# Introduction / Welcome

**Welcome to Applications & Use Cases Professional!**

This is an accessible course that is designed for everyone that is interested in Applications & Use Cases for Machine Learning. We want to make sure you can begin with a business understanding of what can provide value, and follow that through so that it does drive value. In order to deploy a model in the business, you need confidence that the model is valid. You do not necessarily need to know the details of data preparation, or the inner workings of the model, but you do need to understand the overall process, and how it is evaluated and validated.

The course can help you prepare for the Applications & Use Cases Professional Exam. We do not cover the answers to all questions on the exam, instead we ask you to take ownership for learning, understanding the concepts that we outline.

Additionally, this course does include some complex examples. It is not necessary to understand the implementation details for this course or the related certification. So please take time to understand the concepts, but remember that implementation details are covered in other courses. In the course conclusion, we recommend some courses that explain implementation.

*Please remember that we frequently update these pathways and are happy to hear any suggestions for improvement.*