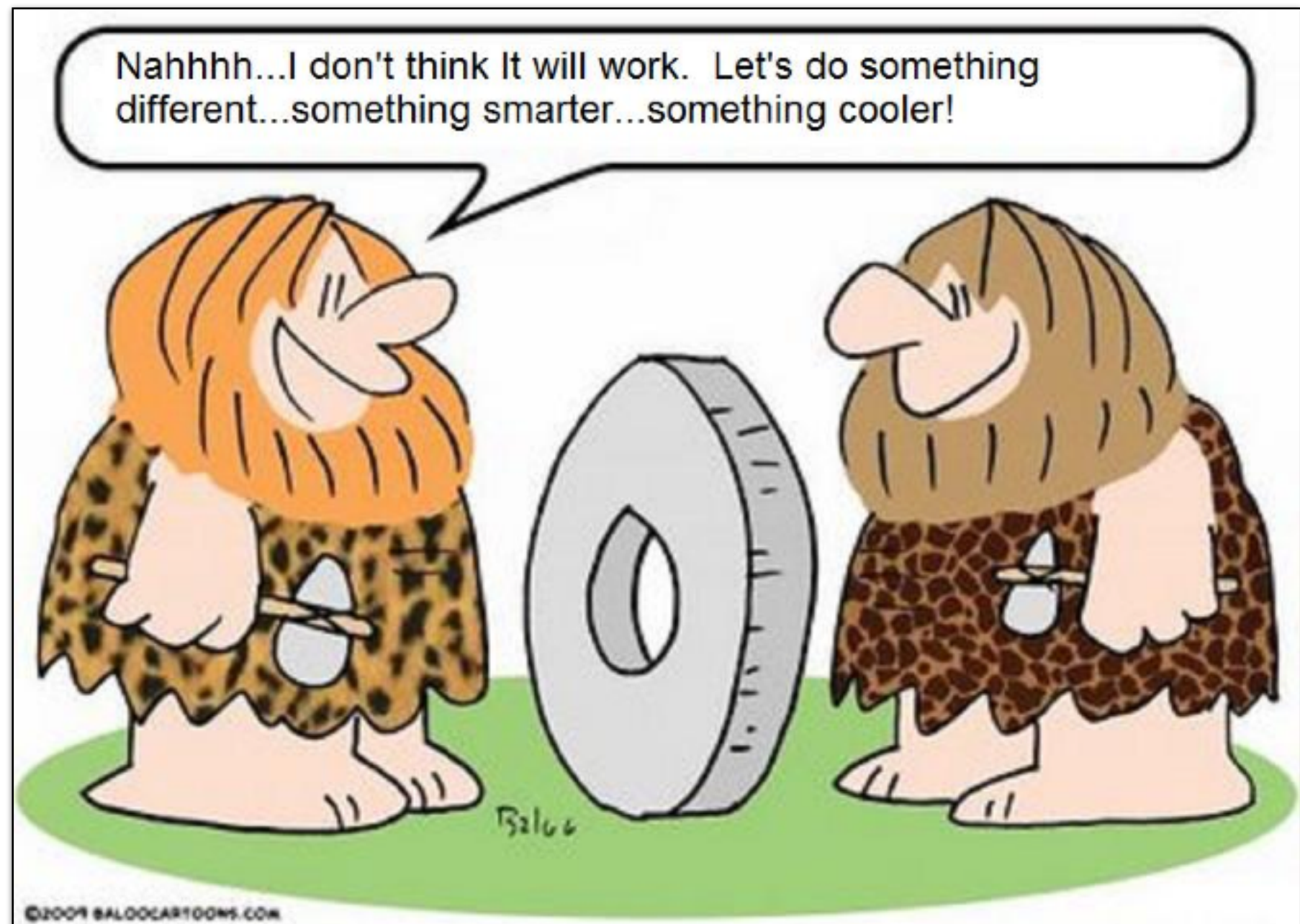


Off-the shelf models

Useful because they usually have had multiple experts developing, testing and refining over time so you don't have to re-invent the wheel



Model Selection

Is model structure **APPROPRIATE**

Is model performance **GOOD ENOUGH**

**Then pick the simplest model that accounts
for your processes of interest**