Introduction to Machine Learning

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January 15, 2026

Abstract

This document provides an introduction to machine learning, its applications in various industries, and the growing importance of machine learning specialists in the job market.

Contents

1 What is Machine Learning?

Machine learning is a subset of computer science and artificial intelligence that uses algorithms to learn from data in a manner not dissimilar to how humans learn. The goal is for the machine to successively improve its learning accuracy as it's trained on data sets, which slowly teach the algorithm to perform a specific task.

2 Applications of Machine Learning

2.1 Everyday Applications

Machine learning includes everything from video surveillance to facial recognition on your smartphone. However, customer-facing businesses also use it to understand consumers' patterns and preferences and design direct marketing or ad campaigns.

2.2   Social Media and E-commerce

- **Social Media Platforms:** Companies like **Meta** use machine learning to target advertisements at users based on their preferences, likes, and posts on the website.

- **E-commerce:** Shopping websites like **Amazon** use algorithms to suggest items to buy based on a customer's purchases and viewing history.

3   Machine Learning as a Career

3.1   Role of Machine Learning Engineers

Machine learning engineers are responsible for building artificial intelligence systems. This fascinating branch of artificial intelligence involves creating models trained on data sets that can predict and adapt to outcomes.

3.2   Job Market Outlook

According to the **World Economic Forum's Future of Jobs Report 2025**, AI and machine learning specialists are among the top three roles expected to grow most rapidly between 2025 and 2030, with a global net growth of **82 percent**.

4   Key Concepts in Machine Learning

4.1   Types of Machine Learning

1. **Supervised Learning:** Training models on labeled data
2. **Unsupervised Learning:** Finding patterns in unlabeled data
3. **Reinforcement Learning:** Learning through trial and error with rewards

4.2   Common Algorithms

- Linear Regression
- Decision Trees
- Neural Networks
- Support Vector Machines
- Clustering Algorithms