1. Advantages and Disadvantages of machine learning.

Machine Learning is an application of Artificial Intelligence and is revolutionizing the way companies do business. At it’s core, it’s an algorithm or model that learns patterns in big data and then predicts similar patterns in new data. **In layman’s terms, it’s the theory that machines should be able to learn and adapt through experience to produce reliable, repeatable decisions and results**.

Machine Learning isn’t new, there’s now more data than ever which has attributed to it’s recent popularity. So, where have you seen Machine Learning in your everyday life?

-You know those show/movie recommendations you get on Netflix? Machine learning

-Ever get a call or text from your bank regarding what they believe to be a fraudulent charge? Machine learning

-The self-driving Google car? Machine learning

Following are the advantages of Machine Learning:

➨It is used in variety of applications such as banking and financial sector, healthcare, retail, publishing and social media, robot locomotion, game playing etc.

➨It is used by google and Facebook to push relevant advertisements based on users past search behavior.

➨It has capabilities to handle multi-dimensional and multi-variety data in dynamic or uncertain environments.

➨It allows time cycle reduction and efficient utilization of resources.

➨Due to machine learning there are tools available to provide continuous quality improvement in large and complex process environments.

➨Source programs such as Rapid miner helps in increased usability of algorithms for various applications.

Disadvantages of Machine Learning

Following are the challenges or disadvantages of Machine Learning:

➨Acquisition of relevant data is the major challenge. Based on different algorithms data need to be processed before providing as input to respective algorithms. This has significant impact on results to be achieved or obtained.

➨Interpretation of results is also a major challenge to determine effectiveness of machine learning algorithms.

➨Based on which action to be taken and when to be taken, various machine learning techniques are need to be tried.

➨Next level to machine learning technology is being researched.

Conclusion:

If we have look at the advantages then we can feel that how machine learning has helped us in achieving the targets we would have had in dream. It has helped in increasing the revenue for companies and and is helping the companies in many way.